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A Bibliometrics Analysis of Casual Dining and Quick Service Restaurants by using Web of Science Database

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Abstract:

The purpose of this research is to identify the main authors and the main influential universities doing research on Casual Dining and Quick Service Restaurant, this paper also aims to shed light on the current knowledge and contributions to the field. 1839 documents were extracted using the WOS database published on Casual Dining and Quick Service Restaurant. VOS viewer bibliometric software has been used for conducting bibliometric analysis; the study will initially regulate a bibliometric analysis to ascertain the trending themes and clusters in Casual Dining and Quick Service Restaurant literature. It catechizes the outcome to classify the key areas intended so far, disclose literature gaps, and present potential research methods. An analysis was conducted on the evolution of these papers, examining factors such as publication year, publishers, institutions, countries, and journals. Publications on sustainable food began in 2004 and exhibited a rising trend until 2024, with the United States leading in the number of publications. This study adds to the

current body of literature on sustainable food, offering a comprehensive and reliable overview using bibliometric techniques. These findings can guide future authors interested in conducting research on this topic. The study findings will also help easily interpret the literature on sustainable food trends at restaurants. As the restaurant industry continues to evolve, sustainable menu planning will remain a crucial component of successful and responsible business practices.

Keywords: *Casual Dining Restaurant, Quick Service Restaurant, VOS viewer, bibliometric analysis.*

1. Introduction:

The Hospitality industry is among the oldest commercial activities in the world. It is, in fact, an integral part of the larger business enterprises known as the hotel industry, which provide a wide range of services (Tewari & Editor, 2016). The rapid growth of the hospitality industry has drawn great interest from researchers (Xinjian Li, 2017) .The hospitality industry is a vast and diverse world dedicated to making people feel welcomed and pampered. The hospitality industry encompasses a wide range of businesses and services, all centered around providing guests with a positive experience (Dennis Lillicrap, 2024). This includes hotels, restaurants, bars, travel and tourism, event planning, and more. Casual dining and Quick Service Restaurant come under the restaurant category of the hospitality industry. Casual dining restaurants are known for their relaxed and comfortable atmospheres. Speed and convenience are the major features of Quick Service Restaurants (QSR) (R. Singaravelavan, 2013). When consumers buy a coffee, burger, or sandwich at an international quick-service restaurant (QSR) chain in any country around the world, they expect to receive the same standard of service quality (Mario Mendocilla, 2021). The revisit frequency of the luxury restaurant sector is generally lower than other segments of the restaurant industry because of the high price involved in dining (Hwang & Hyun, 2012). Fast-food operations had a great impact on the food service industry, it standardized ready-to-eat food and service at reasonable rates, it dated back 1920s and 1930s (Andrews, 2008). The global fast food restaurant industry has experienced strong growth in recent years in response to changes in consumer tastes and challenging global economic conditions. Therefore, an understanding of the factors that influence customer satisfaction ought to be useful in guiding restaurant owners and managers to design and deliver right type of product and services (Syed Saad andaleeb, 2006).

The significant increase in published studies, it is now an opportune moment to reflect on how research in this area has progressed and to outline potential future research directions. We contend that there is a gap in the current literature regarding a comprehensive review of the various sources, we aim to contribute to the discussion by presenting a unifying model. This study thus fills a gap in the literature by offering a systematic review of research on Casual Dining and Quick Service Restaurant.

2. Research Methodology:

Bibliometric analysis is often used when studying the state of the art in a specific area of knowledge (Naveen Donthu, 2021). This method offers quantitative data for identifying the

keywords, their relationships, and the citations generated by articles published during a specific period of time (Savas Everen, 2015). Bibliometric analysis is the quantitative examination of bibliographic material. It offers an overview of a research field, categorizing it by papers, authors, and journals (Jose M. Merigo, 2016). The study approach to understand the global research trends in a desired field by the output of the academic publications from the WoS database (Ahmed H. Alsharif, 2020). This analysis enables the creation of network associations to organize information into scientific maps based on graph theory principles. A bibliometric analysis is frequently used to determine quantitative changes within a specific research discipline, identify publication patterns on a particular topic, and uncover publication tendencies within that discipline. It visualizes conceptual subdomains (general areas or specific topics), thematic evolution, trends, and the research agenda (Edison Jair Duque Oliva, 2022). The results of such an analysis provide practical, useful, and timely information for professionals and experts interested in evaluating this scientific activity.

2.1 Data Collection:

The study aims to evaluate the bibliographic material on Casual Dining and Quick Service Restaurants from the articles at the international level from the Web of Science. Evaluation of this type of study with bibliometric analysis divulges the advancement process of the related literature, and in addition, aids in recognizing issues that are not incorporated in the literature. This study can put forward hints for future research. The research articles on sustainable food at restaurants were surveyed by year, journal in which it was published, WOS category, publication, etc., and were regulating themes.

2.2 Data Sources:

Taking into consideration the scope of the research purpose, the essential data was procured from the Web of Science database in January 2024 to explore the series of learning in the indoctrination of Casual Dining and Quick Service Restaurant. Bibliometric analysis is the quantitative study of bibliographic material. It furnishes the central idea of a research area in such a way that it can be categorized by paper, publication, authors, journals, etc. (Yang, December 2017). In this study, only the articles were examined, as they are the principal measures in examining and evaluating scientific advancement (Reyes Gonzalez, 13 November 2020).

The data was searched for articles on the topics of Casual Dining and Quick Service Restaurant published in the Web of Science (WOS). Keywords, titles, and abstracts of these articles were examined for their relevance to this study, and data was obtained. Found 1839 articles in the Web of Science (WOS) database on the subject of Casual Dining and Quick Service Restaurant.

After conducting the comprehensive search, the records were saved in plain text format with the specified fields. For the network analyses of citations-countries, citations-organizations, citations-authors, and citations-documents, VOS Viewer 1.6.20 software was utilized. VOS Viewer is free

software tool for creating maps based on network data, and it aids in visualizing and exploring these maps. The analysis was conducted in two phases. First, it calculated basic bibliometric indexes by author, number of articles published per year, country, institution, document, search area, research area, and funding agency. Second, it analyzed citation keywords, citation authorship, citation organizations, citation documents, and title and abstract terms. Both quantitative and qualitative indexes were considered to evaluate the research productivity across different fields.

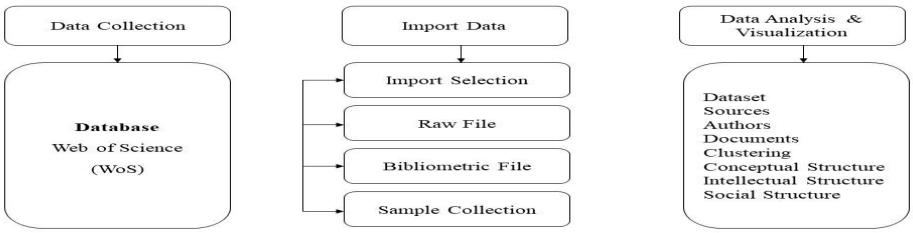

Figure 1. Flow Diagram Source: (Buyukkidik,2022)

3. Results and Findings:

The bibliometric review encompasses three primary sections: descriptive analysis, performance analysis, and scientific mapping.

A. Assessment of Performance Indicators:

3.1 Year-wise publications:

There is a dynamic trend in the article publication activity during the 20-year period from 2004 to 2024. After the initial publication in 2004, output increased steadily over the following ten years. Around 2016 there was a noticeable increase in the number of publications, which peaked in 2021 at 247 articles. This time frame demonstrates increased distribution and involvement with research. Data collected after 2021, however, shows a declining tendency, with publications dropping to 96 by 2024. This pattern points to a changing research environment that is marked by expansion, high productivity, and a recent downturn.

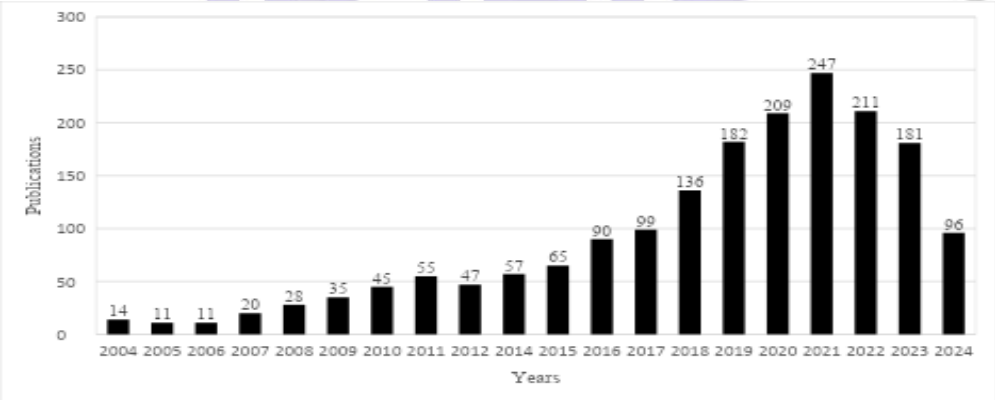

Figure 2. Year wise publications

3.2 Document type:

The distribution of document type shows that original research is heavily valued, with "Articles" accounting for the great bulk of publications. Along with original work, "Review Articles" are the second most common genre, indicating a significant input of synthesized information. While they do exist, other document forms like "Book Chapters," "Book Reviews," "Corrections," and "Editorial Materials" just take up a small part of the output. This pattern highlights a research culture that values detailed literature reviews while being primarily concerned with developing new findings.

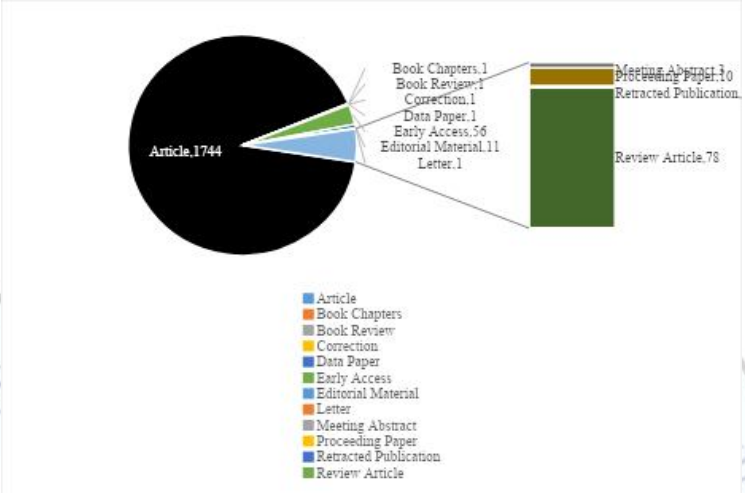

Figure 3. Document-wise publications

3.3 Web of Science (WoS) Categories:

The top 10 subject areas out of 127 disciplines in which publications have been developed are displayed in the chart. With 729 papers, "Hospitality, Leisure, Sport, and Tourism" is by far the most popular category, showing that this area is the main focus of research. "Management" (438 publications) and "Business" (229 publications) come next, indicating a high level of representation in the applied social sciences. "Food Science Technology," "Public Environmental Occupational Health," and "Environmental Studies" are some prominent fields that show interdisciplinary involvement with sustainability and health issues. The lower counts for fields like "Economics" and "Sociology" suggest that those topics receive comparatively less attention.

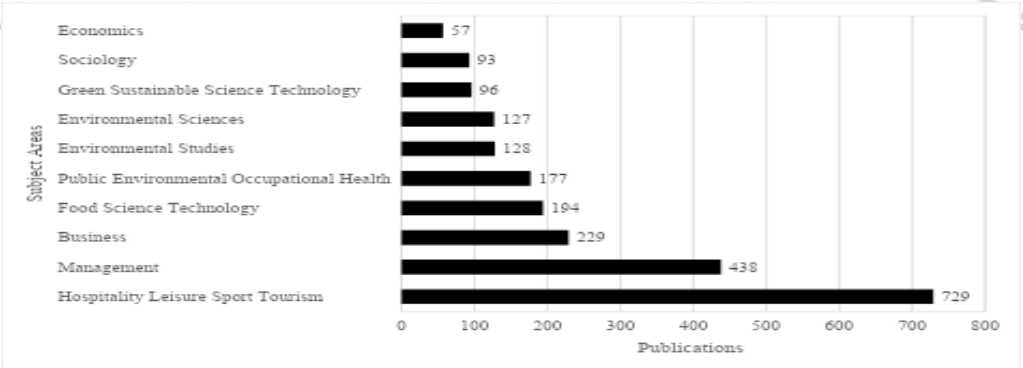

Figure 4. Publications according to Web of Science Categories

3.4 Top Contributing University Affiliations:

The chart displays data from the top ten universities that contribute the most affiliations out of a total of 1890 universities. With 100 affiliations, the State University System of Florida leads the list, followed by the University of South Carolina (76) and the University of Pennsylvania (80). The University of Houston (68) and Hong Kong Polytechnic University (70) are two other prominent universities that show a combination of domestic and foreign academic involvement. With the top ten universities making up quite a few of all research affiliations, these figures suggest a concentrated contribution from a small number of universities.

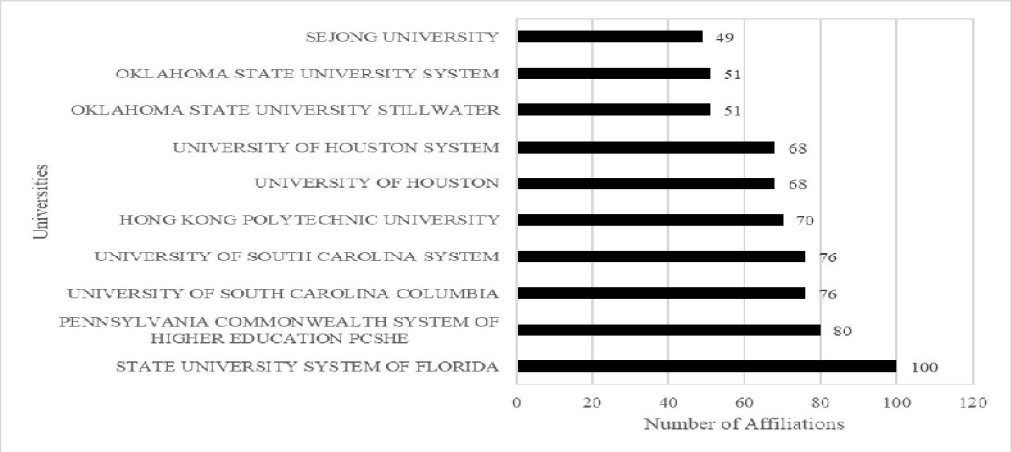

Figure 5. Publications according to Top Contributing University Affiliations

3.5 Journals:

The chart displays the top ten journals out of the 502 that have published articles. This shows that most of the study is in a few key publications. The International Journal of Contemporary Hospitality Management has the most entries (181), while the International Journal of Hospitality Management comes in second with 153. Sustainability and the British Food Journal also play a big role, with 82 and 51 studies published, respectively. Publications like Journal of Hospitality & Tourism Management, Journal of Hospitality and Tourism Research, and Cornell Hospitality Quarterly that focus on hospitality also make important contributions. This distribution shows a good link with research themes in hospitality, tourism, and sustainability.

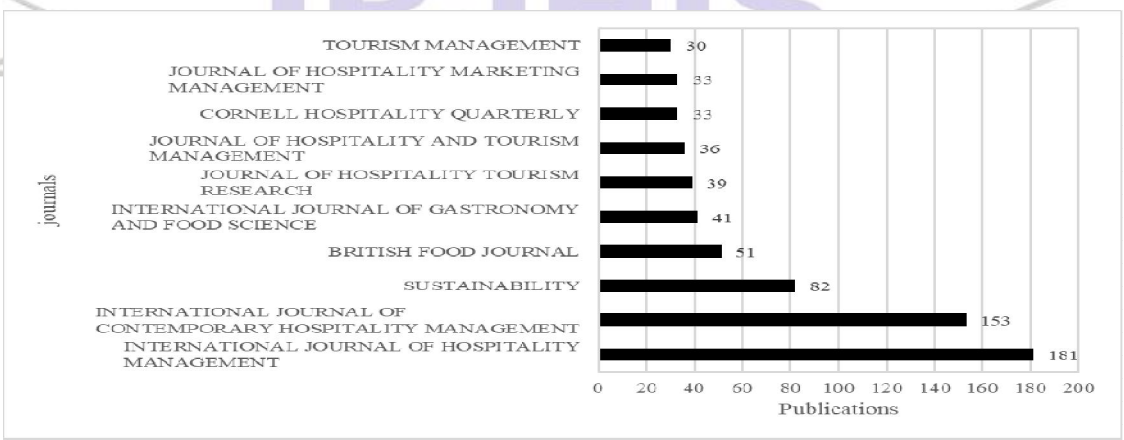

Figure 6. Top Contributing Journals

3.6 Countries:

Out of the 87 countries that participate in research publications, the top 10 contributing nations are shown in the chart. With 834 papers, the United States leads by a wide margin, followed by China (287) and South Korea (167), showing the strong research output in both Asia and North America. With more than 80 articles each, England, Taiwan, Australia, and Spain are other important providers. Malaysia, France, and Canada complete the top ten. With the majority of contributions coming from both East Asian and Western nations, this distribution shows how global research is.

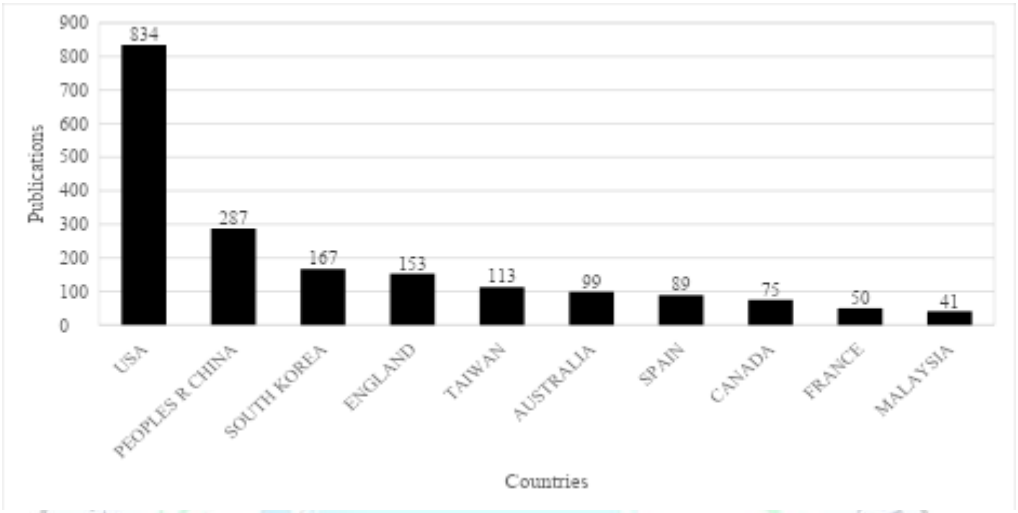

Figure 7. Top Contributing Countries

3.7 Cumulative Publication:

116 publishing firms contributed to the chart, which shows both yearly and cumulative research publications from 2004 to 2024. During this 20-year period, publication activity increased steadily until 2016, after which it sharply increased and peaked in 2021 with 247 publications. Even though there is a noticeable drop after 2021, the overall figure keeps rising, reaching 1839 by 2024. This pattern of growth is an indication of ongoing academic curiosity and growing publishing activity in the area. Also, the chart displays the top 10 publishing companies, highlighting their crucial role in spreading the majority of the study's output.

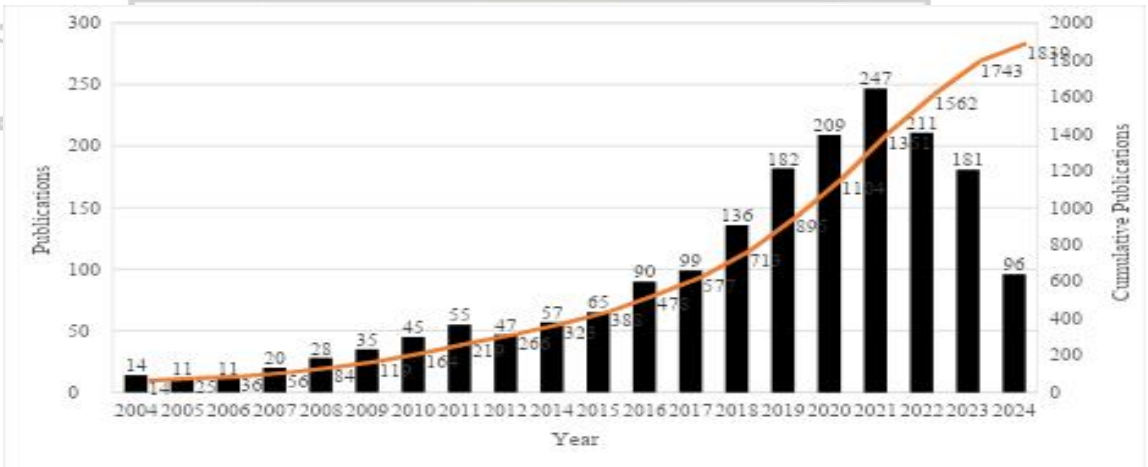

Figure 8. Cumulative Publications over the Years

B. Science Mapping:

3.8 Citation Documents with Country:

The data highlights the top 10 countries in terms of citation documents, focusing on the number of documents published, total citations, average citations, and total link strength, which reflects collaboration with other countries. The USA leads with the highest number of documents (833) and citations (27080), resulting in a robust total link strength of 2716, indicating significant international collaboration and academic influence. China follows the substantial number of publications (287) and citations (6568), but with a lower link strength (1943), suggesting fewer interconnections despite its large publication output. South Korea, with 167 documents and 5368 citations, has a relatively high average citation count (32.114), showing the impactful nature of its research. Countries like South Africa and France, though with fewer documents and citations, show moderate link strengths, reflecting their growing but less prominent international academic connection. This analysis illustrates the varying degrees of academic productivity and global collaboration across countries.

Sr No.	Country	Documents	Citations	Average Citations	Total Link Strength
1	Usa	833	27080	32.509	2716
2	Peoples R China	287	6568	22.885	1943
3	South Korea	167	5368	32.144	1140
4	England	153	3504	22.902	959
5	Taiwan	112	3307	29.527	743
6	Australia	99	3096	31.273	557
7	Spain	89	2181	24.506	428
8	Canada	74	1982	26.784	169
9	South Africa	25	1115	44.600	210
10	France	50	1103	22.060	190

Table 1. Citation Documents with Country

3.9 Citation Country and Document Network:

The VOS viewer visualization shows networks of international research collaborations based on co-authorship. Popular nodes such as the United States, the People's Republic of China, and England show their prominent roles and broad ties with international research collaborations. Each node's size indicates the number of publications, while the lines show the number and strength of collaborative relationships. A strong, internationally connected research community is shown by the complex web of connected nations, which include North America, Europe, Asia. and beyond. Cross-border collaboration in publishing efforts in the hospitality, tourism, and sustainability sectors is common.

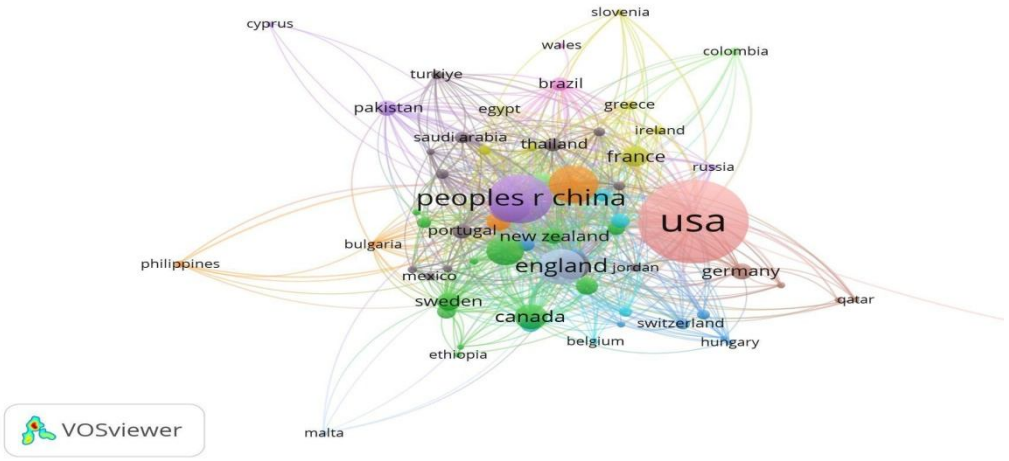

Figure 9. Citation Country and Document Network

3.10 Citation Organizations:

The data present an analysis of citation metrics of various academic organizations, focusing on the number of documents, citations, average citations, and total link strength. Among the top 10 organizations, Hong Kong Polytechnic University leads with the highest total link strength (662), reflecting strong academic connections and influence in the scholarly network, despite having a relatively average number of citations (2209) and documents (70). The University of South Carolina, with 64 documents and 2239 citations, has a solid total link strength of 454 , indicating significant academic reach. Purdue University, with an average citation rate of 56.08 per document, stands out for its high impact per publication. Organization like Penn State University and Florida State University show lover total link strength, despite having considerable citation counts, suggesting they may be less interconnected with the academic entities in the network. This analysis underscores the relationship between publication volume, citation impact, and academic network strength.

Sr. No.	Organization	Documents	Citations	Average Citations	Total link strength
1	Univ. Sou Carolina	64	2239	34.984	454
2	Hong Kong Polytech Univ	70	2209	31.557	662
3	Oklahoma State Univ	51	2107	41.314	360
4	Purdue Univ	37	2075	56.081	412
5	Univ Houston	66	1958	29.667	314
6	Temple Univ.	36	1810	50.278	378
7	Sejong Univ.	48	1782	37.125	397
8	Penn State Univ.	41	1639	39.976	176
9	Univ S Carolina	12	1611	134.250	60
10	Florida State Univ	30	1330	44.333	245

Table 2. Citation Organizations

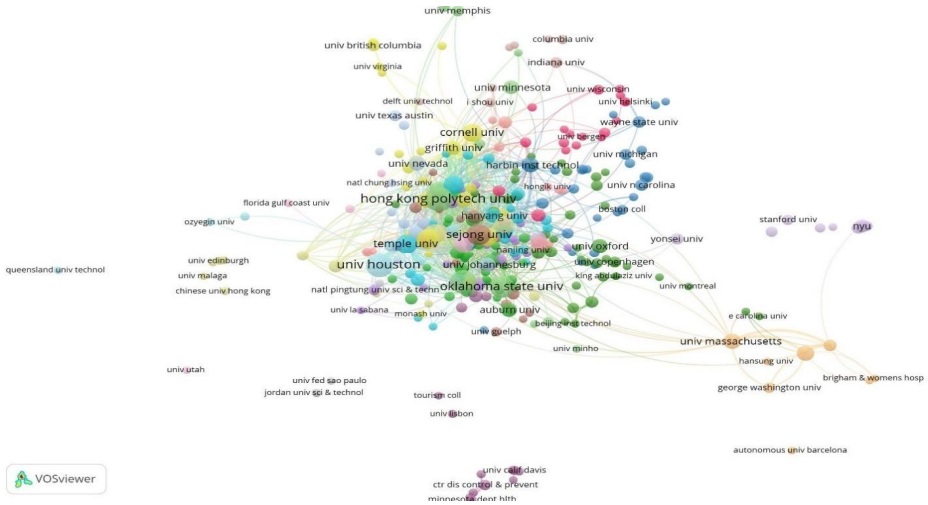

Figure 10. Citation Organizations

3.11 Citation Author:

The data focuses on 210 authors who meet the threshold of at least 3 documents and 0 citations, with the aim of calculating the total strength of citation link between authors. This total link strength reflects the degree of academic connectivity between authors based on shared citations. Among the top 10 authors, Jang, Soocheong (Shawn) leads with the highest number of citations (1522) and a strong total link strength of 216, indicating a high level of influence and connection with other authors. Despite having fewer documents, authors like Han, Heesup, and So Kevin Kam Fung also shows significant citation link strength (157 and 193, respectively), reflecting their importance in the academic network. The total link strength values provide insight into the authors centrality within scholarly discussions, with more frequently cited authors generally having stronger connections to the broader academic community.

Sr. No.	Author	Documents	Citations	Average Citation	Total link strength
1	Jang, Soocheong (Shawn)	11	1522	138.36	216
2	Han, Heesup	23	1143	49.69	157
3	So, Kevin Kam Fung	17	1069	62.88	193
4	Namkung, Young	4	773	193.25	102
5	Back, Ki-Joon	18	766	42.55	99
6	Mattila, Anna S.	17	729	42.88	102
7	Zhang, Ziqiong	8	693	86.62	83
8	Lu, Lu	12	656	54.66	114
9	Li, Xiang (Robert)	8	652	81.50	49
10	Jeong, Miyoung	12	648	54.00	61

Table 3. Citation Authors

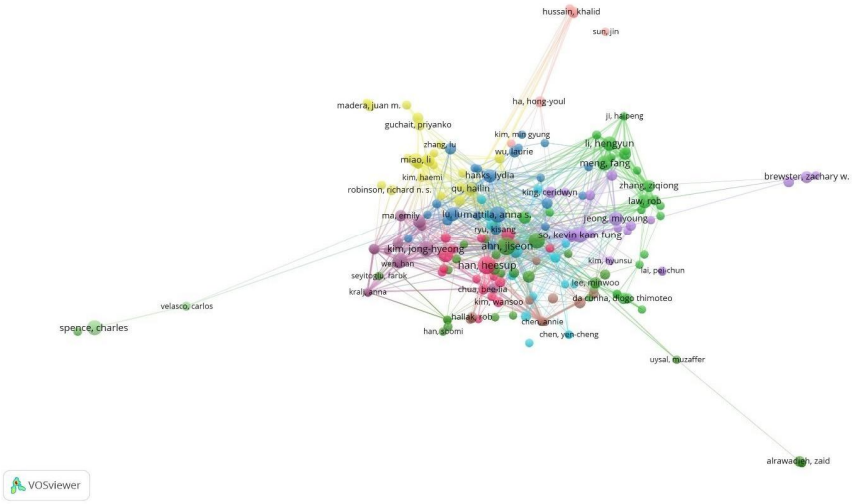

Figure 11. Citation Authors

3.12 Citation Documents:

1454 of the 1839 documents that underwent a citation analysis had at least three citations. The 1000 most mentioned among these were chosen for further examination. With 646 citations, Cohen's (2004) study on food in tourism leads the list of the top 10 most referenced papers. Consumer behavior, digital reviews, big data, and service innovation belong to the research areas, and the International Journal of Hospitality Management is strongly represented. These results highlight the important academic impact of research that analyzes the experiential, emotional, and technological parts of the travel and hospitality industries.

Sr. No.	Author(s)	Title	Year	Journal	Citations
1	Cohen	Food in Tourism-Attraction and Impediment	2004	Annals of tourism research	646
2	Jang	Perceived Quality, Emotions, and Behavioral Intentions: application of an extended mehrabian-russell model to restaurants	2009	Journal of business research	625
3	Xiang	What can Big Data and Text Analytics Tell us About Hotel Guest Experience and Satisfaction?	2015	Internation Journal of Hospitality Management.	544
4	Zhang	The Impact of e-world-of-mouth on The Online Popularity of Restaurants; a Comparison of Consumer reviews and editor reviews	2010	Internation Journal of Hospitality Management.	423
5	Duman	The Role of Affective Factors on Perceived Cruise Vacation Value	2005	Tourism Management	421
6	Wu	Effect of Experiential Value on	2009	Internation Journal	400

		Customer Satisfaction with Service Encounters in Luxury-Hotel Restaurants		of Hospitality Management.	
7	Lu	Developing and Validating A Service Robot Integration Willingness Scale	2019a	Internation Journal of Hospitality Management.	376
8	Yi	What Influences The Relationship Between Customer Satisfaction and Repurchase Intention? Investigating The Effects of Adjusted Expectations and Customer Loyalty	2004	Psychology & Marketing	351
9	Jeong	Restaurant Experiences Triggering Positive Electronic word-of-mouth (ewom) Motivations	2011	Internation Journal of Hospitality Management.	334
10	Choe	Effects pf Tourists' Local food Consumption Value on Attitude, Food Destination Image, and Behavioral Intention	2018	Internation Journal of Hospitality Management.	319

Table 4. Citation analysis of the 10 most relevant documents in the dataset ordered by the total number of citations received (TC). Source: Author's own elaboration

3.13 Co-authorship Country:

The co-authorship network visualization highlights international research collaboration among 66 countries that met the limits of having at least 3 documents and citations. The USA develops as the most dominant contributor, with the highest total link strength, demonstrating broad collaborative ties with various nations. China, England, South Korea, and Canada also illustrate solid worldwide organizations, shaping dense clusters of co-authorship. European countries such as Spain, France, and Germany are closely interconnected, while a couple of nations like Serbia and Chile shows up more peripherally, with limited co-authorship joins. Overall, the chart reflects all-inclusive coordinates research biological system, with major hubs driving,

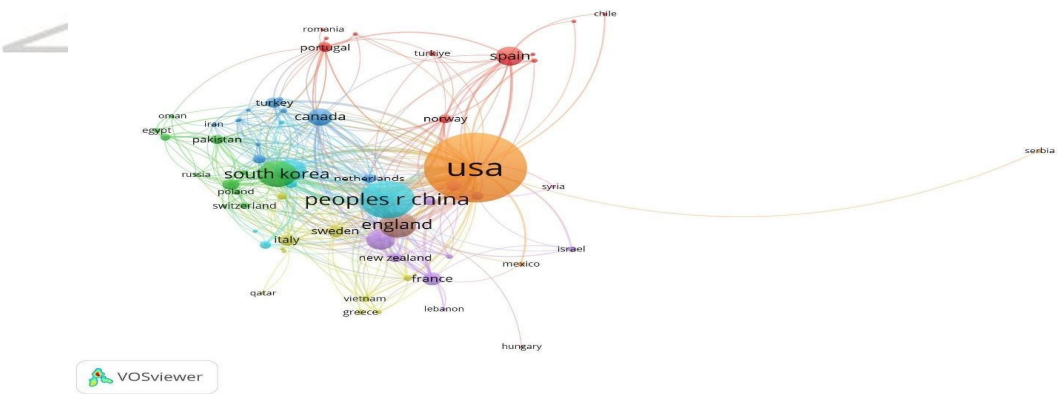

Figure 12. Co-authorship Country

3.14 Co-authorship Author:

Out of 4941 writers, 210 authors with at least three publications were selected by the co-authorship network for their collaborations. The level of each author's co-authorship is shown by the total connection strength, thus showing their important contribution in research collaborations. Kevin Kam Fung has the biggest connection (31), followed by Han, Heesup (26), and Mattila, Anna S. (22). In spite of having the most citations (1522), Jang, Soocheong (Shawn) has a lower link strength (8), which suggests a more individualized publishing style. Tightly knit author clusters are seen on the VOSviewer map, reflecting strong institutional or broad collaboration networks directed by key learning.

Sr. No.	Author	Documents	Citations	Total link strength
1	Jang, Soocheong (Shawn)	11	1522	8
2	Han, Heesup	23	1143	26
3	So, Kevin Kam Fung	17	1069	31
4	Namkung, Young	4	773	2
5	Back, Ki-Joon	18	766	20
6	Mattila, Anna S.	17	729	22
7	Zhang, Ziqiong	8	693	18
8	Lu, Lu	12	656	17
9	Li, Xiang (Robert)	8	652	5
10	Jeong, Miyoung	12	648	15

Table 5. Co-authorship Author

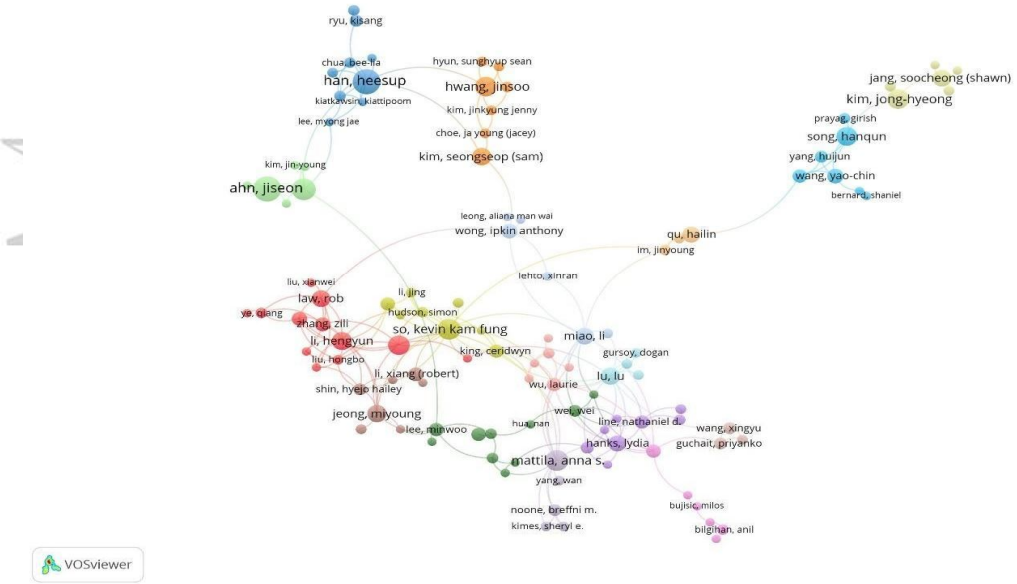

Figure 13. Co-authorship Authors

3.15 Bibliographic Coupling: Authors:

The data focuses on bibliographic coupling analysis of 4941 authors, where the goal is to identify the 210 authors who meet a threshold of at least 3 documents and 0 citations. From this subset, the total link strength representing the interconnection of authors based on shared references is calculated. Among the top 10 authors selected, we see a varied range of documents, citations, and total link strength. For instance, Han, Heesup has the highest total link strength (23401) with 23 documents and 1143 citations, while Jang, Soocheong (Shawn) ranks first in terms of total link strength (8187) but with fewer documents (11). This highlights that while citation counts are important, the total link strength of bibliographic coupling better captures the degree of academic influence and network connections among authors.

Sr. No.	Author	Documents	Citations	Total link strength
1	Jang, Soocheong (Shawn)	11	1522	8187
2	Han, Heesup	23	1143	23401
3	So, Kevin Kam Fung	17	1069	22824
4	Namkung, Young	4	773	3671
5	Back, Ki-Joon	18	766	13621
6	Mattila, Anna S.	17	729	7774
7	Zhang, Ziqiong	8	693	3379
8	Lu, Lu	12	656	7262
9	Li, Xiang (Robert)	8	652	2738
10	Jeong, Miyoung	12	648	9346

Table 6. Bibliographic Coupling- Authors

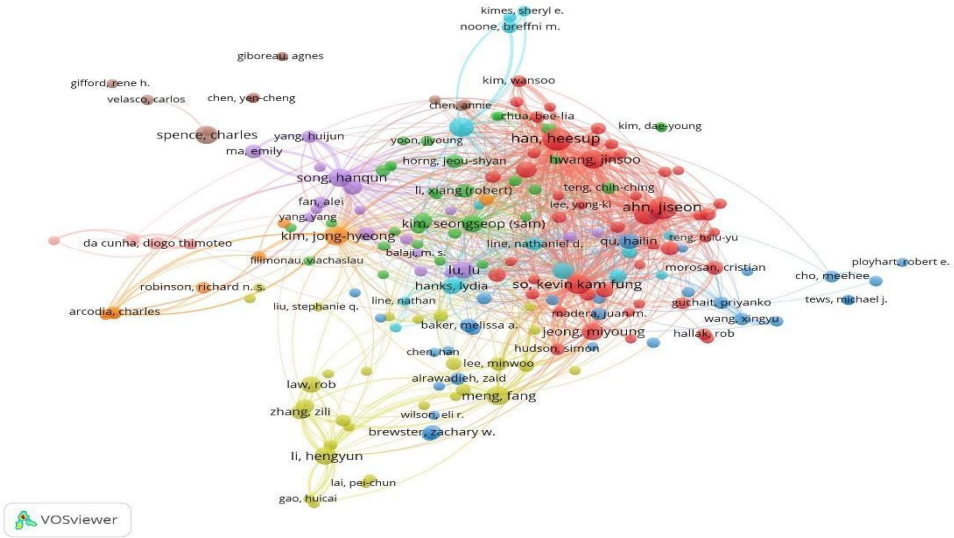

Figure 14. Bibliographic Coupling- Authors

4. Conclusion:

Using the Web of Science (WoS) database, this detailed bibliometric study of research on Casual Dining and Quick Service Restaurants (QSRs) provides an excellent overview of the field's intellectual structure, research patterns, and scholarly growth between 2004 to 2024. The results show that research in this field is increasing strongly, reaching a peak in 2021, with south Korea, China, and the United States producing the most publications and citations. The field's link to hospitality, tourism, and sustainable food studies is highlighted by the increasing number of journals like the International Journal of Hospitality Management and Sustainability.

According to the study, research output is concentrated in a small number of important universities, such as Hong Kong Polytechnic University, the University of South Carolina, and the State University System of Florida. Major publications that highlight the importance of hospitality, tourism, and sustainable food practices in current research include the International Journal of Hospitality Management and Sustainability. Citation studies based on authors and organizations also show a strong academic network with important international partnerships and high-impact contributions.

Co-authorship analyses, bibliographic coupling, and co-citation networks explain the theoretical basis and emerging trends in the mentioned field. While more recent studies focus on experiential dining, client satisfaction, and digital innovation, the research agenda continues to be guided by foundational works in marketing, service quality, and consumer behavior. Key themes like satisfaction, quality, experience, and consumer perception are still important in academic view, according to keyword co-occurrence analysis. In addition to documenting the growth of the topic, this bibliometric evaluation indicates research needs, important contributors, and theme categories. These results offer a strategic framework for future researchers, practitioners, and policymakers who want to go deeper and broaden their studies in the fields of quick service restaurants and casual dining, especially in changing consumer demands and sustainability.

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