

**“Buying behavior at Islamabad restaurants; in the light of  
servicescape theory”**



By:

Areeba Altaf

Enrollment no:

01-221122-006

MBA

**Supervisor: Sir Kashif**

**Department of Management Sciences (GS)**

**Bahria University Islamabad**

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## **DEDICATION**

I would like to dedicate this book to my parent, Muhammad Altaf and Mussarrat Altaf.

## **ABSTRACT**

The concept of servicescape is not an old one, but probably one that was previously being ignored by marketers. Specially, talking about the servicescape of eating place, it was overlooked in the past. This research is an effort to unfold the unique aspects of servicescape in eating places of Islamabad's, and how it compels consumers to buy from there.

**Keywords:** Servicesape, Restaurants, Buying Behaviour.