

Fast Food Joints: The Globe on My Table

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Abstract – Globalization and modernization has redefined the Indian fast food trade and these days humans will be visible ingesting meals out of their houses shifting in the direction of advanced and convenient alternatives. The call for convenient meals is on uptrend. Growth in the earnings of the burgeoning higher class has contributed to the enlargement of food trade. Food franchises have created pivotal inroads into the franchising trade. Franchising is perceived as a beeline to expansion and growth of an enterprise. The present observe is conceptual in nature which incorporates study of various fast food retailers and the way those stores changes the flavour buds. This research paper is based totally on secondary and existing facts.

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INTRODUCTION

The food sector is usually divided into two sectors, the organized sector and conjointly the unorganized sector. The previous include food court, retail food chain, etc, whereas the latter embody dhabas and roadside stalls. The organized sector is particularly recognized by its atmosphere, hygiene and quality of food and services. India has witnessed an exponential rise within the per capita earning throughout the last decade. The increase in earnings levels and additionally the dynamical life-style of generation. Although, the density of fast food chains inside the developing countries may be a smaller quantity as compared to developed countries, there is a clear increase within the variability of food outlets in India throughout the last decade.

There was a time once Indian market was dependent solely on tiffin lunch or street food vendors however these days the whole situation has modified when Mc Donald's ventured into Indian market within the year 1996 dynamical trends in demographics may modified the Indian fast food market in to a hub for mega fast food players of the world. Indians nowadays have developed an excellent craving for Pizzas, Burgers, Sandwiches, Subs and Fries. according to a paper entitled "Indian fast food market new destination: Tier-II & III cities" by (ASSOCHAM) Associated Chambers of Commerce & industry of India the reasons for fast food growth embrace growing need of client for convenience, accrued craving and quenchless hunger for international food and exposure to international media and culinary art, the annual disbursement of every middle class family in India's tier-II & III cities have inflated by Rs.2,500 to Rs.5,200, a growth of 108% on fast food restaurants

within the last 2 years, as disclosed within the ASSOCHAM latest study. The fast food industry remains an outsized and diverse industry with ocean full of opportunities. However the challenge is to innovate, respond with new offerings, enticing pricing and techniques to lure customers to attain utmost profit. Fast food industry is growing at an awfully quick pace in India because of several reasons like increase in nuclear families and working women, corporate culture, growth in earnings, dynamic lifestyle and ingestion patterns that has forced the fast food chains to open up their shops in smaller cities of India. There has been a major change within the consumption pattern of the young generation. Whereas frequent visits to a specific food outlet usually rely upon the factors like taste, ambience, quick service etc, roughly ten percent of the consumers visited the outlet not out of alternative but because of its convenient location. 90 per cent of the customers opt for a food outlet on the basis of their past experiences. However, the role of advertising and promoting in increasing the quantity and frequency of visits of consumers can't be denied.

FAST FOOD INDUSTRY IN INDIA

The fast food industry in India has evolved with the dynamic lifestyles of the young Indian population. The sheer style of culinary art preferences across the regions, hereditary or acquired, has led to completely different modules across the country. Indian fast food joints concentrate on spices, herbs and varied tastes in different states of the country. There's a tough competition to cater the demand of Indians in fast food trade. The well-established international players and also the native brands are fighting a battle against one another to occupy a

bigger share within the market. International players go along with set standards, rules and tastes, whereas the native brands take advantage of making something new in line with the taste of the customers. Indian fast food market is anticipated to grow at a CAGR of 18% by 2020 due to dynamic client behaviour and demography. About 10% of the fast food market in India is organized.

Ever since the economic liberalization in India in early Nineties, the service sector has witnessed an unprecedented boom. Both, the native service initiative and also the international participation have magnified several folds. The socio-economic construct of the society is undergoing an enormous modification because of the globalisation and thereof the dynamic aspirations of the patron, there has been a growing trend for eating out. This opportunity has been capitalized by the native enterprise as well as the world players like McDonald's, Domino's pizza pie, Wimpy's and pizza Hut to call a few. Presently with central government in process of drafting a particular food processing policy the provision of quantity of food in processed form is anticipated to extend. As the competition becomes ferociously intense there's a growing pressure that these players investigate the specificities of client taste and suggests that to approach them and thereafter satisfy them. They must use all resources at their disposal to woo them and retain them. The secret is superior service.

OBJECTIVES

- To review the consumption pattern towards fast food with relevance the frequency of visits, choice of fast food shops.
- To understand the impact of price, taste, quality, ambience, etc. on consumer preference.

LITERATURE REVIEW

Schlosser E. (2001) observed the foremost typical reported reasons for consumption at fast-food restaurants were fast food is quickly served. Laroché and Parsa (2000) found that that folks plan to choose fast food restaurant as a results of they just like the taste and like instant satisfaction of their flavour buds. victuals building embrace a decent vary of quick and fast service, brands and take solely short amount to serve it. Consumer build their choice of brands in multi brand situation is one amongst least understood but vital development among the promoting of quick Service restaurant - fast food restaurant. . French sa (2001) accomplished that visiting fast food restaurant is to spent time with family and friends. Drewnowski and Spectre, (2000) contends that one amongst the issue that influences consumption of fast food is by socio-economic standing. herman and Polivy, (1984) emphasizes

that one issue that influences the choice of fast food restaurants depends upon whether they are from rural area or urban area. He determined that as a result of the density of fast food restaurants is low in rural areas the consumption of fast food in retails outlet is a smaller amount. Dr. Qian (2012), found that that „visual aesthetics“ is presently as equally necessary to the patron decision making} method in India as a result of the standard elements of value and usefulness. However, the study suggests that intrinsic factors are still far more necessary than extraneous ones among the Indian consumer deciding} method. Xiaoling

(Martine) Guo (2011) found that shopper perceives every utilitarian and communicative functions of the entire in China. Brand loyalty, is consumer's commitment to continue using a similar brand and this development may be demonstrated by perennial shopping for of a product or service or different positive behaviours, like word of mouth advocacy. For firms in food industry it's of high importance that the idea of brand name and perception shouldn't be unnoticed for the reason that the customers associate product classes with brands and countries (Roth and lover, 1992). Therefore, fast food chains like mc Donald's, Burger King and Wendy's have developed extraordinarily flourishing fast food branding ways. Their signs, logos and slogans are recognizable round the world. Vikrant (2014) to make quick service possible and to ensure accuracy and security, many fast food restaurants have incorporated hospitality point of sale systems.

Van Zyl, Steyn & Marias, 2010, there has been a major increase in world expenditure on fast food product and this has resulted within the fantastic growth of the fast food industry. Clark, M. A., & Wood, R. C. (1998) client loyalty in the restaurant industry-a preliminary exploration of the issues. Thakkar & Thatte (2014) customers attach great importance to varied factors like quality of food, facility layout, service quality, speed and cleanliness. Li (2005) the modern fast food industry originated within the u. s. within the Nineteen Twenties, and developed apace and have become epidemic everywhere the globe from Nineteen Fifties .Huda and Hossain (2009) explicit that client like fast food over regular food due to food quality, atmosphere, proximity to work place, affordable pricing and choices in food menu and expressed that corporate sector client extremely like fast food restaurant than regular food restaurant because of short span of time. Gupta (2003) found that client perception, taste & satisfaction develop additional favourable client behaviour towards particular brand than the other issue. Ali (2010) found that improving client relationship might give a grip for fast food retailers in India provided they are able to manage and formulate new promoting tools and practice to

facilitate maximum client satisfaction and higher overall experience.

LIMITATIONS

- This study is conceptual in nature hence no primary data was collected.
- This study is restricted to fast food joints only.
- Time boundation is also another limitation for the sudy.

CONCLUSION

This study finds that patrons attach adequate importance to diverse factors like quality of food, facility layout, service quality – speed and cleanliness. Though all aspects aren't equally significant whereas choosing a food franchise. A zeal to explore varied dishes from global cuisines is a driven force for visiting fast food stores. Hence we can say that decent taste and good ingredients are most imperative factors whereas additional data is of minimum importance for the customers. According to most of the patrons, taste and quality of materials of the food things are the most important factors. However most of the factors of customers' perception are individual, there are few factors wherever all the patrons formed a common belief. There is robust co-relation between annual income and money disbursed on visit to fast food joints.

Global change in food and eating habits from processed food and fast to organic food and vegetarianism has enforced the food industry to endorse organic food. Therefore, organic food business with a focus on "green consumerism" can be perceived as a new business paradigm in the years to come in the food trade. Organic food in India is viewed as less harmful and more saatvik (promoting spiritual well-being), and is expected to grow in importance over the long term.

SUGGESTIONS

Meanwhile the patrons showed a strong craving to explore varied dishes with fusion of different cuisines, we suggest that Entrepreneurs desiring to start a fast food business should begin a new fast food brand over taking a franchisee of a global fast food brand.

We suggest that the existing fast food brands take into consideration the factors that were studied in this research to further progress and develop their brand as a whole.

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