

A comparative study on the consumer's perception towards preference on domestic and international fast-food outlet chains

Dr. Nida Malik^{1*}, Dr. Namrata Singh², Prabhakar Singh Tomar³, Dr. Prerna Trivedi⁴

Assistant Professor, PSIT College of Higher Education, Kanpur.

Abstract

This research paper emphasizes and examines the various factors that affects the perception of young customers in prioritizing their choices and interests towards domestic and international outlets offering fast food items. The researchers have employed paired T-test method to evaluate standard deviation for each pair of question asked from respondents individually. Further, the researchers have also analyzed paired sample correlation to establish relationship between the selected variables on the basis of quality, taste, price, pattern and other relevant factors in close alignment with the objectives of the study. The results of the study indicate that the Indian consumers have an inclination towards International fast-food outlets in comparison to the Indian outlets. The reasons for same are given with proper justification and valid reasons in the summary section of the research paper. The Domestic and International outlets serving fast foods in India can get benefited by the outputs as stated by the researchers in order to understand the perception of current and prospective customers which will definitely be of greater help in long run.

Keywords: Perception, Domestic fast-food chains, International fast-food chains, Paired T-Test, Paired sample correlation, quality, taste, price etc.

1. Introduction

India – a nation which harbors the true definition of diversity. (Mondal, n.d.) in her article has referred India as the epitome of the world. And when we have different people, diverse creeds who are following different customs, religions and linguistics crave for different foods depending on the availability, quality, price and the usage of the food items. (Malhotra, n.d.) in his article has refereed “fast foods” as one of the world's fastest growing food types. He has further added that India is experiencing swift growth in this particular industry and is yet to expand due to rapid change in the trends of the fast food(s) market.

2. Preference...! What is customer's preference? It has been a challenge for marketers to know customers preference. It has also been a rewarding job for researchers to know and raise curtain from such hidden facts. Preference means the desire of an alternative. This paper cumulates some behavioral tendencies based on proven facts towards domestic and international fast-food chains in Indian scenario. One of the fastest growing food types in the world is fast food. It contributes to nearly half of the revenues in restaurant in the developed countries and is continuously expanding and also a lot of scope lies in industrial countries. But in recent years the Indian retail fast food industry has undergone continuous developments and rapid changes. The local Indian fast-food retailers offer traditional foods according to the taste and preferences of Indian consumers at affordable price and the global retailers face a competition with these local food retailers. The organized food retail sectors help the consumers to procure goods at lower prices and the manufacturers and producers to get better prices for their produce. Organized retailers buy from producers and sell directly to customers would eliminate the middlemen thus eliminating the increase in price. Customer relationship management is crucial for retaining customers as a brand loyal customer helps to maintain 80% of more profits than creation of new customers. Price of the food largely effects the frequency of visit. Social media marketing, macro targeted marketing can be used to educate customers and build loyalty. The research indicates that the key determinants impacting consumers food choice are socializing, passion for eating out, ambience of the outlet and taste for youth and convenience for dual-income families in urban India.

Literature review

(BI INDIA BUREAU, 2019) stated that approx. 67% on the Indian population would rather work out so that they won't have to keep on track about what they do eat.

(Warsi Anwar Khurshid, February 2005) In her paper entitled “Food Retailing: Fast food industry” the writer aims at providing information about fast food industry, its trend, reason for its emergence and several other factors that are

¹ Assistant Professor, PSIT College of Higher Education, Kanpur.

² Assistant Professor, PSIT College of Higher Education, Kanpur.

³ Assistant Professor, PSIT College of Higher Education, Kanpur.

⁴ Assistant Professor, PSIT College of Higher Education, Kanpur.

responsible for its growth. In the developing countries where the way people are eating is changing radically and these countries are witnessing rapid growth. People usually prefer and buy fast as it's economical, easy to consume and highly advertised.

(M.S., February, 2018) The Indian culture has been majorly focused on home cooked food which has been difficult for global food chains to establish their businesses in India initially. The global fast-food industry has adopted to the requirements of Indian consumers and is growing rapidly, primarily gaining acceptance and popularity amongst the younger generations. The writer in the paper has focused on problems faced and the challenges of the global fast-food retailers to set up their business in India.

(Koranne Sameer, January 2016) Quick service restaurants have established well in the Indian food industry and still has potential growth opportunities both in national and international brands through franchisees. The traditional meals and home cooked food have been substituted successfully. The data analysis shows that majority of the people prefer to go out and eat in a QSR. The reason for popularity of QSR is majorly the branding of the food, quality, availability of staple food, convenience it offers to changing family and working patterns as it's easier to consume food from QSR than cooking at home, recommendation from friends and peer. Customers prefer accurate billing, use of modern technology, convenient locations while choosing which food joint to eat from.

(The Hindu, OCTOBER 24, 2015) An article published online in the website www.tecnovaglobal.com, on the topic of 'International fast-food joints expand in India', states that international and domestic brands are making an entry and trying to create a place in QSR industry which has given rise to the food market. This rise is majorly due to increased disposable income of the middle class, western influence, urbanization, globalization specially amongst the youth. As per ASSOCHAM, QSR sector in the country has been growing at a CAGR of 25 per cent and might touch a figure of USD 3.7 billion by the year 2020 from the current USD 1.3 billion.

(Shaikh, December 2012) India has developed into a remunerative market for food retail business and international and domestic firms are expected to capture a market share in the organised sector. **(Sinha, June 2012)** With more than a billion people, opportunities in Indian food industry are abundant which has led to rapid growth of QSR. It has created many failures and there is absence of national chains, some are not even able to find their feet so the opportunities need to be harnessed and converted into profitable business. Unorganised sector has dominated over the organised food sector. Customers show a preference on the factors like variety in menu (food), location, experience, ratings and pricing. Enterprise must focus on these values for sustaining in the industry.

(Pooja, March 2015) There are diverse factors that affect how frequently a customer visits QSR's and the restaurants keep these factors in mind while they are designing their strategies and targeting customers. Change in life style, working patterns, family patterns, has given rise to acceptability and popularity of fast food. Competition among fast food brands lies on the quality and promptness of goods and services provided to the customers.

(R.K., 2 April 2015) When Indian fast-food chains were compared to the global fast-food chains it was found that Indians are more inclined towards the global food chains because they consider their products to be of better quality which also increases constancy of visit to the restaurant and how the brand is being recommended to peer and friends. Global food chains have gained more popularity by word of mouth and branding as compared to Indian food chains which also causes ethnic variations in the domestic and international food chain. Demographic factors play a major role in the patronage of fast-food chains.

(Mary Juliet Anto, 2016) Retaining customers has become one of the toughest challenges for marketers these days. Innovative techniques have been adopted by them to retain customers as creating new customers is costly. Loyalty programs, Rewards, benefits are given to existing customers for maintaining relationships. Eating out in QSR's is not just about food but also states social status, standard of living for majorly all age groups. Junk food has taste but also brings health issues and thus healthy food options should be a part of menu for sustainability.

(Goyal Anita S. N., 2007) The author in the paper "Consumer perception about fast food in India: An exploratory study" says that the youth of India visit fast food outlets mainly for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. Homemade food has the highest value for quality and taste (Nutritional Values) followed by hygiene factors and ambience. Moreover, there is a feeling in the consumers that fast food outlets should necessarily provide information regarding nutritional value of the food and hygiene protocols followed inside the kitchen.

The pressures of working life along with time constraints have led to an increase in the demand for fast food restaurants. Amid the economic problems and health concerns, there has been a rapid growth in the fast-food industry and these chains are set to register 68% constant value growth by 2024. Teenagers and children are more attracted by fast food which makes it quite a lucrative market as half of the country's population is young. The paper "Factors Influencing young consumers preferences of Domestic and International fast-food brands" aims to find out young consumers' behaviour towards fast food chains and the factors that influence their choices of domestic and international brands.

(ERGIN AKAGUN Elif) Results of factor analysis suggest five dominant factors that have an impact on young consumers' preferences of different brands of fast-food restaurants. These factors include brand name reputation, cost, convenience, consistency and quality. Moreover, it is observed that these five factors are significantly related to several demographic variables such as age, gender, income level.

(Goyal Anita S. P., 2007) In her paper “Consumer perception about fast food in India: An exploratory study” the author says fast food providers need more focus on variety and the quality of food they are providing besides other service parameters. The study shows that consumers usually visit these outlets more for change, fun, entertainment, ambience and social reasons and less for food as home cooked food is preferred over fast food. These are certain factors that brand need to focus on for sustainable growth. Customers would also be liked to be informed about the nutritional value of food the hygiene followed by the outlets inside their kitchens. Focus on food contents is not of utmost importance to the marketers. Though consumers are visiting the outlet majorly for fun, entertainment and social changes and not primarily for food still the food served by these outlets is of utmost importance for sustainable and future growth of these outlets. The rating of the fast-food restaurants attributes under the study is very high. Comparison of McDonald’s and Nirula’s indicates a clear-cut difference in their mean score of their attributes and also dimensions identified with factor analysis. Consumers demand adequate information related to hygiene protocols and nutritional values of the products of quick service outlets. On the basis of analysis and results, the author says that with greater acceptability of fast-food outlets and change in living patterns, competition among fast food outlets on the basis of quality of food and customer service will be more protruding in future.

(Ritu, 2011) The purpose of the case study “A study of determinants impacting consumers food choices with reference to fast food consumption in India” is to find out and study the demographic and psychographics determinants impacting Indian consumers food choice towards fast food. Data obtained from the reliable sources (e.g., the World Health Organisation, Euromonitor International and Data monitor International) have been used to study the implications of consumer food choice and growing trend towards organic food. Findings also indicate that fast food companies can no longer rely on convenience as USP in India, unless the implications of same on consumers health is given equal importance in the years to come. The case study also talks about the growing popularity of organic food and green consumerism in view of rising global obesity with fast food consumption in Western countries and significantly very less in India despite obesity being an epidemic in India.

(Anitharaj, January 2018) The Fast-Food Market experiences various growth drivers and is therefore expected to rise in the future as well. As per the study consumers are highly influenced and fascinated by westernisation. In a nutshell, customers’ acceptance of food, quality services, nutritional value, hygiene factors, ambience, change in lifestyle, work patterns and family patterns are major factors contributing to the growth of fast-food industry and also gives a scope for tremendous future growth.

(R Kumar Mohan, AUGUST 2015) stated that the emerging fast-food industry has transformed urban food culture in India to a certain extent. The changing lifestyles, increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the fast-food market in India. Thus, it can be said that all these factors are going to benefit the fast-food industry and other factors such as single person household, increase in women workforce are also going to aid the industry. The youth likes eating fast food and are the main target segment for the marketing of fast- food outlets. They not just consume food but also influence the consumer behaviour of the family. Fast food outlets should try to provide more variety in their menus with a variance in toppings, fillings in terms of Burgers and Pizzas, nutritional information about food still stands of utmost importance for the consumers as the youth’s focus is on healthier and fitter lifestyle. To retain young customers variety of healthy food with adequate nutritional value should also be a part of the menu. Customisation of food is another factor that attracts customers.

Creation of fun strategies such as entertainment week, birthday fun, feasts, fests could be included for increasing the sales as it gives consumers happiness and time with family and friends. Prices should be affordable, discounts, offers should be there as it attracts the consumers affects the frequency of visit. **(Rekhapriyadharshini, 2017)** India has more people between the ages of 10 and 24, making it the world's largest youth population. With more young people entering the workforce daily, growth in the economy, a rising female work force, and increased mobility among consumers, the traditionally difficult Indian market has changed and is wanting for a more diverse menu. A challenge for MNC fast-food joints in India is to maintain the cohesion of the global brand while still appealing to the local market. There is also an extent for localization and it can’t affect the global brand, it has to be same as anywhere else in the world.

(CNBC, APR 2 2015) U.S. chains have “Indianized” their menus to an extent to match the taste of Indian audience, but this only reflects the partial appeal of fast food in India. The country has 356 million people between the ages of 10 and 24, giving it the world’s largest youth population, according to a United Nations report. The youth of India is hungry for a diverse menu and global brands have to maintain a cohesion of their brand while having an appeal to the local market. Market like India can also be targeted with other strategies than just customisation like fast deliver, discounts, offers as Indian terrain is atypical and consumers are most demanding with much focus on food.

(DownToEarth, March 05, 2019)The disposable income in India increased over the recent years which has also increased the frequency of visits in the restaurants. Big fast-food chains like McDonald’s, KFC, Pizza Hut, Dominos have well established themselves in India. Though the findings also suggest that the consumption of fast food should be cut down in India to reduce obesity and other health related issues with fast food and for promotion of a healthier lifestyle.

(Giachino et al., 2021) In their study Local vs. International Hamburger Foodservice in the Consumer’s Mind: An Exploratory Study concluded that consumers generally take a break in an international fast-food restaurant, although the value assigned to local fast-food chains is larger than that assigned to international fast-food chains, according to the

findings. Local fast-food chains, in particular, are praised for certain components of the supply chain (animal welfare, ethical and social aspects, the origin of the raw materials, and some other characteristics of the food)

(Stiletto et al., 2021) The findings of the study conducted by Stiletto Et al 2021 imply that non-tasters place a high value on reputational traits, and that tasting reduces the value consumers place on reputational attributes when compared to non-tasting situations. Consumers in the tasting group chose the product sample with the highest level of sweetness and the lowest level of sourness and astringency, indicating a preference for sweetness. The findings add to the body of knowledge about consumer behaviour when it comes to new food products (NFPs), demonstrating that reputational traits lose their importance after the tasting experience.

Research Methodology

Statement of Research Problem – In recent years the trend of international fast-food chains has shook the Indian eating scenario and has also accelerated the development of quality food outlets. From relevant literature review the researchers have also observed a shift in demand of variety of “desi fused” international products which are only available on Indian subcontinent. The problem statement was finalized after incorporating suggestions from experts and subject teachers.

After doing literature review and finding relevant gaps the topic was finalized to be “A comparative study on the consumer’s perception towards preference on domestic and international fast-food outlet chains”.

Research Objective: To assess the discrepancy gap between consumers’ perception about the attributes of international food outlets and Indian food outlets.

Research Hypothesis:

Null Hypothesis: (H0): There is no discrepancy gap consumers’ perception about the attributes of international food outlets and Indian food outlets.

Alternate Hypothesis: (H1): There is a discrepancy gap between consumers’ perception about the attributes of international food outlets and Indian food outlets.

Population for the current study –

Consumers and retailers of popular fast food chain outlets i.e., Bikaner Wala, KFC, Bikano, Pizza Hut, Nirula’s, Haldirams, McDonalds, Domino’s etc.

Sample

Sampling location: KAVAL towns of Uttar Pradesh (Kanpur, Agra, Varanasi, Allahabad and Lucknow)

Size of Sample

343 customers of Indian and International fast-food chains

Sampling Technique

Quota Sampling

Tool Construction

A questionnaire was developed for the customers of the fast-food chains.

Data Collection

Both primary and secondary based data was used for the research.

Primary data was collected through empirical study which was made through questionnaire administration to target population.

Secondary data was collected using websites, journals, books and thesis of the researchers.

Factors considered in research

A. Cronbach’s Alpha – In order to check the internal consistency of the research instrument, the researchers have administered Cronbach’s Alpha which is considered as benchmark in the field of social sciences for same purpose. The values of Cronbach’s alpha came out to be 0.810 and anything above 0.70 is considered excellent while checking the degree of consistency between multiple measurements of the variables.

B. Content Validity – The content validity pacts with the determining how healthy and closely the results are correlating with each other. For this study the researchers have made discussions with the retail chain outlet managers, subject

experts, restaurant chain operators and customers to corroborate the overall theme of the research, design and depth of the research instrument and the relevance of research in present scenario.

Data Analysis

To analyse the data, the researchers have adopted paired T-Test to find out the standard deviation and mean for selected two pairs to identify the difference and compactness of perception towards domestic and international fast food chain outlets.

Table 1.01 clearly illustrates the paired sample statistics as shown below-

Table 1.01 Paired Samples Statistics

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Variety of products in Menu Indian food	2.73	343	1.158	.063
	Variety of products in Menu International Food	2.71	343	1.271	.069
Pair 2	Reasonable prices Indian food	2.10	343	1.299	.070
	Reasonable prices International Food	3.39	343	1.164	.063
Pair 3	Convenient location Indian food	2.12	343	1.225	.066
	Convenient location International Food	3.49	343	1.159	.063
Pair 4	Good taste and healthy food Indian food	2.42	343	1.144	.062
	Good taste and healthy food International Food	2.41	343	1.181	.064
Pair 5	Speed of Serving Indian food	3.34	343	1.285	.069
	Speed of Serving International Food	2.46	343	1.141	.062
Pair 6	Accuracy of serving Order Indian food	3.24	343	1.193	.064
	Accuracy of serving Order International Food	2.41	343	1.128	.061
Pair 7	Attractive Packaging Indian food	3.88	343	.861	.046
	Attractive Packaging International Food	2.47	343	1.091	.059
Pair 8	Customer Service Indian food	2.82	343	1.117	.060
	Customer Service International Food	1.82	343	.963	.052
Pair 9	Good Ambiance/Interiors Indian food	3.76	343	.963	.052
	Good Ambiance/Interiors International Food	2.36	343	1.105	.060
Pair 10	Hygienic food Indian food	3.47	343	1.131	.061
	Hygienic food International Food	2.41	343	1.128	.061
Pair 11	Staff is Reliable Indian food	3.15	343	.853	.046
	Staff is Reliable International Food	2.29	343	1.088	.059
Pair 12	Staff is responsive Indian food	3.29	343	1.143	.062
	Staff is responsive International Food	2.56	343	1.188	.064
Pair 13	Staff is polite Indian food	3.05	343	1.064	.057
	Staff is polite International Food	2.56	343	1.127	.061
Pair 14	Better physical environment Indian food	3.17	343	1.125	.061
	Better physical environment International Food	2.32	343	1.099	.059
Pair 15	Better shopping experience Indian food	3.57	343	1.062	.057

	Better shopping experience International Food	2.47	343	1.184	.064
Pair 16	Systematic buying process Indian food	3.06	343	1.066	.058
	Systematic buying process International Food	2.57	343	1.162	.063
Pair 17	Better sales promotion schemes Indian food	2.95	343	1.086	.059
	Better sales promotion schemes International Food	2.54	343	1.110	.060
Pair 18	Better complain management Indian food	2.94	343	1.210	.065
	Better complain management International Food	2.45	343	1.055	.057
Pair 19	eating food in traditional Indian food outlet is a status symbol Indian food	3.53	343	1.036	.056
	eating food international food outlet is a status symbol International Food	2.47	343	1.115	.060
Pair 20	Additional Services are provided Indian food	3.78	343	.729	.039
	Additional Services are provided International Food	2.31	343	1.032	.056
Pair 21	Time spent in cooking saved Indian food	3.90	343	.977	.053
	Time spent in cooking saved International Food	2.95	343	1.257	.068

Table 1.02 Illustrates the bi-variate Pearson's correlation of co-efficient for each pair of variables entered to identify the perception set of consumers towards domestic and international fast food retail chain outlets.

Table 1.02 Paired Samples Correlations

Paired Samples Correlations				
		N	Correlation	Sig.
Pair 1	Variety of products in Menu Indian food & Variety of products in Menu International Food	343	.015	.777
Pair 2	Reasonable prices Indian food & Reasonable prices International Food	343	.289	.000
Pair 3	Convenient location Indian food & Convenient location International Food	343	.182	.001
Pair 4	Good taste and healthy food Indian food & Good taste and healthy food International Food	343	.020	.718
Pair 5	Speed of Serving Indian food & Speed of Serving International Food	343	.090	.095
Pair 6	Accuracy of serving Order Indian food & Accuracy of serving Order International Food	343	.207	.000
Pair 7	Attractive Packaging Indian food & Attractive Packaging International Food	343	.211	.000
Pair 8	Customer Service Indian food & Customer Service International Food	343	.284	.000
Pair 9	Good Ambiance/Interiors Indian food & Good Ambiance/Interiors International Food	343	.406	.000
Pair 10	Hygienic food Indian food & Hygienic food International Food	343	.020	.713
Pair 11	Staff is Reliable Indian food & Staff is Reliable International Food	343	.014	.797

Pair 12	Staff is responsive Indian food & Staff is responsive International Food	343	.009	.864
Pair 13	Staff is polite Indian food & Staff is polite International Food	343	.002	.965
Pair 14	Better physical environment Indian food & Better physical environment International Food	343	.035	.515
Pair 15	Better shopping experience Indian food & Better shopping experience International Food	343	-.004	.935
Pair 16	Systematic buying process Indian food & Systematic buying process International Food	343	-.046	.396
Pair 17	Better sales promotion schemes Indian food & Better sales promotion schemes International Food	343	.115	.033
Pair 18	Better complain management Indian food & better complain management International Food	343	.064	.237
Pair 19	eating food in traditional Indian food outlet is a status symbol Indian food & eating food international food outlet is a status symbol International Food	343	.047	.384
Pair 20	Additional Services are provided Indian food & Additional Services are provided International Food	343	-.022	.680
Pair 21	Time spent in cooking saved Indian food & Time spent in cooking saved International Food	343	-.076	.162

Table 1.03 represents the paired sample 2 tail T-Test to find out whether the mean difference between two sets of observations is zero or not.

Table 1.03 Paired Samples Test

Paired Samples Test									
		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Variety of products in Menu Indian food - Variety of products in Menu International Food	0.0	1.7	0.1	-0.2	0.2	0.3	342.0	0.8
Pair 2	Reasonable prices Indian food - Reasonable prices International Food	-1.3	1.5	0.1	-1.4	-1.1	-16.1	342.0	0.0
Pair 3	Convenient location Indian food - Convenient location International Food	-1.4	1.5	0.1	-1.5	-1.2	-16.6	342.0	0.0
Pair 4	Good taste and healthy food Indian food - good taste and healthy food International Food	0.0	1.6	0.1	-0.2	0.2	0.1	342.0	0.9

Pair 5	Speed of Serving Indian food - Speed of Serving International Food	0.9	1.6	0.1	0.7	1.0	9.9	342.0	0.0
Pair 6	Accuracy of serving Order Indian food - Accuracy of serving Order International Food	0.8	1.5	0.1	0.7	1.0	10.6	342.0	0.0
Pair 7	Attractive Packaging Indian food - Attractive Packaging International Food	1.4	1.2	0.1	1.3	1.5	21.1	342.0	0.0
Pair 8	Customer Service Indian food - Customer Service International Food	1.0	1.3	0.1	0.9	1.1	14.9	342.0	0.0
Pair 9	Good Ambiance/Interiors Indian food - Good Ambiance/Interiors International Food	1.4	1.1	0.1	1.3	1.5	22.7	342.0	0.0
Pair 10	Hygienic food Indian food - Hygienic food International Food	1.1	1.6	0.1	0.9	1.2	12.4	342.0	0.0
Pair 11	Staff is Reliable Indian food - Staff is Reliable International Food	0.9	1.4	0.1	0.7	1.0	11.5	342.0	0.0
Pair 12	Staff is responsive Indian food - Staff is responsive International Food	0.7	1.6	0.1	0.6	0.9	8.2	342.0	0.0
Pair 13	Staff is polite Indian food - Staff is polite International Food	0.5	1.5	0.1	0.3	0.7	5.9	342.0	0.0
Pair 14	Better physical environment Indian food - Better physical environment International Food	0.8	1.5	0.1	0.7	1.0	10.2	342.0	0.0
Pair 15	Better shopping experience Indian food - Better shopping experience International Food	1.1	1.6	0.1	0.9	1.3	12.9	342.0	0.0
Pair 16	Systematic buying process Indian food - Systematic buying process International Food	0.5	1.6	0.1	0.3	0.7	5.6	342.0	0.0
Pair 17	Better sales promotion schemes Indian food - better sales promotion schemes International Food	0.4	1.5	0.1	0.3	0.6	5.3	342.0	0.0
Pair 18	Better complain management Indian food - Better complain management International Food	0.5	1.6	0.1	0.3	0.7	5.9	342.0	0.0

Pair 19	eating food in traditional Indian food outlet is a status symbol Indian food - eating food international food outlet is a status symbol International Food	1.1	1.5	0.1	0.9	1.2	13.3	342.0	0.0
Pair 20	Additional Services are provided Indian food - Additional Services are provided International Food	1.5	1.3	0.1	1.3	1.6	21.2	342.0	0.0
Pair 21	Time spent in cooking saved Indian food - Time spent in cooking saved International Food	0.9	1.6	0.1	0.8	1.1	10.6	342.0	0.0

Findings and conclusions

Based on the literature reviewed, data collected and the results of the tests the researchers can conclude that the consumers perception towards domestic and international fast-food outlets in KAVAL region of Uttar Pradesh are now changing. This has happened to the frequently eating out habits being evolved over time due to change in trends, working environment, professional culture, societal obligations and many more. The main evident reason is the change in roles of working women.

From the above-mentioned **tables (viz. table 1.01, 1.02 and 1.03)** we can see that all the values (**Sig. -2-tailed**) are lesser than 0.05 which indicate that there is significant difference between the perception of consumers for international food outlets and Indian food outlets for the **19 attributes** out of total 21 attributes to measure the quality of food outlets.

But, from the above table it can also be seen that the values (**Sig. -2-tailed**) of **2 attributes** are greater than 0.05 which indicate that there is **no significant difference** between the perception of consumers for international food outlets and Indian food outlets for the **2 attributes namely- Variety of products in Menu & Good taste and healthy food.**

Above interpretation can be confirmed from the first table of Paired Samples Statistics, where mean values of **2 attributes namely- Variety of products in Menu & Good taste and healthy food** are nearly similar.

Hence, It can be said that **Research Objective-1 is Fulfilled.**

Future scope and suggestions-

1. The study can be extended to different cities
2. The study can be conducted on different target customers
3. More number of product categories of different brands can be added.
4. Since the study was conducted on Indian population which again hails from a blend of different cultures, classes and linguistics, it is recommended to provide consumers with larger variety of products.
5. Nutritional value is always preferred by health-conscious strata, this however opens a different realm to conduct all future researches.
6. From the literature reviewed, it is evident that the focus of youth and aware customers is towards international fast-food chains over domestic fast-food retailers because of their packaging, quality, service, hygiene and ambience.
7. It is recommended to domestic fast-food outlets to provide customers with a platter experience because the Indian customer always want more to be served on plates at reasonable costs.
8. On a contrary it is recommended to international fast-food outlets to incorporate desi fused food items to provide customers with a friendly touch with more offers on the menu.
9. It is also suggested by the researchers from their personal experience after interacting with different variety of customers of both domestic and international fast food chain outlets to—
 - a. Allow all class of customers at any outlets to get a table booked
 - b. Deploy a help vendor for first time customers
 - c. Accept taking cash as payment option(s)

because the Indian prime customers who could be the potential loyal customers in future hail from the rural areas of the country and it has been observed that they have more potential to spend at a classy restaurant than that of those who just book a table for ordering minimum value food items to become social media influencer.

References

- Anitharaj, M. (January 2018). A Study on Buying Behavior of Youngsters towards Fast Food Restaurants. *International Journal of Emerging Research in Management & Technology* ISSN: 2278-9359.
- BI INDIA BUREAU. (2019, January 16). Indians love food so much that most of them just won't go on a diet: Survey. Retrieved from <https://www.businessinsider.in/>: <https://www.businessinsider.in/indians-love-food-so-much-that-most-of-them-just-wont-go-on-a-dietsurvey/articleshow/67552032.cms>
- CNBC. (APR 2 2015). India's fast-food industry is becoming a major market. <https://www.cnbc.com/2015/04/02/indias-fast-food-industry.html>.
- Down-to-earth. (March 05, 2019). The rise and rise of the fast-food industry. <https://www.downtoearth.org.in/news/food/the-rise-and-rise-of-the-fast-food-industry-63452>.
- ERGIN AKAGUN Elif, A. O. (n.d.). Factors Influencing Young Consumers' Preferences of Domestic and International Fast-Food Brands. <http://archives.marketing-trendscongress.com/2012/Materials/Papers/Consumer%20Behavior/AkagunErginOzdemirAkbay.pdf>.
- Giachino, C., Terrevoli, N., & Bonadonna, A. (2021). Local vs. International Hamburger Foodservice in the Consumer's Mind: An Exploratory Study. *Social Sciences*, 10(7), 252. <https://doi.org/10.3390/socsci10070252>
- Goyal Anita, S. N. (2007). Consumer perception about fast food in India: An exploratory study. *British Food Journal*.
- Goyal Anita, S. P. (2007). Consumer perception about fast food in India: An exploratory study. *Netra British Food Journal*.
- Koranne Sameer, B. S. (January 2016). Study of Trends in Quick Service Restaurants. *Atithya: A Journal of Hospitality*.
- M.S., A. (February. 2018). Global Fast-Food Retailing in India – A Way Ahead; e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 20, Issue 2. Ver. II (February. 2018), PP 38-43. *IOSR Journal of Business and Management (IOSR-JBM)*.
- Malhotra, A. (n.d.). Fast food grows in India. Retrieved January 4, 2021, from [Desibliblitz.com: https://www.desibliblitz.com/content/fast-food-grows-in-india](https://www.desibliblitz.com/content/fast-food-grows-in-india).
- Mary Juliet Anto, S. R. (2016). A study on quick service restaurants, with special reference to KFC, McDonalds in Cunningham Road, BANGALORE. *International Journal of Engineering Research and Modern Education (IJERME)*.
- Mondal, P. (n.d.). Essay on the different forms of diversity in India. Retrieved January 3, 2021.
- Pooja, G. (March 2015). A study of quick service restaurants with reference to consumers' perception and their behavior in Delhi NCR region. *International Journal of Science, Technology & Management*.
- R Kumar Mohan, R. I. (AUGUST 2015). An empirical study on consumer behavior of children on fast food. *International Journal of Management Research & Review*.
- R.K., S. (2 April 2015). How differing demographic factors impact consumers' loyalty towards national or international fast-food chains: A comparative study in emerging markets. *British Food Journal*.
- Rekha Priyadarshini. (2017). Consumer perception towards MNC fast food outlets. *International Journal of Applied Research*.
- Ritu, A. (2011). A study of determinants impacting consumers food choice with reference to the fast-food consumption in India. *Society and Business Review* 6(2):176-187.
- Shaikh, A. (December 2012). Impact of organized food retailing in India. Conference: *SDM College of Engineering and Technology*.
- Sinha, P. K. (June 2012). Indian QSR Industry – Opportunities and Strategies. *IIM A; W.P. No. 2012-06-07*.
- Stiletto, A., Rozzanigo, E., Giampietri, E., & Trestini, S. (2021). Taste beats reputation in new food products choice: the case of ready-to-eat pomegranate among young consumers in veneto region (Italy). *Horticulturae*, 7(7). <https://doi.org/10.3390/horticulturae7070179>
- The Hindu. (OCTOBER 24, 2015). Quick service restaurants market may reach Rs.25,000 cr. <https://www.thehindu.com/business/Industry/quick-service-restaurants-market-may-reach-rs25000-cr/article7800597.ece>.
- Warsi Anwar Khurshid, N. S. (February 2005). Food Retailing: Fast Food Industry. *SSRN Electronic Journal*.