EFFECT OF PRODUCT INNOVATION ON CUSTOMER SATISFACTION AND CUSTOMERS' BEHAVIOURAL INTENTIONS IN UPSCALE QUICK SERVICE RESTAURANTS(QSRS) IN ABA, ABIA STATE, NIGERIA

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ABSTRACT:

The study investigated the direct effect of product innovation on customer satisfaction and customers' behavioural intentions in upscale Quick Service Restaurants (QSRs) in the commercial nerve centre of Aba, Abia State, Nigeria. The descriptive survey research design generated data from 150 customers who were dining in the QSRs during the survey. The study used a well-structured questionnaire with 15 scale items, in addition to four demographic items. The statistical result from the inferential analysis with the aid of SPSS revealed that customer satisfaction and customers' behavioural intentions towards the upscale QSRs is driven by product innovation. Thus the results showed that product innovation had positive significant effect n customer satisfaction, repurchase intentions and positive word of mouth communications. Entrepreneurs/managers operating upscale QSRs in the hospitality industry are expected to build capabilities in brand innovativeness based on the needs and expectations of their target market.

Keywords: Product Innovation. Customer Satisfaction. Repurchase Intention. Word of Mouth Communications.

INTRODUCTION:

In Nigeria, one of the fastest growing businesses is the Quick Service Restaurant (henceforth QSR). The business is considered as one of the most lucrative businesses in Nigeria as many entrepreneurs enter and expand the business through franchise arrangement. The reasons advanced for this rapid growth are: the growing population of over 200 million, growing urbanisation, busy lifestyle of the people, and the rising profile of the mid-income group. In 2016, the Association of Fast Food and Confectioners of Nigeria (AFFCON) estimated the food industry to be worth over a trillion naira (Alex-Adedipe, 2020).

The unprecedented growth of the food industry has engendered intensive competition among the several brands of QSRs in Nigeria: Tantaliser, Mr Biggs, Chicken Republic, Genesis, Kilanmanjero, Sammies', etc. To achieve competitive advantage by the entrepreneurs/managers of QSRs, also called fast food restaurants, they are therefore expected to engage in marketing activities

capable of enhancing customer satisfaction and positive behavioural intentions of the target market. This will be made easier by understanding their target market needs and expectations. The essence is to know how to blend the marketing mix elements with a view to delivering experiential value to their current and potential customers and be in a position to capture value in return from the customers (Kotler & Armstrong 2010).

The bride of the marketing mix elements is the tangible product for manufactured products and product-service mix for service brands such as hotels, restaurants and bars. For a QSR where tourists, local residents and visitors have their meals and drinks, owners/managers are expected to provide their customers with memorable dining experiences so as to enhance the level of customer/tourist/visitor satisfaction and other customer behavioural intentions such as revisit intention and positive word of mouth communication (Ali, & Amin, 2014; Diab, Mohammed, Mansour & Saad, 2016; Nwaokah & Nne , 2018; Benerjeen & Singania, 2018,). This could be achieved through product innovation in terms of variety of menus.

The foregoing is in agreement with the categorisation of the attributes of a typical QSR that is capable of affecting the customers' behavioural intentions positively by Goyal and Singh (2007). The attributes were categorized into six major attribute groups: variety of food, food taste and quality, ambiance and hygiene, service speed, price and location provided by the restaurant. On their own part, Stevens, Knutson, and Patton, (1995) proposed the DINESERV factors (food quality, atmospherics, service quality, convenience, and price and value) as the attributes of QSR that could enhance customers' behavioural intentions.

In extant literature, the factors that enhance consumers' dining experience and how they influence consumer behavioural intentions have been studied in various market contexts(Brady & Cronin 2001; Chebat and Michon, 2003; Inocencioa, Madambab, Mojicac, & Zapata, Jr 2016). Other empirical studies (Hanaysha, 2016; Stock, 2011;Yang, 2008; Nemati, Khan, & Iftikhar, 2010) examined the influence of product innovation on both customer satisfaction and behavioural intentions of customers. This current study attempts to examine the effect of product innovation on customer satisfaction and customers' behavioural intentions (repurchase intention and word of mouth communication), in the context of QSRs operating in Aba, Abia State, Nigeria.

THEORETICAL FOUNDATIONS:
Means-End Theory:

Manufacturers and service providers are aware that despite the type and quality of new products they produce, consumers are regarded as the ultimate arbiters. Due to their perception of the value of the new product or service, its market acceptance or rejection lies with the customers or target market. The foregoing explains why Marketers' initial attempt to expose the target market/consumers to innovation usually begin with marketing communication which enhances the acquisition of information concerning the products' meaning and use. The essence of this apparent perceptual process by the consumers is with a view to inducing feelings of personal relevance which affects the evaluations of such innovation's capability or potentials to satisfy consumer values and goals (Rogers as cited in Mulvey & Gengler 2014).

The foregoing explains why the Means-End Theory (MET) conceptualizes consumers as goal-oriented decision-makers that select consumption actions that seem most likely to yield a more desirable end. The theory makes provision for a more consumer oriented

remedy to the limited or narrow focus of suppliers on the attributes and features of a product. By implication therefore, the theory aligns more with the postulations of economists and psychologists which emphasises that consumers choice of a product is not for the product's sake, but because of the utility value of such a product. Olson and Reynolds (2001, p.3) posit that, MET is based on the fact that, "decision makers choose courses of action (including behaviours such as purchase of particular brands) that seem most likely to achieve important outcomes" as its underlying foundation. Therefore, for a tourist/visitor/local consumers the adoption of product innovation in a QSR should that such innovative product produce desirable consequences in terms of meeting their dinning needs. In other words, it is the consumers' perceived value in market offers that consumers consider products/service for purchase .This is one of the reasons why this theory provides the basis for this study.

CONCEPTUAL REVIEW:
Product Innovation:

Innovativeness is argued to be a very important success factor which is recognized and treated as part of organizational valuable asset. This is because in the new millennium, savvy consumers are looking for breakthrough products which are not only convenient and unique but also affordable at the same time (Koplan 2009).

Nemati, et al (2010) described product innovation as the capability of a brand to develop, create and implement new offerings of attractive and unique products or service. The essence is to improve effectiveness and efficiency of a brand and possibly build sustainable competitive advantage. It is on the basis of the foregoing that Kaplan (2009), posited that product innovation is used to achieve brand loyalty since brand innovativeness acts as a signal of quality and organisational commitment based on unique brand associations possessed by the brand (Kaplan 2009).

In several market contexts, several empirical studies have been conducted to investigate the relationship between brand innovativeness and consumers responses in various sectors of the economy (Sanayei, Shahin & Taherfar, 2013; Hanaysha 2016; Kunz, Schmitt & Meyer, 2011; Olumu & Irehfin 2016; Bart, Andrikatesh, Fateena & Urban, 2005; Ebrahim, Ghoneim, Irani, & Fan, 2016; Khan & Khan 2012, Anyaeme, Alimi & Ayanbimipe, 2005; Jun, Park & Yeom, 2014; Nemati, et al 2010)

Customer Satisfaction:

Customer satisfaction is very important to marketers because it helps to evaluate, "how much a product or service supplied by company has been able to satisfy or please the customer" (Nemati, et al 2010, p. 300). This explain why He, Li and Harris (2012) argues that when the performance of a brand is able to meet the expectations of the consumer, the customers become satisfied. Anderson, Fornell and Lehman (1994) in their argument are of the view that the moment the product of a firm matches with the customers' expectation, customer satisfaction will naturally be enhanced while also stimulating profitability of the firm as a result of repeat patronage.

In terms of definition, Oliver (1997) views the concept as fulfillment from consumption which is pleasurable to the customer. In the same vein, Tse and Wilton (1988, p. 204) defined the concept as "consumer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption". According to Cronin, Jr., Brady and Hult (2000), the factors that play significant role in

consumer buying and behavioural intentions include quality (product quality and service quality), service value and satisfaction. In the context of restaurants, Stevens, Knutson, and Patton, (1995) are of the view that, even though it is not certain that satisfied customers will revisit a restaurant for re-patronage, there is near certainty (90 %) that customers who are dissatisfied will not revisit the restaurant. This implies that restaurant entrepreneurs/managers are to ensure that their customers are satisfied at all times through offering them variety of menus in order to enhance their level of satisfaction.

Customers' Behavioural Intentions:

The responses of customers towards brands in the marketplace is what defines customer behavioural intentions. However, marketers are aware that, the responses of customers to their organisational marketing activities could either be favourable/positive or unfavourable/negative (Ladhari, 2009;Zeithaml, Berry, & Parasuraman, 1996). In extant literature, several lines of argument tend to suggest that behavioural intentions constitute principal indicators of whether a customer will like to remain with a particular brand/organization or be attracted to a competing brand (Kang, James, & Alexandris, 2002; Alexandris, Zahariadis, Tsorbatzoudis, & Grouios, 2004). As suggested by Jhamb, Mittal and Sharma, (2020, p.363), "customer behavioural intentions can be understood as their behavioural activities to promote the brand, purchase service/product, price point's comparisons, and complaints". The implication being that customer behavioural intentions could manifest positively through purchase intention, repurchase intention, brand loyalty, and positive word of mouth communication. Negative or unfavourable responses could be triggered by not being satisfied with the brand due to service failure, product malfunction, etc.

The result could manifest through customers engaging in negative word of mouth communications, display of higher probability of brand switching behaviours, display an unwillingness to pay premium prices and reducing the volume of business transactions, with the organisation (Zeithmal et al , 1996). Cronin and Taylor (1992) and Zeithaml et al (1996) posit that customer behavioural intentions is posited to consist of four principal dimensions: purchase intention, price sensitivity, word-of-mouth communications, and complaining behaviour. For this current study, repurchase intention, and positive word of mouth communication are the measures used in determining customers' behavioural intentions.

Repurchase Intention:

Hellier, Geursen, Carrr, and Rickard (2003) described repurchase intention as the desire of consumers' intention to repeat the behavioural action of buying a particular brand, while Ebrahim, et al (2013, p.1244) defined the concept as "consumers' decision about repeating the action of purchasing the brand". On the other hand, Young, Clark, and McIntyre (2007, p.92) described the concept as "the likelihood that a current customer of a restaurant expects to return in the future for a dining experience". The concept of repurchase intention is very important to marketers simply because return customers is a sign of satisfaction and loyalty to the brand and it can only come from customers' determination after due consideration of several factors. This explain why it is considered as one of the most important behavioural outcome of consumers in marketing (Pharm & Train, 2014).

Word of Mouth Communication (WOMC):

Sen and Lerman (2007, p.77) defined WOMC as "a face to face conversation between consumers about a product or service

experience". The unique characteristics of WOMC is that it is usually a face to face conversation that is essentially private, and conducted between two parties which is the source of the information and the receiver (Gilly, Graham, Wolfinbarger & Yale, 1998). Buttner and Goritz (2008) noted that those involved (source and the receiver) in WOMC are usually friends, relatives or acquaintances. The essential characteristic of WOM is the independent nature of the source since it does not have any commercial interest in the information he/she is providing which explain why it is regarded as a more credible marketing communication process than firm-generated information.

Product Innovation and Customer Satisfaction:

In Tehran, Daragahi (2017) examined the effect of innovation in product presentation on customer satisfaction in the cosmetics market. The organisational scope covered ten cosmetic companies in Iran with 387 customers. The statistical results showed that innovation in product presentation had a positive effect on customer satisfaction. Sanayei, et al (2013) examined the effects of brand innovativeness on brand attitude where consumer innovativeness acted as a moderating variable. The statistical results of the descriptive study indicate that brand innovativeness has positive effect on consumer attitude towards brands. Kunz, Schmitt and Meyer (2011) examined the effect of perceived firm innovativeness (brand innovativeness) on consumer satisfaction and consumer loyalty in the mobile phone industry. The results showed that perceived firm innovativeness had significant positive effect on brand loyalty. On the other hand, the effect was weaker for services than consumer goods.

In the emerging innovative telecommunication market of Egypt, Mourad and Ahmed (2012) investigated the factors affecting the green brand preference in the telecom industry in a qualitative exploratory and quantitative research. The statistical results showed that green awareness had weak correlation with green brand preference while there was strong and positive correlation between green brand image, green awareness, green trust and green brand preference. In the qualitative aspect of the study, the respondents affirmed that they were not aware of environmental promotions of the telecom operators neither did they recognize the meaning of environmental labels and slogans for their preferred brand.

In the cities of Rawalpindi and Islamabad in Pakistan, Nemati, et al (2010) examined the effect of product innovation on customer satisfaction and brand loyalty in the context of mobile communication market. The statistical results of the descriptive study showed that product innovation correlated positively with customer satisfaction and no effect on brand loyalty.

From the foregoing, we therefore hypothesize that;

H1: Product innovation significantly affects customer's satisfaction in upscale QSRs in Aba, Abia State, Nigeria.
Product Innovation and customers' behavioural intention

Pappu and Quester (2016) investigated the effect of brand innovativeness on brand loyalty in the consumer electronics market with perceived quality performing a mediating role. The result of the descriptive study showed that brand innovativeness had positive and significant relationship with brand loyalty. Perceived quality mediated the relationship between brand innovativeness and brand loyalty. Baharun, Nikbin, Hashim and Awang (2016) investigated the effect of product innovation on brand preference while brand

personality mediated the relationship. The result of the statistical analysis showed that innovation in telecommunication products had significant positive relationship with brand preferences and with brand personality. .

Hanaysha (2016), found that product innovation had positive relationship with brand equity in the automobile market in Malaysia while Chuah, Marimuthu and Ramayah (2016) found that functional and monetary values mediated the relationship between Perceived Firm Marketing Innovation Initiatives (PFMII) and brand loyalty in the context of mobile internet service setting. Odor and Ekeke (2020) in the context of QERs in Port Harcourt, found a positive relationship between brand experience and customers' behavioural intentions in terms of repurchase intentions. From the foregoing empirical evidence, we argue that product innovation will have positive significant effect on customers' behavioural intentions towards upscale QSRs in the commercial city of Aba.

We therefore expect that:
H2: Product innovation significantly affects repurchase intention in upscale QSRs in Aba, Abia State, Nigeria.
H3: Product innovation significantly affects word of mouth communication in upscale QSRs in Aba, Abia State, Nigeria

Research Methodology
Research Design:
Descriptive survey research design was adopted for this current study. The choice of this design is due to the fact that the study required the collection of data which depends on the attitude, preferences, behaviour and perception of customers of upscale QSRs with a focus on the product innovativeness and how it influences customer satisfaction and customers' behavioural intentions to the upscale QSRs in a commercial city of Aba in Abia State, Nigeria.

Sample and Data Collection:
The population of study were current customers of four upscale QSRs operating at the commercial city of Aba in Abia State. Since the population was very large and unknown, Freund and William's formula was used to determine the sample size of 150 customers. The sample of customers found dining at the various upscale QSRs at the time of questionnaire administration were those studied. A convenience sampling technique was adopted to generate the primary data using a well-structured questionnaire with 15 items. A total of 103 questionnaires were retrieved out of the 150 administered, with all of them proving to be useful and therefore was subjected to data analysis.

Demographic Profile of Respondents:
The analysis of the respondents' profile showed the following: male were 60 respondents (58.3%) and female were 43 respondents (41.7%); for age brackets distribution, <20 years were 6 respondents (5.8%), 20-29 years had 33 respondents (32%),30–38 years had 44 respondents (42.7%), > 39 years were 20 respondents (19.5%). Those in majority were within the ages of 30–38years. The respondents' profile on level of education, were as follows; first school leaving certificate were only 2 (1.95%), senior secondary school certificate (SSCE/GCE) were 61 (59.2%), Higher National Diploma and Bachelor degree (HND/B.SC) were 38 (36.9%), MA/MSC/MBA (2) (1.95%) and PhD (0) (0%). Respondents with the secondary school certificate were of the majority. The rates showing the period of continuous patronage of sampled customers were; 34(33.00%) less than 2 years, 45(43.69%), 2-4years, 17(16.51%), 5-8 years,

7(6.8%) 9 years and above. Majority of the respondents sampled had patronised the upscale QSRs between 2 and 4 years.

Measurement Instrument and Questionnaire Design:

The instrument for data collection was a well-structured questionnaire. All the measurement items were measured using a five-point Likert-type scale anchored by: Strongly Disagree [SD](1). Disagree [D](2), Agree [A](3), Agree fairly strongly(4) and Strongly Agree [SA](5). This was used to express the degree of agreement with the items or otherwise.

Extant literature provided the sources for all the items. Product innovation was measured using items adapted from Stock 2011. Items for customer satisfaction were three and modeled after Oliver 1980, while items for customers' behavioural intentions (repurchase intention and customers' word of mouth communication) were adapted from Jiang, Yang, and Jun (2012) and Ryu,Lee, and Kim, (2012).

RESEARCH RESULTS:
Reliability Analysis:

Table 1 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.992	.993	15

A Cronbach Alpha of .992 as shown in Table 1 ascertained the reliability of the research instrument. The value is above the threshold of .7 which was suggested by Nunnally and Bernstein (1994). The implication of the result shows that the measuring instrument is internally consistent and therefore considered useful in measuring opinions of customers of upscale QSRs in the quest to determine the effect of product innovation on customer satisfaction and customers' behavioural intentions.

Discriminant Validity:

Table 2 Correlation Matrix

		Product Innovation	Customer Satisfaction	Repurchase Intention	Word of Mouth
Correlation	Product Innovation	1.000	.878	.931	.873
	Customer Satisfaction	.878	1.000	.916	.918
	Repurchase Intention	.931	.916	1.000	.905
	Word of Mouth	.873	.918	.905	1.000

Hair Jr, Black, Babin, and Anderson, (2010, p.126) defined discriminant validity as the "the degree to which two conceptually similar concepts are distinct". The view of Fornell and Larker (1981) is that descriminant validity could be determined through a correlation matrix if the diagonal elements are higher than all the off-diagonal elements in their columns and rows. From the correlation matrix shown in Table 2 above, all the off-diagonal elements are seem to align with the suggestion of Fornell and Larker (1981), thus confirming the discriminate validity of the measurement instrument.

Sampling Adequacy:

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.856
Bartlett's Test of Sphericity	Approx. Chi-Square	591.752
	Df	6
	Sig.	.000

Exploratory Factor Analysis (EFA) was performed on 15 exploratory items of determinants of the consequences of product innovation. The KMO and Bartlett's Test result shown in Table 3 above reveals that Bartlett's test of sphericity is significant at pv=.000. On the other hand, KMO measure of sampling

adequacy is .856. The value is greater than 0.5 which is suggested by Kasser (as cited in Wong & Musa 2010, p. 3417) as the minimum level reqired.

Data Analyses and Hypotheses Testing:

To ascertain the effect of product innovation on customer satisfaction and customers' behavioural intentions, the hypothesized relationships were subjected to statistical analysis using simple regression analysis.

Testing of hypotheses 1, 2 and 3
Decision Rule
If

PV < 0.05 =   Hypothesis is supported

PV > 0.05 =   Hypothesis is not supported

Hypothesis one:

Table 4 describes the summary of the simple regression analysis showing the effect of product innovation on customer satisfaction

Table 4. The simple regression analysis for the influence of product innovation on customer satisfaction

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Customer Satisfaction	Product Innovation	.878	18.434	0.00**

Notes:$P \leq 0.05$; R=.878; R^2 =.771; Adjusted R^2 =.769; F=339.825; P=0.000

From the Table, the following results are shown: un-standardized beta (β) of product innovation (β = 0.878), adjusted R square = 0.769, F = 339.825 94 and p=.000< 0.05. This specifies that product innovation explains 76.9% variation in customer satisfaction in QSRs in Aba, Abia State, Nigeria. The outcome of analysis show that product innovation had positive significant effect on customer

satisfaction to the QSRs (β = 0.878, p=0.000 < 0.05). Therefore hypothesis one is supported.

Hypothesis two:

Table 5 describes the summary of the simple linear regression analysis showing the effect of product innovation on customers' repurchase intentions

Table 5. The regression analysis for the influence of brand personality on brand satisfaction

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Repurchase Intention	Product Innovation	.931	22.726	0.00**

Notes:$P \leq 0.05$; R=.931; R^2 =.868; Adjusted R^2 =.866; F=661.826; P=0.000

From the Table, the following results are shown; un-standardized beta (β) of product innovation (β = 0.931), adjusted R square = 0.866, F = 661.826 &p=.000< 0.05. This specifies that product innovation explains 86.6% variation in customers' repurchase intentions brand s in QSRs in a Aba, Abia State, Nigeria.

The statistical analysis show that product innovation had positive significant effect on customers' repurchase intentions to the QSRs (β = 0.725, p=0.000 < 0.05). Therefore hypothesis two is supported.

Hypothesis three"

Table 6 describes the summary of the simple linear regression analysis showing the effect of product innovation on word of mouth communication.

Table 6. The simple regression analysis for the influence of product innovation on word of mouth communication

Dependent variable	Independent Variable	Beta(β)	t-value	p-value
Word of Mouth Communication	Product Innovation	.873	17.999	0.00**

Notes: $P \leq 0.05$; R=.873; R^2 =.762; Adjusted R^2 =.760; F=323.957; P=0.000

From Table 6 shown above, the following statistical results are reflected; standardized beta (β) of product innovation (β = 0.873), adjusted R square = 0.760. F = 323.957 & p=.000< 0.05. This specifies that product innovation explains 76.2% variation in customers' word of mouth communication in QSRs in Aba, Abia State, Nigeria. The outcome of the statistical analysis show that product innovation had positive significant effect on customers' word of mouth communication to the QSRs (β = 0.873, p=0.000 < 0.05). Therefore hypothesis three is supported.

From the foregoing, all the hypotheses (H1, H2, & H3) were all supported.

DISCUSSION OF RESULTS:

Hypothesis 1 showed a positive significant effect of product innovation on customer satisfaction to the QSRs (β = 0.878, p=0.000 < 0.05). This implies that H1 is supported. This finding is consistent with the findings of Daragahi (2017), Sanayei, et al (2013), and Kunz, et al (2011).

Hypothesis 2 posited a significant effect of product innovation on customers' repurchase intentions to the QSRs. With β = 0.931, p=0.000 < 0.05, the effect is significant. This result is consistent with the prediction of H2 and is therefore supported. Thus, a higher level of product innovativeness in terms of new menus provided by QSRs the higher the propensity by customers to be return to the QSRs for patronage. This finding is consistent with the findings of Pappu and Quester (2016), Alaa, et al (2016) and Hanaysha, 2016).

Hypothesis 3 posited a significant effect of product innovation on customers' repurchase intentions to the QSRs. With β = 0.873, p=0.000< 0.05, the effect is significant. This result is consistent with the prediction of H3 and is therefore supported. Thus, a higher level of product innovativeness in terms of new menus and drinks by the QSRs is associated with a high propensity by customers to recommend the QSRs to family and friends. This finding is consistent with the findings of Quester (2016), and Alaa, et al (2016).

CONCLUSION AND IMPLICATIONS:

This current study investigated the effect of product innovation on customer satisfaction and Customers' behavioural intentions (repurchase intentions and customers' word of mouth communication) at QSRs in the hospitality market segment in a commercial city of Aba, Abia State, Nigeria. The statistical results supported all the research hypotheses positively and significantly. The fact that product innovation in QSRs explain up to 77.1 % in customer satisfaction, 86.8 % in customers' repurchase intention and 76.2 % in customers' word of mouth communication shows a very important outcome of the study. The reasons may not be far-fetched, as it could be ascribed to the fact that an average customer who patronise a QSR will feel satisfied when provided with new menus in a QSR with good and desirable food quality in terms of taste and condiments. This is in support of the means-end theory.

It is safe to conclude this research effort by stating that the outcome of the research indicates that product innovation in terms of new menus is an important determinant of customer satisfaction and customers' behavioural intentions such as revisiting the QSRs for re-patronage, and positive word of mouth communication. It therefore implies that, entrepreneurs and managers of QSRs should identify, evaluate, develop and manage

product innovation based on the attributes of their target market.

LIMITATIONS AND FUTURE RESEARCH:

This current research has its limitations despite how useful its findings are. To start with, data for the study was collected from a cross section of Nigerians who patronised many brands of QSRs operating within a commercial city of Aba in Abia State, Nigeria. The quest to generalize the outcome of this research could be improved upon if future research replicates this research model in other commercial cities across the country. Secondly, the geographical scope of this current study was limited to Nigeria. For results comparison, subsequent research effort should be conducted in other developing countries like Ghana, Benin Republic, Kenya and South Africa. Finally, the present study examined only product innovation in terms of the menu types. Future studies should examine the effect of service innovation on customer satisfaction and the behavioural intentions of customers towards QSRS.

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