

Attributes Influencing Consumer Perception towards Choice of Fast Food: A Case of International Franchise Outlets

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Abstract

The term “Franchising” has come into limelight since the time Ray Kroc opened McDonald’s in Des Plaines, Illinois. This term is widely understood of fast food franchises as fast food & beverage has greatly enabled its roots across nations with the help of global franchising as a significant marketing strategy. This study seeks to analyze the consumer perception & the attributes influencing it towards the fast food franchise outlets in Jaipur. Using one way ANOVA & data collected from 108 respondents for 4 fast food franchises, the results drawn some attributes influencing consumer perception such as variety of fast food served, price of the fast food products, taste & quality of fast food products served have significant impact on consumer perception & quality of services provided like seating facility, etc. has least impact on the same.

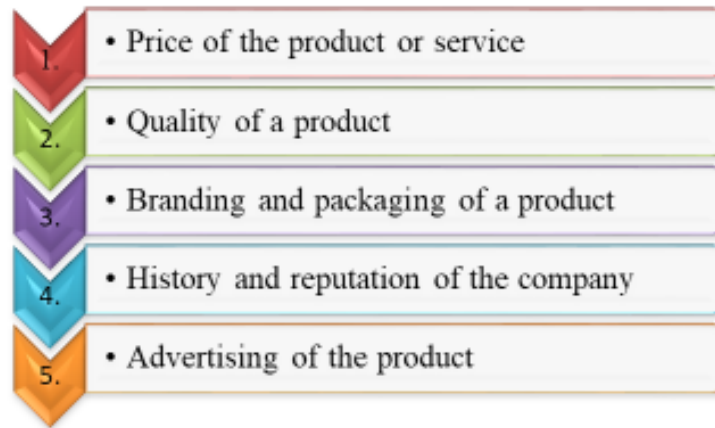
Keywords: Consumer perception, Franchising, fast food industry, price, taste & quality of fast food products, etc.

Introduction

Franchising is a significant & repetitive relationship wherein a business organization (i.e. franchisor) provides a licensed privilege to overseas business organization (i.e. franchisee) to do business and provides assistance in training, merchandising, marketing and managing in return for a financial consideration. Franchising provides benefits like easy expansion of capital, cost efficient growth, recognition of brand, pooling of resources and abilities, etc.

Some trends in the current scenario such as changing demographics as the changing customer and employee population has led to the demand for new services bringing the opportunity for franchising industry to prosper. Green segments include the eco-friendly ecosystem of the franchising sector & the health fast foods provide great opportunities further.

Consumer perception is a concept that depicts a customer’s impression awareness and consciousness about a company & its offerings. It simply means what customers and potential customers think about the organization. There are different factors that affect consumer perception such as:



Source: <https://www.iresearchservices.com/influence-of-consumer-perception-on-the-performance-of-a-business/>

Figure 1: Factors affecting Consumer Perception

Fast Food industry has grown significantly these recent years. As per changing needs of customers in the modern era, fast food industry has evolved from an explosion of new menu items to mass digital adoption. The trends in fast food industry are as follows:



Source: <https://revelsystems.com/blog/2018/04/20/5-fast-food-trends/>

Figure 2: Trends in Fast Food Industry

India has become one of the emerging markets for development of fast food industry. The Fast food casual dining restaurants market in organized fast food sector in India is projected to grow significantly. Grabbing the opportunity and eyeing the profits, this business is going to flourish as there are a lot of aspiring businessmen looking for opportunities to franchise with fast food companies.

Research Problem

In the current scenario, Fast food industry has been growing rapidly and it is evident to be a prospering sector in the coming years. India is said to be one of the most rapid emerging markets in today's world. Many fast food franchises have been established catering the growing demands of the customers therefore it is essential to identify & analyze the attributes influencing the consumer perception towards fast food franchise outlets in India.

Review of Literature

Aloia, C. R., Gasevic, D., Yusuf, S., Teo, K., Chockalingam, A., Patro, B. K., S. A. Lear, S. A. (2013) analyzed the differences in fast food preferences between Indians with high & low income of Chandigarh. It was found that people of high income perceive more western fast food whereas low income people prefer food from vendors. It was concluded that fast food consumption is low but high income people go to fast food outlets more frequently than low income people.

Deivanai, P. (2016) identified the purchase intention of the customers & factors influencing purchase behavior for fast food. It was analyzed that variety of products, quality of products, service quality, and price are the factors that influence customer's fast food purchase decision. Indian customers eat from street vendors, & dhabas which reserve major share of unorganized.

Goyal, A., & Singh, N. P. (2007) determined the importance of factors influencing the choice fast food by Indian youth. Paper depicts that Indian youth visits fast food outlets for fun & change but prefers hygienic & nutritious homemade food. Study that was conducted concluded that McDonalds is highly preferred on the basis of attributes than Nirula's.

Kumar, M. A., & Radhika, S. (2013) analyzed the consumer opinion & awareness about fast food & their outlets in the city. The results brought that taste & services rendered are the major influencing factor for frequency of visit to the franchise outlet. Source: Self Compilation

This paper concludes that the overall level of consumer satisfaction towards services rendered by fast food outlets is satisfactory.

Mohammad, T. (2004) analyzed whether different fast-food outlets are perceived similarly across the university students, & how their position can be improved. This paper shows that in terms of quality of service & atmosphere McDonalds is preferred & in terms of product Pizza Hut & Subway is preferred. This research paper helps the fast food outlets to be more customer-oriented & study the preferences of customers towards fast food.

Mondurailingam, M., Jeyaseelan, V., & Subramani, A. K. (2015) compared customer satisfaction level towards KFC & McDonalds. This study analysed that on the basis of price, quality & taste KFC is preferred & on the basis of hospitality McDonalds is preferred. This paper analysed the market presence & brand value McDonalds has been preferred than KFC.

Ozdemir, H., & Ergin, E. A. (2017) focused on exploring the young customer's perception towards fast food & factors influencing the perception of fast food purchasing. The perception of young customers is greatly influenced by convenience & consistency of fast food outlets. According to the findings of the paper brand name reputation, cost convenience, quality & consistency are dominant factors that influence the perception of fast food purchasing of youth.

Priyadarshini, C. S. (2016) analyzed the preference of customer towards fast food outlets & influence of income on fast food buying selection. As per the results 63% people visit fast food outlets in the evening & 70% people spend above 15% of their monthly income on buying fast foods. This paper is studied to understand the significance of consumer behavior in our lives.

Thakkar, K., & Thatte, M. R. (2014) studied the consumer perception of two franchises McDonalds & KFC. The results depicted that there is a moderate positive correlation between price of the food products & frequency of visits to the fast food outlet. Among various factors like variety of products, quality of products, service quality, and price affects the frequency of visit to the fast food outlets.

Tiwari, P., & Verma, H. (2008) identified the factors influencing fast food choice of customers & the consumption pattern of fast food with respect to choice & frequency of visit to the fast food outlets in Dehradun city. The results depicted that factors like environment at home, availability & accessibility of fast food outlets, social environment, etc. affect the customer behavior towards fast food purchasing. Though preference level of fast food is high but is not substituted by homemade food. Customer demands more information regarding hygiene & nutritional value of fast food products.

Research Gap

Review of literature reveals that the the perception of consumers & factors influencing the purchase behavior of the consumers living in Jaipur city towards fast food franchise outlets has not been studied yet. Therefore this study aims to fill this gap in literature.

Research Methodology

Objectives of the study

- To determine & analyze the attributes influencing the perception of the consumers living in Jaipur City towards fast food franchise outlets.
- To determine the variation in the perception of consumers regarding choice of fast foods in Jaipur City across selected international fast food franchise outlets.

Attributes of the study

- Variety of fast food products served
- Taste & Quality of fast foods served
- Price of the fast food products
- Quality of services provided

Fast Food Franchise outlets of the study

- McDonalds
- KFC
- Pizza Hut
- Dominos

Hypothesis of the study

H0: There is no significant variation in the perception of consumers regarding choice of fast foods in Jaipur City across different fast food franchise outlets.

H1: There is significant variation in the perception of consumers regarding choice of fast foods in Jaipur City across different fast food franchise outlets.

Universe of the study

In this research primary data is collected using structured questionnaires. The universe includes all those consumers who visit the fast food franchise outlets located in Jaipur City.

Sampling Design

Sampling Technique: For the purpose of this study, the sample technique administered is "Systematic Sampling".

Sample Size: For the purpose of the study, the sample size is 384 respondents according to the Morgan's table for sample size calculation. Out of the total 108 respondents' data is considered for analysis due to time constraint. SPSS software is used for analyzing the data.

Scope of Research

The scope is restricted to perception of consumers living in Jaipur city towards fast food franchise outlets only.

Data Collection

Questionnaire method is used to collect the data. The questionnaires were administered from Google forms in which the respondents had to make choices from a list of possible responses. The proposed research involves both primary and secondary data.

- **Primary Data:** Primary data is collected through structured questionnaires.
- **Secondary Data:** Secondary data is extracted from research papers, internet and journals.

Tools used for Analysis

- For analyzing the data IBM SPSS 21 is used for descriptive and statistical analysis.
- One way ANOVA have been used to test the hypothesis.

Analysis & Interpretation

Hypothesis Testing

This section discusses the results of **one-way ANOVA** applied on the attributes that influence consumer perception towards fast food franchise outlets in Jaipur City.

H0: There is no significant variation in the perception of consumers regarding choice of fast foods in Jaipur City across different fast food franchise outlets.

H1: There is significant variation in the perception of consumers regarding choice of fast foods in Jaipur City across different fast food franchise outlets.

Variety of Fast Food Products Served

Table 2.5 Descriptives

Variety of fast food products served

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
McDonalds	108	1.81	.971	.093	1.62	1.99	1	5
KFC	108	2.39	1.484	.143	2.11	2.67	1	5
Dominos	108	1.67	.832	.080	1.51	1.83	1	5
Pizza Hut	108	1.80	.935	.090	1.62	1.97	1	5
Total	432	1.91	1.117	.054	1.81	2.02	1	5

Source: Primary Data

Interpretation: This table shows the descriptive statistics of the attribute variety of fast food products served. It can be seen that the average score generated for McDonalds is 1.81, for Dominos is 1.67 & for Pizza Hut is 1.80 which means this attribute is important while visiting such outlets. Similarly, KFC has 2.39 that means this attribute is moderately important.

Table 2.6 ANOVA

Variety of fast food products served

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.729	3	11.243	9.546	.000
Within Groups	504.102	428	1.178		
Total	537.831	431			

Source: Primary Data

Interpretation: From the above analysis it is understood that there is significant influence of variety of fast food served on consumer perception while visiting the four brands at 5% level of significance because at $p < 0.05$ level $F(3, 428) = 9.546, p = .000$. Thus the alternate hypothesis is accepted.

Table 2.7 Post Hoc Test

Dependent Variable: Variety of fast food products served Tamhane

(I) Fast Food Brands	(J) Fast Food Brands	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
McDonalds	KFC	-.583*	.171	.005	-1.04	-.13
	Dominos	.139	.123	.836	-.19	.47
	Pizza Hut	.009	.130	1.000	-.34	.35
KFC	McDonalds	.583*	.171	.005	.13	1.04
	Dominos	.722*	.164	.000	.29	1.16
	Pizza Hut	.593*	.169	.003	.14	1.04
Dominos	McDonalds	-.139	.123	.836	-.47	.19
	KFC	-.722*	.164	.000	-1.16	-.29
	Pizza Hut	-.130	.120	.864	-.45	.19
Pizza Hut	McDonalds	-.009	.130	1.000	-.35	.34
	KFC	-.593*	.169	.003	-1.04	-.14
	Dominos	.130	.120	.864	-.19	.45

*. The mean difference is significant at the 0.05 level.

Source: Primary Data

Interpretation: From the above table we can analyze that there is a statistically significant difference between McDonalds & KFC (.005 < .05) KFC & Dominos (.000 < .05), KFC & Pizza Hut (.003 < .05), rest all do not have a statistically significant difference between each other. Thus the respondents are more influenced by McDonalds because of the variety of fast food served in the outlets located in Jaipur city.

Taste & Quality of the Fast Foods Served

Table 2.8 Descriptives

Taste & Quality of the fast foods served

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
McDonalds	108	1.45	.836	.080	1.29	1.61	1	5
KFC	108	2.31	1.531	.147	2.01	2.60	1	5
Dominos	108	1.63	.827	.080	1.47	1.79	1	5
Pizza Hut	108	1.58	.866	.083	1.42	1.75	1	5
Total	432	1.74	1.105	.053	1.64	1.85	1	5

Source: Primary Data

Interpretation: This table shows the descriptive statistics of the attribute taste & quality of fast food products served. It can be seen that the average score generated for McDonalds is 1.45, for Dominos is 1.63, for Pizza Hut is 1.58 which means this attribute is important while visiting such outlets. Similarly, KFC has 2.31 that means this attribute is moderately important.

Table 2.9 ANNOVA

Taste & Quality of the fast foods served

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	47.359	3	15.786	14.102	.000
Within Groups	479.120	428	1.119		
Total	526.479	431			

Source: Primary Data

Interpretation: From the above analysis it is understood that there is significant influence of taste & quality of fast food served on consumer perception while visiting the four brands at 5% level of significance because at $p < 0.05$ level $F(3, 428) = 14.102$, $p = .000$. Thus the alternate hypothesis is accepted.

Table 2.10: Post Hoc Tests

Dependent Variable: Taste & Quality of the fast foods served

Tamhane

(I) Fast Food Brands	(J) Fast Food Brands	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
McDonalds	KFC	-.852*	.168	.000	-1.30	-.40
	Dominos	-.176	.113	.540	-.48	.12
	Pizza Hut	-.130	.116	.841	-.44	.18
KFC	McDonalds	.852*	.168	.000	.40	1.30
	Dominos	.676*	.167	.000	.23	1.12
	Pizza Hut	.722*	.169	.000	.27	1.17
Dominos	McDonalds	.176	.113	.540	-.12	.48
	KFC	-.676*	.167	.000	-1.12	-.23
	Pizza Hut	.046	.115	.999	-.26	.35
Pizza Hut	McDonalds	.130	.116	.841	-.18	.44
	KFC	-.722*	.169	.000	-1.17	-.27
	Dominos	-.046	.115	.999	-.35	.26

*. The mean difference is significant at the 0.05 level.

Source: Primary Data

Interpretation: From the above table we can analyze that there is a statistically significant difference between McDonalds & KFC (.000<.05), KFC & Dominos (.000 < .05), KFC & Pizza Hut (.000 <.05), rest all do not have a statistically significant difference between each other. Thus the respondents are more influenced by KFC because of the taste & quality of fast food served in the outlets located in Jaipur city.

Price of the Fast Food Products

Table 2.11: Descriptives

Price of the fast food products

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
McDonalds	108	1.90	1.110	.107	1.69	2.11	1	5
KFC	108	2.44	1.487	.143	2.16	2.73	1	5
Dominos	108	1.86	.961	.093	1.68	2.04	1	5
Pizza Hut	108	1.80	.974	.094	1.61	1.98	1	5
Total	432	2.00	1.178	.057	1.89	2.11	1	5

Source: Primary Data

Interpretation: This table shows the descriptive statistics of the attribute Price of the fast food products. It can be seen that the average score generated for McDonalds is 1.90, for Dominos is 1.86& for Pizza Hut is 1.80 which means this attribute is important while visiting such outlets. Similarly, KFC has 2.44 that means this attribute is moderately important.

Table 2.12: ANNOVA

Price of the fast food products

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	29.019	3	9.673	7.276	.000
Within Groups	568.981	428	1.329		
Total	598.000	431			

Source: Primary Data

Interpretation: From the above analysis it is understood that there is significant influence of price of fast food served on consumer perception while visiting the four brands at 5% level of significance because at $p < 0.05$ level $F(3, 428) = 7.276$, $p = .000$. Thus the alternate hypothesis is accepted.

Table 2.13: Post Hoc Tests

Dependent Variable: Price of the fast food products

(I) Fast Food Brands	(J) Fast Food Brands	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
McDonalds	KFC	-.546*	.179	.015	-1.02	-.07
	Dominos	.037	.141	1.000	-.34	.41
	Pizza Hut	.102	.142	.979	-.28	.48
KFC	McDonalds	.546*	.179	.015	.07	1.02
	Dominos	.583*	.170	.005	.13	1.04
	Pizza Hut	.648*	.171	.001	.19	1.10
Dominos	McDonalds	-.037	.141	1.000	-.41	.34
	KFC	-.583*	.170	.005	-1.04	-.13
	Pizza Hut	.065	.132	.997	-.28	.41
Pizza Hut	McDonalds	-.102	.142	.979	-.48	.28
	KFC	-.648*	.171	.001	-1.10	-.19
	Dominos	-.065	.132	.997	-.41	.28

*. The mean difference is significant at the 0.05 level.

Source: Primary Data

Interpretation: From the above table we can analyze that there is a statistically significant difference between KFC & Dominos (.005<.05), KFC & Pizza Hut (.001 <.05), rest all do not have a statistically significant difference between each other. Thus the respondents are more influenced by KFC because of the price of the fast food products in the outlets located in Jaipur city.

Quality of Services Provided Like Seating Facility

Table 2.14: Descriptives

Quality of services provided like seating facility

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
McDonalds	108	1.64	.880	.085	1.47	1.81	1	5
KFC	108	2.33	1.479	.142	2.05	2.62	1	5
Dominos	108	1.65	.857	.082	1.48	1.81	1	5
Pizza Hut	108	1.72	.955	.092	1.54	1.90	1	5
Total	432	1.84	1.108	.053	1.73	1.94	1	5

Source: Primary Data

Interpretation: This table shows the descriptive statistics of the attribute Quality of services provided like seating facility. It can be seen that the average score generated for McDonalds is 1.64, for Dominos is 1.65 & for Pizza Hut is 1.72 which means this attribute is important while visiting such outlets. Similarly, KFC has 2.33 that means this attribute is moderately important.

Table 2.15: ANNOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	36.118	3	12.039	10.448	.000
Within Groups	493.213	428	1.152		
Total	529.331	431			

Source: Primary Data

Interpretation: From the above analysis it is understood that there is significant influence of Quality of services provided like seating facility on consumer perception while visiting the four brands at 5% level of significance because at $p < 0.05$ level $F(3, 428) = 10.448$, $p = .000$. Source: IBM SPSS Statistics viewer thus the alternate hypothesis is accepted.

Table 2.16: Post Hoc Tests

(I) Fast Food Brands	(J) Fast Food Brands	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
McDonalds	KFC	-.694*	.166	.000	-1.14	-.25
	Dominos	-.009	.118	1.000	-.32	.30
	Pizza Hut	-.083	.125	.985	-.42	.25
KFC	McDonalds	.694*	.166	.000	.25	1.14
	Dominos	.685*	.164	.000	.25	1.12
	Pizza Hut	.611*	.169	.002	.16	1.06
Dominos	McDonalds	.009	.118	1.000	-.30	.32
	KFC	-.685*	.164	.000	-1.12	-.25
	Pizza Hut	-.074	.124	.992	-.40	.25
Pizza Hut	McDonalds	.083	.125	.985	-.25	.42
	KFC	-.611*	.169	.002	-1.06	-.16
	Dominos	.074	.124	.992	-.25	.40

*. The mean difference is significant at the 0.05 level.

Source: Primary Data

Interpretation: From the above table we can analyze that there is a statistically significant difference between McDonalds & KFC ($.000 < .05$), KFC & Dominos ($.000 < .05$), KFC & Pizza Hut ($.002 < .05$), rest all do not have a statistically significant difference between each other. Thus the respondents are more influenced by KFC because of the Quality of services provided like seating facility in the outlets located in Jaipur city.

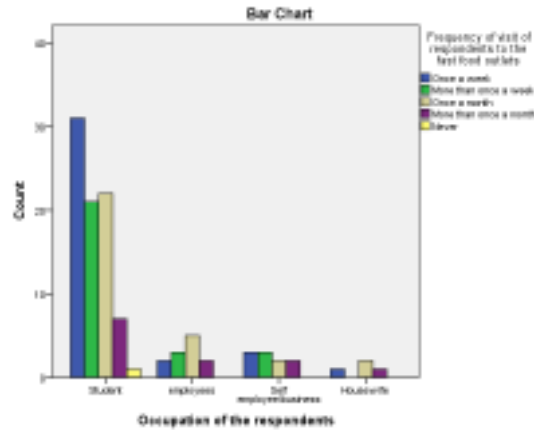
Cross Tabulation:

Table 2.17 Post Hoc Tests Occupation of the respondents * Frequency of visit of respondents to the fast food

		Frequency of visit of respondents to the fast food outlets					Total
		Once a week	More than once a week	Once a month	More than once a month	Never	
Occupation of the respondents	Student	31	21	22	7	1	82
	Employees	2	3	5	2	0	12
	Self -employee/business	3	3	2	2	0	10
	Housewife	1	0	2	1	0	4
Total		37	27	31	12	1	108

Source: Primary Data

Interpretation: From this table it is analyzed that maximum no. of students visit the food outlets one in a week, maximum no. of employees visit once in a month, businessman either visit one in a week or more in these fast food outlets & employees visit one in a month.



Source: IBM SPSS Statistics viewer

Figure 2.17

Table 2.18 Post Hoc Tests Overall Rank Analysis of Attributes Affecting the Choice of Fast Food Across Different International Fast Food Franchise Outlets:

	Variety of fast food products served	Taste & Quality of fast foods	Price of the fast foods	Quality of services provided
McDonalds	1	3	1	3
KFC	4	4	4	4
Pizza Hut	2	2	3	1
Dominos	3	1	2	2

Source: Primary Data

Findings & Discussion

Based on the primary data collected from respondents, analysis of retrieved publications, findings may include generalization of statements depicting the perception of the people living in Jaipur City towards consumption of fast foods, growth of fast food industry & international fast food franchises. The following aspects found most relevant while studying the consumer perception towards international fast food franchise outlets in Jaipur City are:

- Students are the major customers of international fast food franchise outlets established in Jaipur City. Out of 108 respondents majority (82) are students who visit the outlets of brands like KFC, Dominos, Pizza Hut, McDonalds.
- Significant influence of Quality of services provided, Variety of fast food served & price of the fast food products by the fast food franchises mainly KFC&Pizza Hut at 5% level of significance. (Table 2.8, 20, Table 2.8 & Table 2.16)

- Significant influence of Taste & Quality of fast foods served by the fast food franchises at 5% level of significance. (Table 2.12)
- The respondents are always promoted by internet & often by offers and display media to visit the fast food franchise outlets in Jaipur City. (Table 1.26-30)
- The respondents go many times for a change & often go for a family outing, for fun or save time to visit to the fast food franchise outlets in Jaipur City. (Table 1.22-25)
- The respondents are highly satisfied by McDonalds, satisfied by Pizza Hut and Dominos & are neutral towards KFC. (Table 1.18-21)
- Respondents are mostly influenced by friends, occasionally by relatives & family to visit the outlets but never by spouse & children in Jaipur City. (Table 1.13-17)
- The respondents mostly visit Dominos; McDonalds less frequently compared to Dominos, less frequently to Pizza Hut as compared to McDonalds & majorly have never visited KFC in Jaipur City. (Table 1.9-12)
- Respondents mostly visit fast food franchise outlets in the evening, occasionally for lunch or dinner & never go in the morning in Jaipur City. (Table 1.5-8)
- Higher income people are more likely to visit the Fast Food Outlets frequently than Low income people.
- Fast Food is no substitute to Homemade made food. Customers visit fast food outlets but still resort to homemade hygienic & nutritious food.
- Customer Demand for more information regarding the Hygiene & Nutritional Value of the Fast Food Products.
- Moderately Positive Correlation between the Satisfaction Level of the Price of the Product & the Frequency of Customer visit to the Fast Food Outlets.

Conclusion

The primary aim of this study was to analyze the consumer perception of people of Jaipur City in Rajasthan State towards international fast food franchises holding a good market share in India's fast food industry. This has been carried out by collecting primary data in the form of administered questionnaires from a sample of 108 respondents of the Jaipur City & also adopting SLR methodology. A set of 10 research articles were published from 2004-2017, pertaining to attributes influencing choice of fast foods from international fast food franchises, were identified and analyzed, also the opinion of the consumers living in Jaipur City was statistically analyzed. It was observed that consumer perception towards fast food changes significantly on the basis of certain basic attributes like price of the products offered, taste & quality of the products, variety of the product being provided every day, comfort level of the consumers while consuming the products, etc.

Suggestions & Scope

The above study depicts that the attributes like price of the products offered, taste & quality of the products, variety of the product being provided every day, comfort level of the consumers while consuming the products, etc significantly

influence the consumer perception towards fast food franchise outlets in Indian market. Therefore, these international fast food franchises should take these attributes into consideration so as to attract more customers of the Indian fast food sector. Further, similar to other research works the present study contains some limitations related to small sample size as the scope can be extended to Rajasthan, population characteristics, time frame & some other essential factors. Thus this study maintains a scope for more influential factors affecting consumer perception towards fast food franchise outlets.

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