

**Title of Article:** A comparative Study of male and Female Perception of Service Quality in Fast Food Industry.

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**Abstract:** This study makes use of SERVQUAL, a research instrument developed by Parasuraman, Zeithaml and Berry to measure the effect of expectation on the perceptions of service quality. Three hypotheses were put forward. The main aim was to determine whether there was any significant difference between male and female in terms of their perception towards fast food industry. It was found that there was no significant relationship between the two groups.