



A Research Study on Effective Growth of Franchise Business Model in Cafe & Restaurant Sector in Ahmedabad City

Sujal Shah^{1*}, Tehrim Khokhar², Dr. Jignesh Vidani³

L.J. Institute of Management Studies, LJ University

Corresponding Author: Sujal Shah, 24003400310083@mail.ljku.edu.in

ARTICLE INFO

Keywords: Franchise Business Model, Cafe and Restaurant Sector, Franchisee Perceptions, Competitive Dynamics

Received : 9 August

Revised : 25 September

Accepted: 29 October

©2024 Shah, Khokhar, Vidani: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The growth of the franchise business model in the café and restaurant sector in Ahmedabad is examined in this study, with a focus on franchisee perceptions across different age groups. Data from 172 franchisees were analyzed using a quantitative approach to test ten alternate hypotheses related to operational aspects such as training adequacy, brand recognition, and market competition. The results revealed consistent perceptions among franchisees, with no significant differences across age demographics. Specifically, franchisees uniformly accepted perceptions regarding the effectiveness of the franchise model, adequacy of support, and the influence of brand recognition, indicating a strong alignment in understanding the model's benefits. However, the findings also emphasized significant competition from local independent cafés, highlighting the need for strategic adaptations. The study's practical implications suggest that franchisors should prioritize standardized training and support systems, improve marketing strategies, and cultivate strong franchisee-franchisor relationships to drive growth. The research underscores the importance of addressing competitive dynamics and continuously improving support systems. Future research is recommended to explore longitudinal impacts, diverse demographic influences, and the integration of digital transformation within franchise operations. This study provides valuable insights into franchise effectiveness, offering guidance for practitioners seeking to optimize franchise performance in the café and restaurant sector

INTRODUCTION

A Background and Rationale

The franchise business model has been embraced by most companies as a mode of business expansion in today's corporate world to ensure the extension of a brand and consistency in the delivery of service (Vidani, 2015). This type of method supports speedy expansion for businesses without detrimental effects on operational and quality standards because it promotes a harmonious relationship between the franchisor and the franchisee (Vidani & Solanki, 2015). In the present research study, the core focus remains on the right development of the franchise business model in the given context of cafés and restaurants within Ahmedabad city, otherwise replete with various food and beverage industries (Vidani, 2015).

In addition, the last decade of this century has also been indicative of significant development in the booming economies of Ahmedabad located in the Indian state of Gujarat (Vidani, 2015). It has become one of the countries' rapidly growing cities (Vidani, 2015). The environment or rather fast pace of Ahmedabad is energetic enough for all kinds of business ventures, no doubt about it, but certainly of the food and beverage industry (Solanki & Vidani, 2016). The diversified population, active cultural scenario, and increasing disposable income of the city make it a perfect location to test the feasibility of the franchise model (Vidani, 2016).

The Franchise Business Model

While a franchisor owns the brand and the company concept, a franchisee is the individual who purchases the franchise that is licensed with a right to operate the business under the brand name of the franchisor (Bhatt, Patel, & Vidani, 2017). This business model features an orchestrated approach to growth; it makes it possible for the franchisee to enjoy support in terms of marketing, operational standards, and training (Niyati & Vidani, 2016). In return for capital contributions and adherence to the franchisor's system, the franchised company receives the advantages of a trusted name and tested business processes (Pradhan, Tshogay, & Vidani, 2016). This business strategy is especially attractive to cafés and restaurants because of how competitive the market is and just how expensive it is to build a brand from the ground up (Modi, Harkani, Radadiya, & Vidani, 2016). All of these challenges are lessened by the franchise model, that provides a pre-made corporate structure and brand awareness (Vidani, 2016).

Importance of the Study

There will be a lot of interest in the expansion of a franchise system in Ahmedabad's café and restaurant industry for a number of reasons (Sukhanandi, Tank, & Vidani, 2018). First, the city's quick urbanization and economic expansion have fueled a boom in café culture and eating out and which has made it a great place for franchise businesses to expand. To know about franchise expansion specifics in this particular industry will help franchisors and current as well as potential franchisees develop meaningful insight (Singh, Vidani, & Nagoria, 2016). The research aims to study several aspects of franchise expansion in the business of coffee shop and restaurants in Ahmedabad city that encompass market dynamics, customer tendencies, operational issues, and success factors (Mala, Vidani, & Solanki, 2016). By concentrating on these elements, the study

aims to offer useful recommendations for anyone with an interest in the franchise sector (Dhere, Vidani, & Solanki, 2016).

Market Dynamics in Ahmedabad

The cafe and restaurant industry is unique for it is a city that combines both modern and traditional food destinations (Singh & Vidani, 2016). Ahmedabad offers customers an impressively broad range of food products (Vidani & Plaha, 2016). From classy foreign cuisines to fine dining venues, from street food to regional specialties (Solanki & Vidani, 2016). For franchise firms, this variety offers both benefits and difficulties (Vidani, 2016). On the other hand, franchisees can cater to a very wide variety of budgets and tastes due to their large customer base (Vidani, Chack, & Rathod, 2017). Still, rivalry is augmented by a large number of domestic as well as foreign businesses; therefore, making differentiation of oneself in the market a strategic strategy requires proper planning and thinking. In order to survive in this cutthroat market, franchises need to make the most of their brand assets and tailor their products to suit regional preferences (Biharani & Vidani, 2018).

Consumer Preferences and Trends

The purchasing habits of consumers in Ahmedabad indicates that going out to eat and trying new foods is becoming more and more popular (Vidani, 2018). A change in lifestyle choices and rising disposable incomes have raised demand for more types of eating alternatives (Odedra, Rabadiya, & Vidani, 2018). Cafés and restaurant are becoming communities where people congregate for pleasure and networking, rather than merely someplace to eat (Vasveliyya & Vidani, 2019). Consumer expectations are being influenced by trends such as sustainability, internet participation, and health-conscious eating (Sachaniya, Vora, & Vidani, 2019). Franchise firms have to be updated in terms of change and relevant to their consumer market. This calls for adopting technology and sustainable methods besides offering diverse and excellent menu choices (Vidani, Jacob, & Patel, 2019).

Operational Challenges

The concept of franchises presents several drawbacks despite the fact that it gives an organized structure of the operational activities of an organization (Vidani J. N., 2016). Franchises are expected to have homogeneity in the quality of their products and services in all places, which requires strong control mechanisms and training processes (Vidani & Singh, 2017). The issue of location suitability, local regulations, as well as competition between new and old businesses surrounds most franchisees (Vidani & Pathak, 2016). The success of franchise enterprises will depend on their ability to understand these operational challenges and design appropriate solutions (Pathak & Vidani, 2016). These problems will be examined in this study, which will offer guidance on efficient management techniques and remedies (Vidani & Plaha, 2017).

Success Factors for Franchise Growth

These include franchiser strong brand, effectiveness of the franchisee support network, and ability of the franchisees to adapt in the market (Vidani J. N., 2018). Besides, successful franchises often have great financial management,

innovative approaches for marketing, and concerns for achieving the happiness of the client (Vidani & Dholakia, 2020).

LITERATURE REVIEW

The Business Model for Franchises

1. Definition and Characteristics

A franchise firm wishing to expand their business can achieve this by offering a franchisee a chance to run a business under their large brand name and business model (Saxena & Vidani, 2023). A contractual arrangement that specifies the franchisor's assistance provision in return for an upfront fee and monthly profits from the franchisee characterizes this type of arrangement (Justis & Judd, 2002). Rapid expansion, less financial risk for the franchisor, and gain entry to local market expertise for the franchisee are only a few advantages of the franchise model, according to the International Franchise Association (IFA) (IFA, 2021).

2. Historical Evolution

This idea of a franchising started in medieval times, but it became well-known in the United States in the 19th century thanks to the success of brands like Singer, for example, Sewing Machines and the Coca-Cola (Friedman, 2013). In the middle of the last century, fast-food franchises such as McDonald's and Subway started developing significantly, meaning that the model of franchising in contemporary stages had to evolve towards standardization of businesses and ensuring uniformity (Kaufmann & Eroglu, 1999).

3. Growth Trends and Market Dynamics

The franchise model has experienced substantial improvement in the food and beverage sector all over the world. In India, the café and a restaurant segment has seen an entry of both domestic and international franchises brands, driven by improving the process of urbanization rising unimportant incomes, and shifting customer lifestyles (Euromonitor International, 2022). In this regard, Ahmedabad city bears an especially pronounced manifestation of this pattern of change as a result of an emerging middle class and the change in the food culture of the city (Srinivas, 2020).

The Franchise Model in Ahmedabad

1. Local Market Analysis

The city's younger population and growing middle class support a growing restaurant and restaurants industry (Gujarat States Government, 2021). Research on the local market shows that Ahmadabad's consumers have a preference for a range of restaurants, which opens upward new franchise possibilities in the industry of food and beverages (Patel & Mehta, 2021).

2. Case Studies of Successful Franchises

An example of how franchise model helps in capitalising local tastes and market options is exhibited by national chains, such as Starbucks, and regional cafe brands, such as The Day of Cafe Coffee (Kapadia, 2022).

Factors Influencing Franchise Success

1. Brand Strength and Recognition

Brand strength is the largest success factor for a franchise. Studies show that there is more consumer trust and brand trust related to a famous company, which means that a business with such an image will receive higher market share and sales (Bercovitz & Mitchell, 2007). Brand awareness is one of the main elements in the food and beverage industry to attract consumers and differentiate franchises from competitors in their surroundings (Harris & Howard, 1996).

2. Operational Consistency and Support

The franchisors usually provide franchisees with exhaustive training and support to ensure a standard operating condition among franchisees (Combs & Ketchen, 1999). Research shows that franchisees possessing strong support networks and well-defined operating procedures have higher achievement rates than those that lack these qualities (Norton, 1988).

3. Consumer Preferences and Trends

The customers who patronize coffee shops and restaurants in line with the latest trends such as sustainability, digital involvement, and healthy consumption behaviours, (Mintel, 2021). For example, consumer behaviour studies conducted based on the urban Indian markets show that, consumers tend to patronize more locally sourced as well as organically sourced products, (Reddy, 2022).

Operational Challenges in Franchising

1. Site Selection and Local Regulations

The biggest challenge franchisees have had to face is trying to identify the most appropriate location. To date, research points out that site selection has been the single most important determinant of a franchise's chances of making it in the business life (Dant & Kaufmann, 2003). Other challenges franchisees have faced include lacking knowledge about local legislations and requirements for compliance in permission-seeking and adherence to health and safety laws and regulations (Singh, 2020).

2. Competition and Market Saturation

In the food and beverage sector of the city of Ahmedabad, competition is very sharp due to which many organizations have reached here to outshine and get a share in the market (Sharma & Vidani, 2023). Investigating the market saturation studies, there is a clear indication that for a franchisee to outshine and stand alone above the crowd of customers, it should have different marketing strategies (Hunt & Morgan, 1995). This means using unique selling propositions, setting up successful marketing campaigns, and continually upgrading their products in order to keep relevance in a shifting industry (Sharma & Vidani, 2023).

Success Factors for Franchise Growth

1. Financial Management and Investment

It is very important for studies to look at how vital it is to control expenses, maximize sources of income, and obtain ample capital for growth (Huang, 2020).

2. Marketing and Branding Strategies

Successful franchisees tend to comprehensively exploit both conventional as well as digital media for marketing purposes (Dant & Kaufmann, 2003). Franchise success in Ahmedabad is largely influenced by geographically relevant marketing customer service and experience strategies which talk to the local interests and preferences (Joshi, 2022).

3. Customer Service and Experience

Studies indicate that franchisees who put a lot of emphasis on customer satisfaction and interact with their customers through feedback and loyalty programs tend to achieve higher success rates (Zeithaml, Berry, & Parasuraman, 1996). Again, literature review reveals that such unique strategies and practices adopted in successful café and restaurant franchise expansion in Ahmedabad should be studied (Saxena & Vidani, 2023).

METHODOLOGY

Table 1. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	164
Survey Area	Ahemdabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author’s compilation

Demographic Summary

The research study on the growth of franchise business models in the cafe and restaurant sector in Ahmedabad shows key findings in the demographic analysis of respondents. A significant proportion of respondents (61.0%) fall within the 21-30 age group, indicating a youthful demographic likely to be open to new trends and business models. The gender breakdown reveals a notable male majority at 65.9%, which could impact the perspectives presented in the study. Education-wise, a considerable portion (58.5%) holds a Bachelor's degree, suggesting a well-educated group likely to contribute innovative ideas. In terms of current occupation, 66.5% are students, indicating a focus on emerging consumer preferences and future market trends. Lastly, half of the respondents have less than one year of experience in the food and beverage industry, suggesting a fresh perspective but also potentially a lack of seasoned insights. This demographic profile is crucial for understanding the dynamics and growth potential of franchise businesses in Ahmedabad's cafe and restaurant sector.

Cronbach Alpha

Table 2. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.891	10

Source: SPSS Software

The 10 items evaluated in your study demonstrate a Cronbach's Alpha of 0.891, indicating a high level of internal consistency among the items. Typically, a Cronbach's Alpha above 0.7 is considered acceptable, and values above 0.9 are excellent. This suggests that the items effectively measure a similar underlying construct. The high reliability enhances the credibility of the findings, indicating consistent responses across different participants, thereby strengthening the validity of your research conclusions on the franchise business model in Ahmedabad's cafe and restaurant sector.

RESULTS

Table 3. Results Of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relation ship
H01	There is a significant difference in perceptions of the effectiveness of the franchise business model across different age groups.	.543	>	H01 Accepted (Null Hypothesis Accepted)	.071	Weak
H02	There is a significant difference in perceptions of the adequacy of training and support received by franchisees across different age groups.	0.578	>	H02 Accepted (Null Hypothesis Accepted)	0.112	Weak
H03	There is a significant difference in perceptions of the contribution of brand recognition to franchise success across different age groups.	0.266	>	H03 Accepted (Null Hypothesis Accepted)	.028	Weak
H04	There is a significant difference in perceptions of operational consistency maintained by the franchise model across different age groups.	.439	>	H04 Accepted (Null Hypothesis Accepted)	.036	Weak
H05	There is a significant difference in perceptions of franchisees' ability to adapt to local market conditions and consumer preferences across different age groups.	.075	>	H05 Accepted (Null Hypothesis Accepted)	.002	Weak
H06	There is a significant difference in perceptions of the sufficiency of the franchisor's support system across different age groups.	.060	>	H06 Accepted (Null Hypothesis Accepted)	.015	Weak
H07	There is a significant difference in perceptions of the level of competition	.341	>	H07 Accepted (Null	.945	Strong

	from local independent cafés and restaurants faced by franchise businesses across different age groups.			Hypothesis Accepted)		
H08	There is a significant difference in perceptions of whether the investment required for opening a franchise outlet is justified by potential returns and brand advantages across different age groups.	.634	>	H08 Accepted (Null Hypothesis Accepted)	.053	Weak
H09	There is a significant difference in perceptions of the effectiveness of marketing and promotional support provided by the franchisor across different age groups.	.181	>	H09 Accepted (Null Hypothesis Accepted)	.012	Weak
H10	There is a significant difference in perceptions of how well customer feedback and satisfaction are managed and utilized by franchisees across different age groups.	.221	>	H10 Accepted (Null Hypothesis Accepted)	.336	Weak

DISCUSSION

The results of the study carried out on successful expansion for the franchise business model in the café and restaurant industry in Ahmedabad are very interesting and may be able to give insights into how different age groups perceive different aspects of franchise operations. It would be great to mention here that all ten alternate hypotheses were accepted, thus indicating no significant variation in perceptions across the age groups for the stated variables.

These findings indicate that the three factors brought to analysis; the effectiveness of the franchise business model, the support and training given to the franchisees, and impact of brand recognition on success of franchisees have led to a p-values greater than 0.05 thereby supporting the null hypothesis. For example, the relationships were considered weak because of low correlations represented by R values. This signifies that, for a specific age segment, the Ahmedabad franchisees, as a whole, have a common agreement upon these factors, which depict a common understanding of the operational efficiency of the franchise model.

There was also agreement on the level of support from the franchisor to have mutually shared the belief of the franchisee that the level of support they get would be sufficient to run the business.

This is very interesting because the level of competition perceived from local independent cafés and restaurants has a high R value, indicating a strong relationship. Again, this revelation underlines a major concern for franchisees as relates to competition, which is likely to influence franchisee strategies in the future and operational choices.

Concerning the belief regarding investment in a franchise store, there was no significant differentiation between age groups in regard to whether perceived income would suffice as return on investment. That finding is critical because it has revealed a common level of confidence with regard to the financial viability of franchised businesses across demographic categories.

Indeed, the age factor does not play an important role in marketing and promotion support offered by franchisors in terms of franchisees' belief in their effectiveness. Besides, the differences among other ages with respect to managing and using customer feedback are not significantly significant, indicating that franchisees depend on the same strategy to engage customers.

The overall findings of the study reveal that the franchise model related to the café and restaurant industry is fairly uniform in perception across different age groups in Ahmedabad. The result shows that there is, in fact, a strong understanding and acceptance of the operational features, support systems, and market positioning of the franchise model. This would help franchisors develop targeted strategies for enhancing support and training, thus creating an environment conducive to franchise growth in the city. Future studies may continue this by increasing the sample size and diversity to confirm these findings and evaluate the potential impact on franchise strategy and performance.

Theoretical Implications

In itself, the research has a lot of theoretical implications by way of adding to the body of knowledge on growth of the franchise business model in the café and restaurant sector in Ahmedabad, which otherwise is part of greater knowledge on franchise management and consumer behaviour.

If all null hypotheses are accepted, perceptions of the important factors affecting franchise success, that is, training adequacy, consistency in operations, and brand recognition, are relatively the same among different age groups. Such a discovery will suggest that some inherent quality within the franchise business model makes it attractive to a wide demographic in the market-supporting theories that emphasize the ability of franchise systems to adapt and thrive under differing market conditions. It reinforces the concept that franchise operations can provide a standardized approach beyond age-related preference, providing an entrepreneurial stable framework.

Moreover, a strong relationship is indicated between the high influence of local independent cafes and franchisee perception. This accords with the extant theories on competitive dynamics in franchising. Therefore, external factors pertaining to the landscape of competition would also play a significant role

along with internal factors like training and support. This further drives home the imperative of adaptability within strategy.

The weaker linkages in the support towards marketing and customer feedback management perceptions portray an opportunity for franchisors to bridge the gap. The theoretical models regarding interactions between franchisees and franchisors show that this can be based on efficient communication and support structures. It then follows that franchisors should review their marketing strategies and feedback mechanisms to increase the satisfaction and performance of franchisees so as to close the gap that had heretofore existed in the literature regarding the empowerment and involvement of franchisees.

Further, there was no general influence of age on perception regarding the justification of investing, but there was a belief shared across all ages about the potential finance from franchise opportunities. This result accords with the entrepreneurial studies on risk perception theories, which illustrates that factors such as potential profit and brand benefits are considered equal in reasoning by different age groups. This could therefore lead to another study going deeper into the mechanisms of financial decision-making among franchise owners, this time as a function of expertise and market understanding.

The theoretical implications of this study expand our knowledge of franchise dynamics, particularly within the café and restaurant industry. Indicating the lack of significant differences in perceptions among very diverse groups of age, this study emphasizes the possibility of adopting a unified approach to managing franchises that can accommodate a very diverse group of franchisees. Such a finding makes it imperative that such support systems are improved and rendered more responsive to competitive pressures, thereby contributing to the current debate on effective franchising and growth practices. Further studies could be done on these areas, perhaps within the framework of longitudinal research to tease out changes in attitudes across time as well as the impact of such change on the success of a franchise.

Practical Implications

The findings have multiple important implications for successful development of the franchise business model in the café and restaurant industry in Ahmedabad, providing information to franchisors and franchisees about which areas to target. Such knowledge can help create designs for operational tactics, training schemes, and campaigns in order to enhance the franchises.

Since this is the opinion of people of all ages regarding the effectiveness of the franchising system, franchisors are able to use standardized training and support programs. There is an easier development of the training materials and resources because such a process guarantees constant and full support for all the franchisees regardless of their age. This simplification will help franchisors manage their activities in a more streamlined manner and, as a result, save the costs connected with customized forms of training.

The sparse links in perceptions on the adequacy of training and support have also indicated the possibility of franchisors reviewing their support systems. Implementing feedback systems can enable collection of data from the

franchisees and identification of imperfections. Systematic trainings and seminars tailored to address specific challenges that franchisees face can give them the assurance and operational skills, which is likely to yield business performance.

The market analysis of assistance for the franchisee concerning understanding his or her local market will be enriched by intelligence and resources. This will empower the franchisees to adapt their offer, marketing strategy, and pricing to respond to the local businesses in the best possible way. This will then open an improved market position and attractiveness for the customers.

The outcome is that the franchisors are made to reassess the strategy so that it is more in sync with the requirements of the franchisees in issues related to marketing and promotional support. This kind of marketing assistance is personalized in nature, for instance, country-specific promotions and online marketing training, so that the franchisee can access his clients. The result could be a better sale record and a stronger brand presence in the competitive café and restaurant industry.

On the other hand, agreement among the various age groups regarding the reasons for investment in franchise opportunities shows franchisors can improve their value proposition by effectively communicating potential benefits and strengths of brands associated with their franchises. Stories of success, performance indicators, or examples to relate profitability and expansion possibilities for franchise operations fall within this.

Open communication, regular follow-up, and cooperative effort toward solving problems are some of the cues that enhance such relationships and promote a sense of community and common goals among the franchisees. Such an attractive atmosphere may also result in higher levels of satisfaction and retention. Finally, these translate into success for the entire franchise network.

The findings of the study conclude that franchisors should focus on standardized support systems, competitive strategies, and effective marketing efforts. To achieve the expansion and long-term viability goals of the franchise business concerning cafes and restaurants in Ahmedabad, franchisors must cater to the individual needs of each franchisee and foster good relations with them.

CONCLUSIONS

In conclusion, the research provides useful suggestions that must be practiced for existing as well as new enterprises to thrive-be it through a franchise business model in café and restaurant sector at Ahmedabad. The consistency of the results among different age groups confirms what we assumed before compiling this report: that some aspects of successful franchising – including surrounding training, maintaining operational standards and promoting strong brand identification – are widely accepted as part and parcel with adopting a franchise business system.

However, this only serves to underline the necessity of competing well, as franchisees are up against some tough independent restaurants and coffeehouses in their area. Franchise help franchise owners with understanding competition and providing marketing that is tailored to them allowing for more effective

competitive standing. Furthermore, we can see that there is an ongoing requirement for continuous training and regular systems checks as repeated feedback from franchisees leads to incremental enhancements and happiness.

At its core, this research finds that better relationships between franchisees and franchisors are fundamental to the performance of franchises. Franchisors can enable transparent communication and teamwork in order to develop strong relationships that will help the café, restaurant industry grow over time. Future research can explore how these affect the long-term performance of firms and provide further understandings about changes in types of franchise business models that are used in arising markets..

RECOMMENDATIONS

The results of this research into the successful expansion of the franchise business model within the café and restaurant industry in Ahmedabad present numerous opportunities for future investigation. Here are some suggestions for additional exploration:

1. Longitudinal Studies: Potential future studies may utilize a longitudinal method to investigate the progression of perceptions regarding the effectiveness and support of franchises over time. Monitoring these changes may offer valuable understanding into the enduring effects of training, market circumstances, and competition on franchise success.
2. Diverse demographic analysis: If variables like socioeconomic status, educational background, and prior business experience carry more weight within the population sample, this should help elicit even deeper insights into how those factors influence the perceptions of the franchise model and its operational effectiveness.
3. Qualitative Research: Interviews or focus groups with franchisees and franchisors could be conducted to complement the information garnered in terms of the nuances related to the findings derived from the quantitative research methods. Issues that may arise for franchisees and the feasibility of support systems will probably come through this process.
4. Comparative studies: On that account, the trend in one region or country learned and the behaviours of a franchise learned in other countries may bring differences on how they are perceived or operated. Then it enlightens us to how cultural and economic factors influence operations of a franchise or the experiences of the franchisees.
5. Impact of Digital Transformation One of the significant implications of digital transformation, this segment of cafes and restaurants has almost become technology-dependent, thus, a future study can be undertaken on the impact of digital tools and platforms on franchising operations, marketing strategies, and customer engagements as a whole. This research would certainly take franchisors to new lessons as regards improving their competitiveness.
6. Franchisee Performance Metrics: Some additional franchise-specific performance measures, in areas such as sales growth increased sales customer retention, and efficiency in the operation, can be handy to try to

establish a more observable relationship between the perception of support and business outcomes.

7. Market adaptation strategies: More research can identify how franchisees modify their business models and strategies to cope with the local market conditions and consumers. Then, the franchisors can better help the franchisees through various environments by applying the knowledge.
8. Sustainability Practices: Since an alteration in the minds of consumers along with the realization of sustainability as an important philosophy for the proper management of life is required, there is a need to analyze various ways of franchise business adopting sustainability practices in the café and restaurant sector. This research may be directed on how sustainability is influencing the reputation of a brand, customer loyalty, and overall success of franchises.

Those studies should follow the lines above to expand our knowledge of the franchise business model

REFERENCES

- Ahn, J. (2023). Role of brand heritage in local and franchise restaurant service. *Total Quality Management & Business Excellence*, 34, 1882 - 1895. <https://doi.org/10.1080/14783363.2023.2211012>
- Balsarini, P., & Lambert, C. (2023). The Dimensions of Entrepreneurial Orientation in Franchise Networks: Exploring the Role of Franchisee Associations. *Administrative Sciences*. <https://doi.org/10.3390/admsci14010002>.
- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFACTION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Gabriela, T., Bastidas, B., Fernando, I., Stefanía, Z., & Fabricio, M. (2023). FRANCHISE SYSTEM FOR FAST FOOD RESTAURANTS. *Journal of Namibian Studies: History Politics Culture*. <https://doi.org/10.59670/jns.v33i.843>

- Ghani, M., Hizam-Hanafiah, M., Isa, R., & Hamid, H. (2022). A Preliminary Study: Exploring Franchising Growth Factors of Franchisor and Franchisee. *Journal of Open Innovation: Technology, Market, and Complexity*. <https://doi.org/10.3390/joitmc8030138>.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A NEW WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.
- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF THE ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: It's Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII (12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.

- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, Searching Alternatives (pp. 22-32). Ahmedabad: Routledge - imprint of Taylor & Francis group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.
- Sonkusare, M. (2019). Comparative Study of McDonald's and Subway: A Customer View of Marketing Communication Mix and Consumer Preference. *Proceedings of The 9th international conference on Management, Economics and Humanities*. <https://doi.org/10.33422/9th.icmeh.2019.09.987>.
- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. *National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliyya, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer's e - Journal*, 1(1), 1-14.

- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self-Aid Group – A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). *Export and Import Procedures (Vol. 1)*. Online: Educreation Publishing.
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 105-108)*. Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions (pp. 159-167)*. Ahmedabad: McGraw Hill Education (India) Private Limited.
- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. *Nafional Conferenee on "Multidisciplinary Research in Socelal Seienes & Management Studies*. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, *WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47)*. Kanpur: International Publications.
- Vidani, J. N. (2022). *Digital Marketing for Business in #hashtag era (Vol. 1)*. Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Retrieved from <https://www.tojqi.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, *Management and*

- Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. *International Multidisciplinary Journal Think Different*, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. *Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms* (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. *Services in Emerging Markets* (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL *International Journal of Multidisciplinary Management Studies*, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. *National Conference on startup India: Boosting Entrepreneurship* (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. *Sodhsamhita*, 137-157.
- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV (6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.