



DEL TACO MARKETING STRATEGY
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Introduction

Del Taco is a California-based fast food outlet that has expanded its services to 500 restaurants across the West Coast. With its recent expansion to the Southeast, Del Taco has opened a franchise restaurant in Rock Hill. The goal of this marketing strategy is to create and increase brand awareness for Del Taco in Rock Hill. In today's highly competitive environment, it is becoming increasingly difficult to differentiate one fast food outlet from another. After conducting in-depth primary and secondary research through surveys and focus groups and through literature reviews relevant to the fast food industry, our main focus is to first establish the Del Taco brand in the community. Thereafter, our focus will shift to further increase loyalty and brand recognition in the area so that the two primary target audiences consisting of families and young adult males will choose Del Taco among competing fast food restaurants.

Literature Review of Secondary Research

The pressures of working life along with time constraints have resulted in an increasing number of consumers opting for fast food. One study revealed that around one-third of consumers felt they lacked the time to prepare healthy meals, resulting in food being consumed quickly at work or in the car. For this reason, these same people have actually replaced many of their meals with snacks or quick meal. Consumers have changed. The consumer's attitude about the economy, their lifestyle, financial planning and shopping habits and eating behavior – it has all changed. Why? Due to busier consumer lifestyles and dual-working families with children, emphasis is increasingly placed on quick meal solutions. In the last five years there has been a rapid growth of the fast food industry in in the US.

With such recent changes, it is important to understand the consumer in order to develop successful marketing strategies. This research will shed light on what it is that Del Taco can do to access this changing customer base. It explores consumers' attitudes toward fast food. More specifically, our objectives are to identify the key attributes that influence the customer perception of fast food and to evaluate the relationship between customer loyalty and customer services in the industry. The following discussion will address recent trends of customers regarding cost, convenience, menu and location of fast food restaurants.

Influence of Food Quality on Satisfaction

Clark and Wood (1998) developed dimensions relevant to creating customer loyalty in restaurant choice. Study findings suggested that food quality was the most influential predictor of consumer loyalty in restaurant choice. Mattila (2001) indicates that the top three reasons for customers to patronize target restaurants in the casual dining sector were food quality, service, and atmosphere. Specifically, food quality was the most important attribute of overall restaurant service quality and is expected to have a positive relationship with customer satisfaction and loyalty. Thus, it can be concluded that quality of food has a positive influence on customer satisfaction.

An important part of food quality is its health value. Many consumers crave healthier options. This has been a key change in the fast food industry. Meals normally associated with sit-down restaurants like salads and oatmeal are now offered through the drive-thru. This has led to an increase in consumers' satisfaction with food. However, It also has created a problem for marketers. Instead of showing speed and convenience, marketers are challenged with giving consumers the fresher, healthier products they crave.

In *Fast Feeders Serve up Fresh Buzzwords*, an article by Maureen Morrison, the author examines how fast food restaurants are giving consumers what they are growing to expect. Morrison uses the term “fast feeders” to describe consumers who eat fast food. Premium, fresh, wholesome, natural, low-cal, and low-fat are all terms used by marketers to describe the quality of fast food to consumers. Although such terms are highly regulated and go under examination by government agencies, such as the Food and Drug Administration, before such claims can be advertised, because consumers are susceptible to health gimmicks. If a food is marketed as fresh or low-cal, the consumer then views that as a healthier option, and feels satisfied with their fast food choice. Morrison states, “Today's consumers are more educated about nutrition and are looking for ways to live healthier lifestyles as opposed to just dieting.” The new consumer seeks balance in the drive-thru. They want the accessibility and ease but they do not want to feel guilty about it fast food. Morrison points out some brands like McDonalds, Arby’s, and Subway are successfully marketing with these so-called buzzwords.

For example, Arby’s has given consumers higher food quality through items like premium sandwiches, and wholesome sides. Subway has used this method for a longtime with its *Fresh and Fit* menu. McDonalds has had recent success with oatmeal. Morrison states, “Oatmeal in particular is a fast-growing item” (18). “From 2009 to 2010, the number of oatmeal servings at fast-food restaurants jumped to 108 million from 88 million in 2007, or 23%,” He adds (24). Companies like Chick-Fil-A and Starbucks have been successful with oatmeal giving their products a healthier, high-quality image. Morrison points out that “fast feeders” embrace these foods claiming to be healthier options. However, the core items on menus such as cheeseburgers and chicken nuggets could be put at risk of being replaced by healthier items. Another key point Morrison adds is that the FTC (Federal Trade Commission) will not stand for deceptive

advertisers with fast food. As long as the products are healthy, wholesome, natural, etc. consumers and marketers have open communication.

Perceived Price in Relation to Satisfaction:

Although quality of food is a key factor in establishing preference, another key factor, price, has been considered a significant component in explaining consumer behaviors. Perceived price can be described as “the customer’s judgment about a service’s average price in comparison to its competitors”. Although many researchers have agreed that perceived price is an important determinant of customers’ post-purchase behaviors, there no substantial research showing the influence of perceived price on consumer behaviors in the fast-food industry. Research shows that price, convenience, and availability may increase customer satisfaction without actually influencing customer perceptions of service quality.

Many researchers agree that value is highly related to price. That customers pay for quality, while the utility of a product or service is based on customer perceptions of what is received and what is given (money). Specifically, when customers perceive the price to be reasonable, their satisfaction with food quality will increase. So a customers’ perception of reasonable prices in the fast-food industry may enhance the effect of quality of service on customer satisfaction.

Customer Loyalty in Relation to Satisfaction:

Research shows that the quality of food and prices are two key components in what drives consumers to choose what fast food restaurant to eat at. However, in order to build loyalty to your establishment, the consumer must be satisfied in the overall experience for him or her to

keep coming back. Therefore, improving service quality has become one of the most important strategies a service provider uses to differentiate itself from its competitors and thus position itself more effectively in the marketplace. Rust and Oliver (1994) suggested that quality is one dimension on which satisfaction is based. Their findings suggested that service quality was an “antecedent of consumer satisfaction” while consumer satisfaction was not a significant predictor of service quality. Since customer interaction has a significant impact on the customer’s perception of service quality and eventually influence a customer’s satisfaction, it should be incorporated into the management’s operational decision-making process.

A recent QSR magazine survey conducted by Litchfield Research revealed that today’s consumers do in fact have strong perceptions of a fast-food brand based on the customer service they receive. Nearly 45% rated the customer service at a typical fast-food restaurant as somewhat pleasant while 14% rate it as somewhat or very impolite. So a customer’s overall satisfaction with service is based on all their encounters and experiences with the organization. In an increasingly competitive environment, companies must be customer-oriented. It is thus not surprising that companies spend substantial resources in measuring and managing customer satisfaction. To improve customer satisfaction and loyalty, companies must understand what factors influence customer satisfaction and repurchase behavior, and then try to make improvements in these critical areas so that they can have more satisfied and loyal customers.

In the article *Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product* by Wayne D. Hoyer and Steven P. Brown, from the *Journal of Consumer Research*, the authors suggest there are multiple points to be made about consumers. An interesting part of the article describes how a brand and the brand identity come into play. A key part of a marketer’s job is to build and keep brand loyalty. In some instances a consumer is more satisfied with a brand simply because of frequency. The article says, “if the automatic frequency-counting mechanism counts

substantially more instances of communications about brand A than about brand X, then an inference may be made to the effect that brand A is better known, so it must be popular and probably better.”

From the findings, it seems that people tend to believe that if a product is well known then they trust that the quality must be better. The experiment conducted in this study tested people’s preference depending on whether they knew the brands or not. It had three hypotheses that were all proven to be true. The hypotheses are as follows:

- Brand Awareness serves as a dominant choice tactic among inexperienced consumers presented with a brand-selection task.
- Consumers choosing among a set of unknown brands are likely to sample more brands across product trials than consumers who choose among a set of brands that includes one well-known one.
- After a series of product choices, consumers choosing among a set of three totally unknown brands are more likely to choose the high-quality brand than are consumers who choose among a set of brands that includes one well-known and two unknown brands, especially when the well-known brand is not the high quality brand.

The conclusion states that, “In particular, it has shown that brand awareness is a prevalent choice tactic among inexperienced consumers facing a new decision task, subjects who are aware of one brand in a choice set tend to sample fewer brands across a series of product trials, and subjects who are aware of one brand in a choice set tend to choose the known brand even when it is lower in quality than other brands they have had the opportunity to sample.” In

order to create more loyal customers they need to increase brand awareness, especially in a new area.

FOCUS GROUP ANALYSIS

Details of the Focus Group Session

Explorations into secondary research pointed out the importance of quality of food, price and the overall experience that consumers expect in order to create preference to a restaurant or brand. With this information, it was possible to plan and execute a focus group to investigate how those factors weighed in to this specific case, and have first-hand knowledge as what a portion of consumers currently think and feel about Del Taco. The focus group was conducted on February 13 at 7 p.m. in the resource room of Johnson Hall, located on the Winthrop University campus. We invited approximately 17 guests by e-mail, social media, and personal requests, however only ten of the 17 individuals showed up: Jessica, Paul, Chris, Hillary, Nicole, Chelsea, Ron, Josh, Laura, and Valentine. The demographics included four males and six females of various ethnic groups with the average age of 22. Primarily Winthrop University students, these individuals had all been to Del Taco no more than two times and all of them would be content with never going back.

After the greeting and introduction by Julian Aguilar, the discussion began. We tried to ask open-ended questions that would allow us to understand each of their buying habits in relation to fast food. We also inquired information on fast food preferences, decision-making processes, and their overall Del Taco experience(s). Discussion started off fairly slow mainly because people were a little uncomfortable speaking about Del Taco in a negative light when they knew that we were working with them one-on-one. But after giving everyone a little

background on focus groups and explaining how much insight it would give us if they were completely honest, they all opened up.

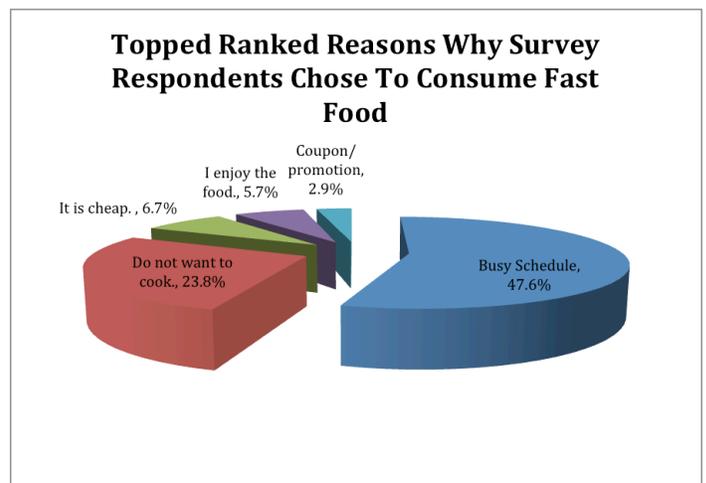
During the session, we had various samples of Del Taco that Briana Carr had set up so that the participants could taste test possible foods that they may not have tried during their previous visits. We tried our best to create a welcoming and relaxed atmosphere for all of the participants so that everybody would feel comfortable with the experience. At the end of the session, we provided our incentives (discount coupons) in hopes to encourage them to give Del Taco another chance. All in all, we took away some great insights and I feel that the overall focus group was a success.

Focus Group Insight

There were many common themes expressed across the focus group as well as several items that surprised the Core Creative team after reviewing the focus group data. These are noted below.

Common Themes:

- Most participants agreed that they ate fast food because of its price and convenience.
- In the survey comparing fast food restaurants and preference, respondents ranked busy schedule as their main reason for buying fast food.
- When asked to explain why they initially



decided to go to Del Taco, just about all of the answers were either because they heard

about it through word of mouth or were aware that it was new to the area and wanted to try it out.

- Employees seemed unhappy and the service was not memorable.
- Seven out of the ten participants were not aware of any specials that Del Taco offers.
- Quality over quantity.
- Being involved in the community has no effect on most of these participants. It would not make them change their current attitudes towards the brand in any way. Additionally, almost none of the survey respondents were aware of Del Taco's involvement in the local community.
- About half of the group was unaware that the menu is fresh and "made to order" and eight of them feel that freshness is an important quality to have. Conclusively, the survey results showed that freshness is in the top third factor affecting choice among respondents.
- Employees need to be more aware of daily deals.
- There are too many in-store advertisements and can be distracting to the customers.

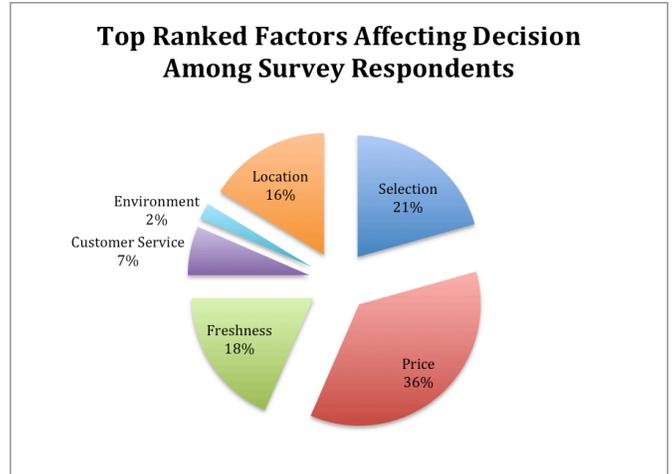
Some Participant Quotes:

- "I am the sort of person who will give a place several tries because sometimes what you initially order just isn't the best thing on the menu, or you caught them on a bad day. So I decided to try Del Taco again and so far both times haven't been anything special. There is always a better option when it comes to service and taste." – **Jessica**
- "The food was a reasonable price, but the service was awful, the wait time was extremely long, and the food was definitely not satisfying!" – **Chelsea**
- "The food wasn't great, but the service made it unbearable." – **Josh**
- "... I felt bombarded when I walked in." (referring to the in-store advertisements) - **Chelsea**

- “The employees weren’t aware of any deals going on and anytime I asked a question, the guy seemed like I was an inconvenience to him.” - **Laura**

Surprising Elements:

- Proximity reigned over price, taste and quality when it came to how they made their decision on which fast food restaurant to go to.
- Even after the fiasco with Taco Bell, most of the participants would still choose to eat there instead of Del Taco just because it is a more recognized brand in the South.



- An interesting insight that skewed our data analysis was the adverse results found in the survey. During the focus group, participants expressed their discontent with the service they had experienced at Del Taco; however, only 7% of survey respondents indicated customer service as a factor determining their choice of fast food.

Some Participant Quotes:

- “I don’t think I will be returning to Del Taco, or recommending it to anyone else. Taco Bell is the clear leader when it comes to Mexican fast food.” – **Jessica**
- “I’m not much for Taco Bell either, but at least I know what I’ll be getting there if I simply MUST have something to eat and am craving some tacos.” – **Ron**

Conclusion

While this represented a very small sample of the population and what some would consider biased results, the focus group allowed us to gain a better insight into the expectations that customers have when visiting a fast food restaurant. As for Del Taco, the session highlighted a couple strengths, areas for improvement, and some significant opportunities that the franchise should take into consideration:

- **STRENGTHS** – As a fast food restaurant, most people would not think that items would be made fresh on a day-to-day basis. This was one of Del Taco’s biggest strengths. With recent news providing negative insights into how some restaurant chains, such as McDonalds and Taco Bell, are preparing their foods, its “made to order” feature is an extremely beneficial feature to customers. This way they know exactly what they are getting and know that it is indeed healthy for them.
- **IMPROVEMENTS** – Customer service had to be the most discussed topic of the entire focus group. Whether it was at the drive thru window or inside the store, just about all of the participants were extremely dissatisfied with the way they were treated. Participants agreed that the employees need to be more familiar about the daily deals and have more of an upbeat, polite and friendlier attitude. They are coming to appreciate quality service in fast food – similar to that of Chick-fil-A’s – and feel that it would be a main factor when thinking in terms of brand loyalty.

For those individuals who dined in, in-store advertisements or POPs were also a highly discussed topic in the improvement area. Most of them felt overwhelmed with information as soon as they

walked through the doors. They felt extremely cluttered and there was so many of them that they didn't even bother to read even one. It resulted in an immediate downturn in their experience.

- **OPPORTUNITIES** – The health factor is becoming an extreme influence in the consumers mind and our findings have definitely proven that. While Del Taco's menu does in fact offer healthier options, most of the participants seemed unaware of this feature. Another great opportunity is to better market their American-style options (including shakes and breakfast). If more customers knew about its extended menu or if Del Taco released coupons featuring these items, many people might be willing to give it another try. Considering these options will give Del Taco an extreme advantage over its main competition, such as Taco Bell and Moe's.

Since there seems to be some immediate concern that the Rock Hill franchise is not providing customers with the same type of positive experience as surrounding fast food competitors, the store should begin to focus on improving areas such as customer service, promotion awareness, and an overall "simplification" of its interior. In doing this, Del Taco could possibly be on the way to gaining more awareness and loyalty among its target market.

Company Overview

While it is essential know your consumers in order to know how to attract them to your business, it is also necessary to understand the business you are working for so that you can create and plan strategies that go along its corporate culture and history. The story begins with

Hackbarth and David Jameson establishing the first Del Taco restaurant in Yermo, California in 1964. It had a low-priced menu that included tacos, tostadas, fries and cheeseburgers. On its opening day, Del Taco sold approximately 900 tacos. This led to a thriving business in the 1970's that soon expanded to 100 restaurants. Del Taco also broadened its menu to include quesadillas and ice cream sundaes. In 1988, Del Taco drastically grew in geographic reach as a result of the merger with similar restaurant chain, Naugles. Increase in business led Del Taco to operate its locations 24/7 to keep up with growing demand. In the 1990's, Del Taco set to increase their market share and continued success through a complete rebranding strategy for the restaurant. It launched a series of sales initiatives to improve the customer experience. It also expanded the brands image with a new, modern logo to attract a new generation. These changes caused a large growth for the chain between 1998 and 2006. The owner of Captain D's, Sagittarius Brands, then acquired Del Taco. It was still left with a strong position for growth.

Key practices have led Del Taco to a successful history with the addition of the drive-thru, which now provides 70% of its business. The locations were key in making it a cult-like favorite among Tex-Mex fast-food chains. Del Taco set up its establishments by colleges, beaches, parks and military bases—making it easy to serve the “young and hungry.” It was also very aggressive with its marketing strategies and promotions to attract customers. They created specials like Taco Tuesday where tacos were offered at a heavily discounted price. The owners also aimed to constantly provide better service by improving efficiency to increasing the quality of experience per customer. Del Taco has a hands-on business style that makes it unique and proactive. In 2008, Del Taco opened its 500th restaurant, expanded to 16 states and achieved system-wide sales of \$563 million as a result of its fast-food methodology.

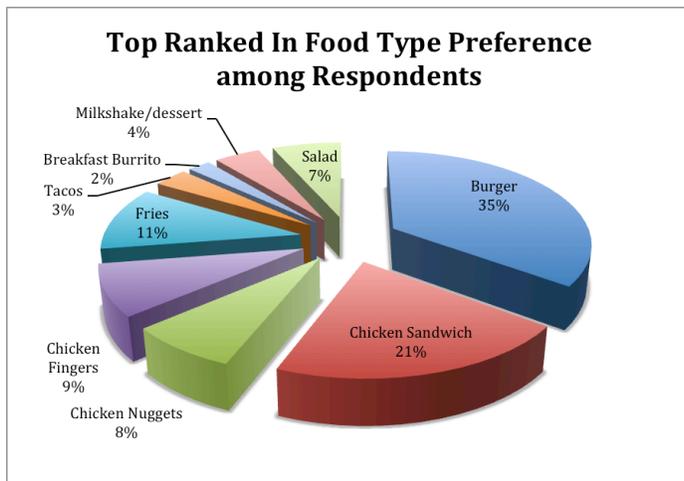
Competitive Analysis

Knowing the history of the client and what it represents is important to know how the business stands out (or not) from the competition to create a successful strategy. The Del Taco chain in Rock Hill faces a more complex competition structure than the west coast locations. As a result of being one of the few Del Tacos located in the South, it brings a different range of competition to the restaurant as it is competing with already nationally established and popular regional fast food chains. The local competition for Del Taco includes restaurants like Cook-Out, Chick-Fil-A, Zaxby's, Taco Bell, Jack in the Box and Moe's. McDonald's is another big competitor, and although the menu may be different to an extent, the presence it has in the fast food industry cannot be overlooked.

Two direct competitors serving Tex-Mex foods are Moe's and Taco Bell because they produce similar product and customers connect the three. Taco Bell is a large, well known American chain that serves over 2 billion consumers each year and has 5,000 stores. Taco Bell recently had a large advertising push using social and traditional media. With their constantly changing menu items they have increased each year with customer satisfaction. Although Moe's is technically not considered a fast food chain, our research showed that consumers thought of Moe's when considering Tex-Mex style fast food alternatives. Moe's recently redesigned its interior updating their look and installing new digital Coca-Cola fountain machines. This has increased customer traffic and, as shown in our research, creates a high top-of-mind recall as a dining option. However, it should be noted that Moe's and Del Taco are approximately 3.5 miles apart, each located off of two main roads in Rock Hill. Moe's has also had fundraisers with organizations through Winthrop University and other local high schools have proved successful in bringing consumers to the store. Moe's also markets through social and traditional media very successfully with competitions or sales promotions. These dining establishments are the most closely associated with the Tex-Mex style of food.

Regionally, however, Cook-Out and Chick-Fil-A pose a greater threat to Del Taco. Both of these restaurants are southern-based businesses. This means they have a direct connection to local consumers. Consumers are more likely to know, and understand Cook-Out and Chick-Fil-A whereas Del Taco is relatively unknown in comparison. The type of food that they serve is more closely catered to consumers with southerner's palette. It has items like BBQ or chicken sandwiches that are representative of the area. Cook-Out is also open to late hours of the night directly competing with Del Taco's 24/7 drive-thru. Pricing is also similar, but Cook-Out has a loyal fan base in this area.

Other fast food restaurants like McDonald's are competition because they are nationally known and consumers understand the brands. 24/7 drive-thrus are also becoming more popular.



Some McDonald's, and Jack in the Box locations are offering it, which expands late night dining options and increases competition. Menu options are also becoming more diverse like Jack in the Box offering tacos, Cook-Out with quesadillas, Taco Bell Fruitista Freeze (a

fruit smoothie) and McDonald's McCafe options. The heavily varied menus means increased competition. Also, many of these restaurants have national marketing and advertising plans. This further increases the level of competition, as our survey results indicate respondents are more likely to seek burger, fries, and/or chicken products. Tacos and breakfast burritos were not ranked highly on preference among respondents of the survey.

The fast food industry has an annual revenue of \$120 billion, however, it is highly fragmented to where 50 of the top companies hold 25% of sales. The largest segment of the

market is the burger market where McDonald's and other similar burger joints excel. McDonald's in 2008 had \$28,666 million dollars in sales and Jack in the Box had \$2,975 million. Nevertheless, there are changes taking place economically and socially changing attitudes, companies and creating a further competitive and complex market place.

SWOT ANALYSIS

Business Analysis – Strengths

- Product differentiation (menu variety)
- Fresh ingredients
- Quality of ingredients
- Different price options
- A 24/7 drive thru
- Current design is bright and attractive
- Recognized by West Coasters
- Fan Sign-up
- Location on Cherry Road (a main road in Rock Hill with direct access to interstate 77)

Business Analysis – Weaknesses

- Employee knowledge of products/ promotions
- Not well-known in the South
- A disconnect between target audience and current marketing
- Lack of use of social media (i.e. Twitter/Facebook/4Square)

- Little top of mind awareness
- Lack of consumers understanding of menu variety
- Association with Taco Bell

Market Analysis – Opportunities

- Can compete on low costs
- Consumers growing more health conscious
- A growing industry
- Efficient technology to increase customer value
- Rock Hill as a tourism/convention/athletics hub
- Consumers active on the internet and social media

Market Analysis – Threats

- Increasing menu diversity in other chains
- Local southern menus at national chains
- Dependent on franchise
- Taco Bell litigation could effect views of mexican style fast food
- Events reported by media
- Increased gas prices reduces consumers want to travel for fast food options

Audience Analysis

The competitive analysis provides key information regarding top competitors in the surrounding area and the SWOT analysis builds on that information along with the Company

overview to determine what is working for the franchise and what it needs to work on to foster success. Del Taco intends to cater to the bulk of young adults and college students, ages 18-30. With the majority being male, they prefer great taste and convenience over healthy options and superb service. These individuals have busy schedules that include activities such as school, work, and sporting events and are looking for fast and convenient places to stop by on their way home (primarily drive-thru customers). We have chosen this group for several important reasons. It's Del Taco's goal to be a leader of brand recognition in the Rock Hill fast food market and we believe that this specified age group is the primary age where brand building efforts take place. They are on limited or fixed incomes and seek a value/price relationship that will not stretch their budgets.

The secondary audience will consist of families with children between the ages of 4 and 15. They are more flexible in budgets and seek more than a value/price relationship. These individuals are health-conscious and are always on the go – taking their kids to practice, birthday parties, etc. They crave diverse dining options that will cater to each child's picky eating habits. Spending time together is important to the buyers in the family, and they prefer to have a clean and friendly environment for their family to enjoy a nice, quick meal. Also, they feel that community presence is a strong feature for any local business to have.

Creative Brief

1. Why are we doing this campaign?

We are doing this campaign in order to reposition Del Taco's brand to create more positive awareness and ultimately more business. Del Taco needs to change their frame of

reference so that they are recognized for their own quality products and not compared to their main competition, Taco Bell.

2. Who is our target audience?

Our target audience is going to be split up into two audiences. For our primary target audience we want to continue to target males ages 18-30 in the Rock Hill area. They are most likely college students or recent graduates who are still living the college lifestyle.

Our secondary target audience is going to be families, people who have children to feed on a budget and who have busy schedules.

3. What is the key consumer insight?

The target audience is unaware of the products and benefits it offers, such as fresh and made-to-order, daily deals and great taste—characteristics many consumers look for.

4. What is the main product proposition?

Del Taco has a wide variety of food choices as well as a better quality product than the competition. They pride themselves on fresh ingredients and good customer service.

5. What is the convincing support for the claim?

Del Taco's product is made with quality fresh ingredients. Their menu consists of Mexican food such as tacos and burritos as well as American fast food favorites like burgers and fries. They offer food for breakfast lunch and dinner.

6. What is the core brand positioning?

Del Taco's food is fresh, cheap and fast. They have the widest variety of any fast food restaurant and offer better quality food for reasonable prices. The fresh ingredients set them apart from the competition

Objective of Campaign

Despite the success of Del Taco on the West coast, it is important to consider that the cultural background and preferences of America's market continues to change. New markets in the country will eventually emerge. Considering the strict competition within the fast food industry, Del Taco should then implement new strategies so as to reach out to the new markets. Through this marketing strategy, Del Taco will be updated with the latest market trends and newly identified market segments. Changes in food preferences can be obtained through consumer research. Furthermore, this research will significantly help in increasing the company's market scope in the area.

Strategic Marketing Objectives

- To increase consumer awareness by 25% within the next fiscal year.
 - Assessment: pre- and post-testing
- To increase the Raving Fans E-Club membership database by 15% during the next fiscal year.
 - Assessment: compare membership pre and post-campaign
- To establish effective reach and frequency goals by the end of the first year of implementing this marketing strategy.
 - Assessment: bi-weekly evaluations of coupons (**daily record keeping)

Assessment

The above objectives will be a fundamental element to the success of Del Taco. Each of them are specific and quantifiable so you have a way of measuring the results of your efforts. In terms of market share and increase sales, it is easy to quantify this objective – take a look in the books at the time of the deadline and either you reached the goal in the allotted time or you didn't. As for the other three, more in-depth measures must be taken to measure the results. With these, it would be best to conduct post-testing research – interviews, focus groups, surveys, customer satisfaction cards, etc. After conducting such research, you will then be able to compare the research in this marketing strategy with the updated findings and see how successful the restaurant has been in terms of awareness, recognition, preference and overall knowledge.

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