

# **Service Quality Aspects in Pizza Production Eateries in India: Changing Scenario of Dining Experience of Young Generation Spending Power as Mediating Factor for Sustainability**

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## **ABSTRACT**

Pizza consumption in India has transformed significantly over the past three decades. Once confined to major metropolitan cities, pizza restaurants, both international chains and standalone fine-dining outlets, are now thriving in Tier II and Tier III cities. This expansion is driven by the younger generation's fascination with global cuisines and supported by lean "just-in-time" production methods that ensure freshness. Service quality has emerged as the key differentiator in this competitive landscape. Factors such as waiting time, ambience, ingredient quality, skilled chefs, and attentive servers directly shape customer satisfaction and loyalty. Increasingly, AI-powered technologies are being adopted to streamline operations, monitor quality, and enhance consistency. Sustainability in this sector, however, depends on the spending power of the younger generation, which mediates the link between service quality and long-term growth. While premium-priced pizzas often yield modest sales per cover, the industry's survival hinges on balancing human expertise with technology-driven systems to deliver superior dining experiences consistently.

**Keywords:** Customer satisfaction, Brand image, AI-powered technological advancement, Service quality

