

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Diploma Thesis

**Role of Consumers' behaviour in fast-food restaurants (with
reference to The USA, India and Turkey)**

Rauf Mammadov

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CZECH University of Life Sciences Prague

Faculty of Economics and Management

DIPLOMA THESIS ASSIGNMENT

Rauf Mammadov

Business Management

Thesis Title:

Role of Consumers' behaviour in fast-food restaurants: (with reference to The USA, India and Turkey)

Objectives of the thesis

The diploma thesis targets to analyse a concrete picture of the factors contributing to consumer's decision over choosing and switching a fast food brand together with brand loyalty. It also suggests the recommendations for a competitive fast food brand based on the systematic, descriptive and analytical study conducted on collected primary data from the USA, Turkey and India. This is sufficiently backed up by previous studies on the same subject.

Methodology

- Theoretical part will be elaborating the previous reliable literature.
- Practical Part will inculcate the data and its thorough analysis with appropriate statistics, leading to final conclusion and suggestions for other brands.

- Recommended Structure:
 - Introduction
 - Goals and Methodology
 - Literature Review
 - Data Analysis
 - Results and Discussion
 - Conclusion
 - References
 - Appendices

The proposed Thesis Extent
60-80 pages

Keywords

Marketing, consumer behaviour model, marketing-mix, cultural diversity, brand loyalty, brand switching

Recommended Information Sources

Chakraborty, N. (2012, December). A Socio-Psychological Analysis of Eating Behaviors at Fast Food Restaurants. *Thesis*. Taledo: University of Taledo.

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Kotler, P., Wong, V., Saunders, J., & Armstrong, G. (2005). *Principles of Marketing (Fourth European Edition)*. England: Pearsons Publications.

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Declaration

I affirm that I have worked on my diploma dissertation titled “Role of Consumers’ behaviour in fast-food restaurants: (with reference to The USA, India and Turkey)” by myself, and only the sources listed at the end of the thesis were used for this thesis. As the author of this diploma thesis, I announce that the thesis does not breach any person's copyrights.

In Prague on Date of Submission:

30th November’2020

Acknowledgement

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The largest and most influential source came from books and other assets from the university library, which allowed me to cite terms, topics, approaches, and case studies that were most important to the topic being discussed.

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Thank you very much, everyone.

Role of Consumers' behaviour in fast-food restaurants: (with reference to The USA, India and Turkey)

Abstract

Marketers, while framing their strategies consider consumers choices and preferences on priority. The purchasing behaviour of consumers is typically termed as consumer behaviour. The onus of deciding and being loyal to a restaurant is highly based on consumer's social and psychological behaviour. Factors such as taste, quality, service, menu, promotions, adverts, convenience, price and individual perspectives ultimately define consumer's choice and preferences in fast-food restaurants. Further, an individual and his personality are directed by his culture, subculture, social class, membership groups, family and psychological factors which led them to be an ultimate consumer. He is influenced by his cultural, social and societal environment as well as trends. A prudent marketing strategy can be established by recognising and understanding the concentration of factors that influence their customers and thereby brands. Thus the marketing tactics should be in-line with the thought process of the target consumers. This consumer behaviour study is based on cultural differences of three countries the USA, Turkey and India, from different continents towards fast-food restaurants. The study is mostly relying on primary data, in congruence with a strong literature review as a secondary back up to relate with previous studies. And conclusions were drawn by factor analysis of major factors by Principal Component Method of Dimension reduction among the contributing factors.

Keywords: Marketing, consumer behaviour model, marketing-mix, cultural diversity, brand loyalty, brand switching

Role chování spotřebitelů v restauracích rychlého občerstvení: (s odkazem na USA,

Indii a Turecko)

Abstraktní

Marketingoví pracovníci při vytváření svých strategií berou v úvahu volbu a preference spotřebitelů. Nákupní chování spotřebitelů se obvykle nazývá spotřebitelské chování. Záměr rozhodnout se a být loajální k restauraci je vysoce založen na sociálním a psychologickém chování spotřebitelů. Faktory jako chuť, kvalita, služby, propagace, reklamy, pohodlí, cena a individuální perspektivy nakonec definují volbu a preference spotřebitele ve fast-food restauracích. Jednotlivec a jeho osobnost dále řídí jeho kultura, subkultura, sociální třída, členské skupiny, rodina a psychologické faktory, které ho vedly k tomu, aby byl konečným spotřebitelem. Je ovlivněn svým kulturním, sociálním a společenským prostředím i trendy. Rozumnou marketingovou strategii lze stanovit rozpoznáním a pochopením koncentrace faktorů, které ovlivňují jejich zákazníky, a tím i značky. Marketingová taktika by tedy měla být v souladu s myšlenkovým procesem cílových spotřebitelů. Tato studie chování spotřebitelů je založena na kulturních rozdílech tří zemí, USA, Turecka a Indie, z různých kontinentů a ve srovnání s rychlými restauracemi. Studie se většinou opírá o primární data, v souladu se silným přehledem literatury jako sekundární zálohy, která souvisí s předchozími studiemi. A závěry byly učiněny faktorovou analýzou hlavních faktorů metodou redukce dimenze hlavních komponent mezi odhadovanými faktory.

Klíčová slova: Marketing, model chování spotřebitele, marketingový mix, kulturní rozmanitost, věrnost značce, změna značky

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Role of Consumers' behaviour in fast-food restaurants: (with reference to The USA, India and Turkey)

1. Introduction:

Food diversity is an implicit characteristic in this diversified culture of varied regions. Conventionally, people used to prefer home-cooked food and used to support the ideology. While, with the advent of globalization, the scenario is changed and fast food is now considered as one of the essential parts of our life. Over the years, with a plethora of reasons such as a rise in disposable income, changes in lifestyle, and awareness about the availability of a variety of food, consumers transformed perceptions towards consumption.

The competition within the fast-food restaurants is so high that pleasing a consumer now becomes challenging. Hence, to create an environment and to serve a wide range of menu with quality and affordable price, so that they can revisit the place is a concern and has played a vital role in framing strategies for consumer satisfaction. Moreover, traditional marketing tactics are now replaced with a set of robust strategies called a marketing mix. This assures a holistic consumer dining experience at the restaurant and motivates them to revisit and being brand loyal. Apart from this, there are plentiful of factors which are highly contributing to consumer's decision making while choosing a fast food restaurant; namely, convenience, taste, price, quality, promotion, a wide range of menu, quick service, and many more together with consumer's own choice and preferences.

Marketers often try to experiment and explore various ways of consumer satisfaction with varied strategies to comprehend the desires of their esteemed existing customers, as well as to generate a new set of the customer base. With a clear and concise marketing mix based on experiences and in-depth study, a business can grow and can have sustainability in the industry.

The current dissertation emphasizes on the role of culture in consumer buying behaviour to provide a marketing mix for a fast-food restaurant. The major restaurants taken under study are MC Donald, Subway, KFC and Dominos, decided based on the countries under study. Marketing in the fast-food industry is highly volatile and to get a clear picture of the cultural biases among these nations the study was conducted.

The prime objective of this study is to embrace the marketing tactics for a typical fast-food restaurant, by analysing various determinants of consumer behaviour. Among these restaurants and within these countries a well-structured detailed questionnaire was designed and is used for the survey purpose. With different implications in mind considering consumers as paramount, the focused questions detailing the consumer's demographics together with the brand-related questions were asked. The collected data, with 50 samples each from the targeted countries have undergone statistics to interpret the churn of the study. To provide a glimpse of the world arena, three countries from different continents were taken targeted.

Nonetheless, customer attitude towards fast food consumption, their behavioural aspects and the brand perceptions were thoroughly explained with various variables under observation.

The entire research is divided into two parts namely, theoretical and practical parts. The first section directs the objectives to be focusing on conducting the research, and then a comprehensive study of past researches was done to provide this analysis with precise substrate arguments. The extensive literature review is backed by secondary sources to explain and explore the pattern of the study related to consumer behaviour and also to supplement relevant evidence for developing strategies for consumer's buying behaviour in fast food restaurants. The second section reveals the interpretation of the primary data obtained from respondents from India, Turkey and the United States, which generated findings and results of the study.

2 Research Methodology:

To accomplish any research a robust research methodology is a must. A research methodology is a process that decides the procedure of collecting data from the pre-assigned targeted population, its compilation, presentation and visualization to finally extract the relevant information given the current study. It helps in undergoing the research process thoroughly. Thus by analysing the data results are interpreted for the collected data.

It is a method to solve the research problem logically. It could be taken as a science of conducting research scientifically. In general, it gives a direction to go through the various steps to be adopted by the researcher to reach a logical conclusion. (Kothari & Garg, 2014)

Based on the research questions, to fulfil the research purpose, proper objectives are framed. The current study is bifurcated into two parts, theoretical and practical. Firstly, the theoretical part includes an explanation of the subject area. Moreover, it also includes the review of previous studies, to investigate the gap and also to fulfil the same. Consumer behaviour in consumption of fast food from different outlets from the said countries was majorly focused in this part too. Secondly, the practical part, which includes the

This segment reveals the descriptive study of fast food buying behaviour of consumers from different parts of the world. To explore the studies conducted in the past plethora of authentic secondary resources were considered, such as; books, journals, online sources, research articles and many more.

However, the second part is the pragmatic study of the same. This was performed to reach an empirically sound conclusion. Primary data is collected to justify the validity and reliability of the study.

While to collect the primary data an electronic questionnaire is framed with closed-ended questions to identify the consumer perception for the consumption of fast food. To do the same, Google form platform was used and to share the same link in and Facebook was used profoundly. The data was collected randomly from various groups of respondents. This collected data was then undergone analysis through SPSS and MS excel. Besides, various statistical tools were performed to draw the necessary conclusions.

For data visualization and presentation MS-Excel is used extensively. Using various illustration like pie charts, bar graphs and formatted tables, data was well categorized and made easy for

representation. Nonetheless, a literature review was usually used to ensure the authenticity and validity of the research.

3.1 Research Design:

The research design implemented was descriptive, exploratory and analytical. These research methods are implemented here as per the requirement of the study. The exploratory method provides a vision into and grasp of an issue or a situation. This research type is generally preferred where the problem is ambiguous. It helps determine the desired research procedure, data collection and, helps to choose the parameters for the study under consideration. However, the study is primarily based on the direct data collected from the respondents. Based on which data is compared country-wise and objectives were tested using statistical tools vividly. However, a truly descriptive approach is applied to depict and visualize the survey responses and to compare the same.

Sample Size: Out of a total of 173 responses, for the researcher's convenience, the sample size for each country is considered 50. However, the total sample size for the study was 150 for all three countries together.

Research Purpose: The purpose of the study is to study the consumption behaviour of consumers and their perception and motivation towards buying fast food. Furthermore, the focus of the study is on various factors which are directly or indirectly affecting consumer's buying behaviour. The study is beneficial to the related companies, by understanding the importance of these factors and their association with the purchasing pattern. The study has also considered various factors which contribute to the selection of a fast-food restaurant in general. The research with targeted product 'fast-food restaurants' will give a better understanding of the factors affecting the consumer's buying behaviour and how the culture is influencing their selections. It will also reflect the relationships between various choices and the reasons behind it.

Tools for Data collection: The entire study was conducted on primary data. For collecting the same survey method was approached.

Survey Method: Surveys are pre-determined written tools in which a series of questions are asked, which were then assessed based on one of the numerous suggested responses. These questions are open-end and therefore permits respondents to answer in their specific words. The benefit of the survey method above other approaches is that the investigator can tabulate,

relate and thus analyse data (responses) as the questioned by each respondent are similar research (Kolb, 2008). To conduct the study an electronic survey was conducted through Google form. The current study has considered three major countries, namely; USA, Turkey and India. The study was a non-probability sampling, as the samples were drawn conveniently.

Although it cannot be generalized from the results of the findings as the sample size was small, but the final results can provide an insight for the future studies to be conducted on Fast food preferences by varied consumers.

Questions were formulated to examine socio-demographic data. Mostly, the questions measuring the respondents' attitude or beliefs were measured in a Likert-type scale where the respondents showed the degree of their positive or negative outlooks toward certain questions. The purpose is to see any significant variance in the attitude by social psychological and demographic differences.

Demographical questions are used to recognise the role of culture in buying behaviour. The questionnaire is shared among the residents of three countries, the USA, Turkey and India, and they have been asked about their country of belonging to separately analyse and compare the consumer's buying behaviour among the said countries from varied continents. The demographical data collection includes; their gender, their marital status, their level of education, their work status, their accommodation, and their income levels.

Research Question: The current study is to address the following research question both descriptively and analytically:

- To what extent does culture affect fast food consumption behaviour?
- How do various demographic factors influence consumer behaviour in the selected countries?
- From the analysed factors, how can a similar business imply strategies to their marketing mix?

3.2 Research Objectives:

The prime objective of the study is to understand and identify the important factors which are influencing consumer purchasing decisions concerning fast food products:

- To check the pattern of brand switching reasons with demographic factors like gender, age and relationship status.

- To interpret the influence of brand loyalty on customer satisfaction.
- To study the Brand Switching patterns of the customers of MC Donald, Dominos, Subway and KFC.
- To investigate the pattern of customer visit to a fast-food restaurant in the selected Countries.
- To study the impact of income on consumer's fast food buying capacity.
- To examine the effect of major parameters of brand selection in the fast-food industry.
- To study the influence of psychological and social factors on the consumer decisions in the analysis of consumer choice and development of effective marketing strategy.

3.3 Research Hypothesis:

Null Hypothesis (H0): There is no significant difference between various factors affecting fast food brand Selection.

Alternative Hypothesis (H1): There is a significant difference between various factors affecting fast food brand Selection

3.4 Limitations

Like any other research, this study is also conducted under certain restrictions. Following are the limitations for the current study:

- Owing to time and budget constraints, the responses are collected through online resources; no personal interviews or visits were possible due to diverse locations.
- While collecting data, certain personal information such as; age, income, occupation, accommodation type was difficult to gather, hence a sample size of 50 respondents from each country is considered.
- Another barrier for data collection was language due to which the questions could be misinterpreted.
- Due to time constraints, only three countries from different continents were taken under study.
- Due to huge population differences among the selected countries, the sampling method is implemented, rather than taking the entire population.

- Due to the inefficiency of secondary data availability, only primary data is gathered for data analysis.
- To some extent data could be skewed, as respondents may have responded with much caution, leading to biasedness.
- As the questionnaire is designed much earlier to the actual analysis, some of the data was unutilized and can be used for further research.

3. Literature Review:

This chapter includes the previous studies with relevance to the current research area. To have a proper vision and clarity to implement in the study various authentic and reliable research works were cited here. This helped to identify the breaches and to create a theoretical picture for the current study. It's a critical appraisal of the work done in the past to build a link between the disparate studies. Moreover, it also helped in identifying the links and to present the same cohesively.

3.1 Consumer Behaviour in Fast-food Industry:

Preferences and taste of fast food are subjective and hence subjective. Thus fast food industries must recognise the consumer's behaviour to comprehend appropriate strategies to market the fast food product. Further, consumer behaviour is the way how individuals make their spending decisions and change as per the time, money and other available resources. The reason for choosing a specific and dexterous strategy for marketing relies mainly on consumer behaviour. The most pivotal parameters on which consumer behaviour is evaluated are; psychological, sociological and economic parameters.

Ajzen's study depicted that the foremost determinant of the intention of the consumer's behaviour is the attitude. In this context, attitude is considered a learned predisposition to act in favourable or unfavourable respect to a given scenario. Generally, attitude is learned, so it can be believed that in purchasing behaviour, what consumer has previously experienced with the product or the service that is only reflected while leading to the buying decisions. (Ajzen, 1998)

Schiffman et al. in their study revealed that the decision of the consumer is purchasing products lies with the marketers. It indicates that if the marketing strategy has been prudent, effective, and perceptive or it was framed inefficiently. Thus, marketers are often inclined towards such proactive planning to boost their business (Schiffman & Kanuk, 2004). Probably this could be the reason behind the MC Donald success story, as to how it created its brand value by maintaining its product and service quality in the due course of time.

Brown, et. al., published in their article that it is evident that young consumers are usually more prone to their habit, which are inculcated from birth and in the upbringing and surroundings also matters a lot. Hence, it is not easy to transform such habits. However, food preferences of the young consumers may change, depending upon the environment they are currently residing in (Brown, McIlveen, & Strugnell, 2000)

Mansi Dhingra observed that the fast-food restaurants' can be characterized mainly in six attributes; namely, variety of food, taste, quality, hygiene, service speed, ambience, price and the location of the restaurant. If a consumer is satisfied with most of these chances of revisit are higher in those fast-food outlets. However, ...reveals in their study that consumer's tastes and preferences changes with the impact of factors like; cooking methods, exposure due to travel, growing culture and its diversity. (Dhingra, 2017)

It is a general belief that consumers while selecting a fast food restaurant, prefer quality on priority. However, their quality standards are decided by them as they make their purchasing decisions based on them. With the emergent of fast food culture around the globe, youngsters are highly inclined towards fast food. While the major driven force for such interest is convenient in availability, low price, taste, peer pressure and ultimately sound marketing strategies to lure consumers. Especially, under the age bracket of 20-29 years old, fast food is a major charm. The study revealed that the most impacting reasons were convenience and cost (Dhingra, 2017).

Hoda Zahedi, et al. in their study revealed that junk food consumption may increase the risk for psychiatric distress and may lead to violence, especially in children till the age of sixteen. The research states that regular fast food consumption may be troublesome to children and adolescents. Frequent consumption of sweetened fast food and beverages may result in self-reported psychological distress. However, savoury fast food may lead to aggressive behaviour, like fighting. Hence it suggested that a healthier diet could be one of the effective measures to improve mental health. (Hoda Zahedi, 2014)

The study conducted by Angelo Carello et al, suggests are complex and keeps on changing by the time. The study reveals that today's consumers are a bit cautious about sustainable food consumption. There were four categories observed: the individualist, the foodie, the environmentalist and the health enthusiast. It reveals the food choice factors as well as behaviour. Moreover, it also states that despite choosing a single food choice behaviour, a consumer is well aware of the other choices in general. (Carello, 2019)

3.2 Factors Affecting Consumer Behaviour in the Fast Food Industry:

3.2.1 Brand Loyalty:

The commitment of a buyer towards its brand, which tends him to re-purchase from the same brand. Despite repeated attempts by the competitor brand, the consumer is not distracted and continues to buy their favourite products from the same company (Awan, 2014). Consumer's loyalty defines the rise in the level of sales and ultimately the profit. The major benefit of the same is not just the retention of the existing customer but also adding a new range of customers. Mainly, the loyal customer is like a magnet to the brand and this association ends for a long time, which at times lead them to cross-purchase. Moreover, it also supports the idea that attracting a new customer is always considered a costly affair, then in retaining an existing one. A brand loyal customer may often purchase high-valued products and may also spread the word of mouth, all these factors eventually contributes to the company's profit (Awan, 2014).

3.2.2 Psychological Aspect of Consumer behaviour:

It is a notion that emphasises the consumer's behavioural aspects related to multisensory, fantasy and emotional aspects of the experience caused due to the usage of a typical product. Or in other words, this concept depicts that the consumers are buying products due to exposure potential and also the kind of senses they draw from consuming a product. This complicated concept could better be explained as these sensations are selected, organised and interpreted through perception. This when related to fast food, while seeing a picture of sparkling wine, or mere tasting delicious food, or maybe smelling a good fragrance may take a person into nostalgia and hence there could be emotional arousal for choosing a particular product. These factors play an important role in hedonic consumption (Ceil Koparal, 2015)

Consumption behavior as per human psychology could be either utilitarian or hedonic. Different people think and make decisions differently. On the one hand, consumers are interested in functional dimensions while shopping. While, on the other hand, people chose as per the fun associated with it. Hence shopping in the socio-psychological study could be evaluated in terms of utilitarian and hedonic approaches separately. (Basaran, 2015)

A consumer's behaviour is an outcome of attitudes, motives and values and can be evident by their purchases and pattern of their consumption. As per the study, it was revealed that consumer behaviour is broadly described by two approaches; namely, Hedonic Gratification and Utilitarian reasons associate to the purchases of goods and services. However, both these approaches are bipolar by nature. The hedonic approach is related to an individual's pleasant and unpleasant feelings, while, the latter is more towards judgemental and functional thinking of the consumer. The research finally revealed that both these aspects are the precursors of virtuous consumption. Hitherto, Hedonic concept is much wider than the utilitarian approach, and hence have a major impact on consumer behaviour. (Adomaviciute, 2014)

“Mainly utilitarian” group,

This approach defines choices as per the utility, which means, the motive of buying these. These motives could be a convenience, availability of range of products, quality of service of the product, and even affordable price. Thus this motivates to buy a product as per the mission or the task which is desirable to the consumer.

“Mainly hedonic” group

‘Hedonism’ word is derived from the Greek word ‘hedone’ which means pleasure. In general, a human being's general behaviour is to derive the highest level of happiness without any pain. The level of pleasure differs with an individual. (Kucak, 2013). This approach deals with more emotions. It relates to the multi-sensory, fantasy, and even emotive aspects of buying. This is also defined by consumer's experiences and it's subjective, as it differs from one individual to another. (Ceil Koparal, 2015)

“Ethical values” group

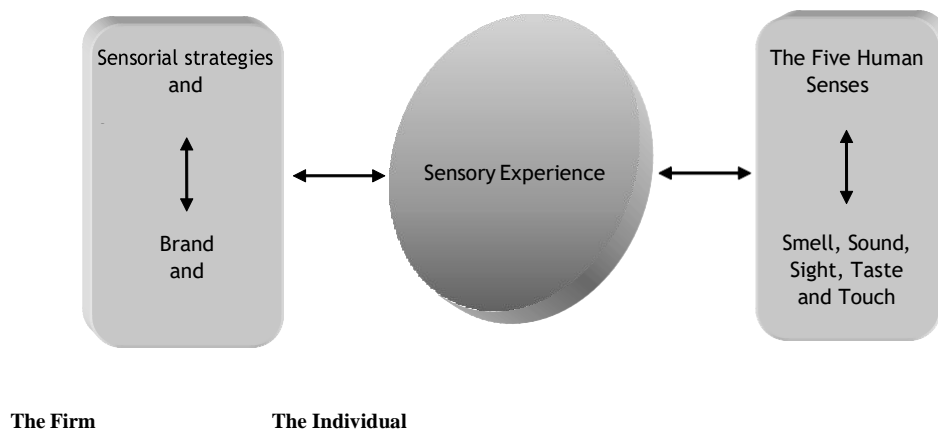
These groups not only demonstrate diverse habits but also differ on key variables such as satisfaction, trust and loyalty.

The impact of hedonic value on consumer satisfaction their behaviour is significantly higher for fast-casual restaurants than that of fast-food restaurants. The study also revealed that the hedonic aspect of customer value is comparatively more imperative than a utilitarian attribute. Consumers visit fast-casual restaurants not only for feeding themselves but also to relax and enjoy the ambience, which mainly involves; its appearance and entertaining features. While the effect of Utilitarian value on satisfaction and behavioural intents are higher in fast food restaurants. Hence the study depicted that both hedonic and utilitarian values are ultimately defining consumer satisfaction and behaviour.

Therefore, fast food eateries should focus on better dining experience including; suitability, fast service, and affordable prices. Besides, they should also consider the surroundings as their prime concern (Basaran, 2015).

Since ages, human senses have been unnoticed for defining marketing strategies, while in the current era consumer’s personal experiences and their behaviour are considered paramount. With the combination of five senses gifted to human sensory experiences are found. As the customer’s buying decisions are important for marketers, these senses were considered rationally while framing marketing strategies (Hussain, 2018).

Figure 1, Sensory Experiences between an individual and a firm



Source: (Bertil Hulten, 2009)

3.2.3 Interpreters of Fast Food Consumption:

Chakrabarti, in his study with the modernization fast food consumption, is levitating day by day. Consuming fast food in restaurants majorly implies skipping homemade food and substituting it with fast food. As the name signifies, fast food implies to the food which is available without any long wait or in other words readily available. Plentiful predictors are varying from social, personal and behavioural attributes. Fast food consumption is largely predicted by socio-economic parameters, such as; convenience, price, societal status, and so on. However, behavioural predictors comprise of an individual’s behaviours that either favour or confine from fast food consumption, namely; health consciousness, television or other media, inclination towards sports, etc. While, a minimal impact of psychological predictors, such as; self-motivation of restraining from fast food consumption. Lastly, the cultural significance of predicting fast-food consumption should also not be ignored. Culture plays a

vital role in predicting fast food consumption pattern, as different countries, even communities have a diverse attitude towards food consumption.

(Chakraborty, 2012)

Social Factors: Society plays a vital role in the consumer's behaviour. There are ample of social factors, namely; small groups, family, social roles and status. As these are the major contributors a company should consider these under framing their strategies for marketing. In other words, groups such as any club or membership group, which are highly influential play a major role in impacting one's decision. As various reference groups that directly influence people by comparing their beliefs and perceptions for certain aspects, especially on conspicuous goods. Also, there are family influences, which strongly provides a direction towards cultural, political, economic, self-worth and affection. Particularly in the countries where generations are residing under the same roof, it matters a lot. A decision over brand selection over a range of products is highly influenced by their family choices and ultimately affects consumer buying behaviour. In the same way friends and colleagues plays a vital role in framing the mind-set for brand selections.

There is a complete cycle to explain consumer's buying behaviour. It begins with the initiator, who initially suggests and sow an idea of purchasing certain goods or services. This is then taken by the influencer, who take it as a good buying option and helps the decider to opt for the same. Then the buyer who could be a family member of the decider makes an actual purchase, but he may or may not be the end-user. This is how it explicates the idea of societal role in buying roles. (Kotler, Wong, Saunders, & Armstrong, 2005)

Psychological Factors:

An individual often gets influenced by their psychology. This is further bifurcated into four major aspects: Beliefs, Motivation, Perception and attitudes.

Motivation: It refers to the need that is efficiently demanding towards a direction for achieving satisfaction. Popular motivational theories are framed for consumer behaviour for marketing. Abraham Maslow and Sigmund Freud have given their motivational theories. Freud considers people often suppress their urges or the real psychological forces which augments their behaviour. But these are never eliminated and are always in the back of the mind. Hence, motivational researchers gather deep information from the non-directive in-depth interview for the respondents and draw some odd conclusions about the consumer's thought process. This is

marketers seek businesses to interpret consumer behaviour. While, Maslow, opines that human needs are arranged in a hierarchy. Which differs person to person, as people consider different needs (Psychological, safety, social etc.) in different orders of importance.

Perception: An individual who is motivated is always prepared to act. But it is subjective, even if the motivations are same, their perceptions for the same may be diverse. Perception by definition means a procedure of selecting, organising, interpreting the information to create a sensible picture of the world. This is because, there are three perceptual processes; such as; selective attention, selective distortion and selective retention.

Learnings: Learning is possible after the action. Learning arises through the interaction of drives, stimuli, cues, responses and reinforcement. The empirical importance of this theory for the marketers lies in building up of the demand for a particular product, in association with a robust drive, implementing motivating cues and eventually a positive reinforcement.

Belief: With experiences and learnings people develop their attitudes and beliefs. It is nothing but the way a person thinks and based on some authentic learnings, faith and opinions; not necessarily, related to one's emotions. Businesses often look for people's beliefs while designing a [product and its image in the market. This could also be considered together with attitudes regarding their surroundings and culture. It is hard to change, so marketers should generally try to fit their brands as per the existing attitudes, and not to try for changing it. (Kotler, Wong, Saunders, & Armstrong, 2005)

Price and fast food Consumption:

Tamkeen Khan et al; in his study revealed that the despite various steps taken by the authorities in the USA, to reduce the repercussions of obesity due to increasing consumption of fast food, among the adolescents it's not much impacting. Children and young adults often utilize their pocket money on fast food consumption. They being not much concerned of ill effects of certain food items, select and order food of their choice without looking at its after-effects. Studies have proved that the third-highest expenditure is on food items and that too outside food by this specific age group. These teenagers don't bother about quality even. Hence there is a surge in food consumption typically by students. But the price rise has played a drastic change in the consumption of outside eatables. (Khan, Powell, & Wada, 2012)

Consumer's Psychology and Impact on price:

Conventionally, it was believed that the consumers are accepting prices at the 'face value' which mean they were considered as 'price takers'. But in this contemporary world, marketers are aware that consumes buy products based on various implications; namely prior experience, propagation, societal impact and even purchasing point. Thus prices are somehow determined by their perception and how much worthy the product is? Consumers may have restricted their budget or affordability for the product, based on its actual price and not by the stated prices of the marketers. In other words, a consumer decides its prices based on their psychology for the product (Kotler & Keller, Marketing Management, 2012).

Sharafat Hussain, in his research, enumerated that the levitating competition among fast-food restaurants is demanding efficient marketing tactics. Hence, developing a consumer-friendly environment is a major solution. To combat the same sensory marketing has emerged as a technique to shape an optimistic brand image and eventually client loyalty. Besides, the most prominent sensory marketing component in a fast food restaurant materialises to be an olfactory element trailed by gustative, strategic, visual and auditory component (Hussain, 2018).

Akin Kocak had carried out research to generalize the applicability of existing model by Vazquez et al. to explore the possibilities of the same in varied cultures. The findings were intriguing, it was observed that brands which are functioning across cultures have to be flexible to sufficiently reflect and adapt with the diverse consumer choices due to cultural diversity (Kucak, 2013).

Thich, et al. in his study explored the hedonic and utilitarian values associated with fast food and their direct outcome on consumer's consumption. It revealed that the hedonic value is delivered by the implementation of marketing strategies by experimenting with the food menu and its customization. However, by certain promotional activities and materials consumers, hedonic behaviour was displayed. While, by simply minimizing the menu and mentioning its calorie intake together with providing drive –inconvenience utilitarian value of consumer behaviour was offered. Ergo, with added hedonic value a rise in sales was noticed, as consumer's enjoyment and excitement in fast food consumption ...On the other side, utilitarian value tends to motivate existing customers. Hence three major attributes for the marketers were found to be excitement, performance and threshold attributes (Thichon, Quach, & Surachartkumtonkun, 2019).

Yakup Durmaz in his study interpreted that, to create a difference amongst the competitors, marketers have to understand the need of the consumers. The study also stated that the family plays an important role in consumer's purchasing behaviour (Durmaz, 2014).

Mutlu in his study inferred that both supermarkets and retail shops will be equally preferred in Germany and Turkey. However, multi-cultural consumer study revealed that the most important parameters for motivating consumers were health and supporting organic movement and sustainability. While, inflating prices and insufficient food availability were found to be the major deterrents (Mutlu, 2007).

3.3 Social and Cultural Significance in Consumer behaviour for Fast food consumption:

Culture plays the most vital role in defining an individual's wants and behaviour. Through culture, human attitude can largely be observed. With the surroundings and upbringing, a child learns a lot about the values, behaviour, desires and which ultimately helps in concluding the marketers. Many variables such as; involvement, efficiency, practicality, humanitarianism, health and fitness are somehow inculcated ubiquitously. Marketers often derive their product design and its marketability by cultural shifts. For instance, sparing healthy time by dining out with friends and family has now become a casual activity, which was previously concerned as a luxury. (Kotler, Wong, Saunders, & Armstrong, 2005)

United States of America:

Studies have proven that teenagers and adults from the states are highly inclined towards fast food consumption in comparison to healthy food. While immigrants from different parts of the world relatively prefer less of the latter. Acculturation showed that the people in the US are living a risk-prone life and the most important contributing factor for this is visiting fast-food eateries frequently. Definition of taste differs from culture to culture, US residents prefer fast food better in terms of many respects, mainly taste. The inclination of US Americans towards fast food is explained by psychological and biological factors. Or in other words social, psychological and environmental factors contributes a lot in justifying one's perception towards fast food. Certain factors are common among diverse nations while choosing a restaurant; such as taste smell and texture. Apart from the taste, Advertisement plays a pivotal role in fast food spending. Besides, people in the US are suffering from various health hazards mainly associated with their food habits (Chakraborty, 2012)

Multinational fast food outlets are working on exchanging the techniques, methods and practices globally. Fast-food outlets of major international brands are majorly working with an equitable profit. These industries are subject to face challenges in the market due to shrinking markets in maintaining high quality and consistent service. Major attributes contributing the fast food industry are namely; price, comfort with the staff, extended food menu, serving speed, health, hygiene, convenience, delivery options, working hours, seating arrangements and other novelties (Kara & Kaynak, 2015).

India:

India being a diverse country has a plethora of food options available as per the states and the region. Though Indians prefer home-cooked food conventionally, but with higher western influence Indians are now very much towards fast food consumption, especially urban citizens. Initially, it was just eating out, however, now it is exploring varied exotic food options. With the advent of liberalization, a significant number of people have taken it as a basic requirement. Apart from this, they have conveniently developed a great sense of taste for various fast food options available in the market (Mohammadbeigi & Asgarian, 2018).

Due to globalization and urbanisation, economic growth in India in the recent past is visible in both income growth as well as in culture renovation. The same is reflected in fast food consumption. People in India have included fast food as an integral part of their life. Especially, among the school going students and university students, it is very much popular. Despite knowing the ill effects of junk food, people prefer it over home-cooked food (Keshari & Mishra, 2016).

Most importantly, contribution to the fast food industry in India is due to increased disposable income, availability of varied options and increased interest in exploring diverse cuisines. There is a paradigm shift in eating out, when families were planning, now in number youngsters and school going kids are preferring eating out for fun, entertainment and get together with their peers. Majority of Indians are eating out for not only the taste but more often because of peace and convenience (Dani, 2011).

Turkey:

Turkish are very fond of food but are also concerned about the nutritional value of the same. In the initial era of civilization people over, there were raising livestock and were also reliant on fermented milk for the economic as well as consumption motives. By the time due to

globalization and the arrival of advertisement, multinational fast food companies have started flourishing in Turkey too. The fusion of western cuisines with local taste is highly preferred by the consumers in Turkey. Here the scenario is different, with the rise in income people avoid eating fast food. Marital status and age matter a lot in perceiving fast food. Apart from this, they are far more curious to try new cuisine and hence for that reason too they are inclined towards its consumption (Metin, 2015).

The Study conducted by Handan Ozdemir, et al. revealed that the most vital factor that defines fast food selection in Turkey was convenience and that too amongst youngsters. Apart from this brand reputation also plays an important role in selecting a restaurant. People prefer eating out only if it is quick of better quality, and economic and definitely with consistent taste and service level. However, this study showed a high correlation between an individual's income and fast food consumption. (Ozdemir & Ergin, 2017)

The study conducted by Marta L Axelson, et al. revealed through an experiment conducted on two groups of respondents. This model has predicted the food-related behaviour of individuals. In the study, a questionnaire was filled by the respondents and information regarding their beliefs regarding their eating habits at fast-food chain restaurants (hamburger). After two weeks they were further contacted to know whether they had visited those restaurants or not. Two factors namely; organoleptic-nutritious and economic, were observed. The major findings were that the behaviour of the group who were intended to eat at such restaurants was different from the non-intenders. The non-intenders strongly opined that they would receive a narrow selection of poor quality food and would not be healthy or tasty. Thus, to differentiate between the predictions of intenders and non-intenders this behaviour is quite useful. (Marta L Axelson, 1983)

3.4 Popular International Fast food Chains:

In this era of globalization, various multinational food outlets have set up their franchises world over. The study has majorly taken four fast-food chains namely; Mc Donald, dominos, Pizza Hut and KFC. All these eateries have some common but some different aspects in terms of their product mix and marketing strategy. Brand wise details of the same are mentioned below (Chib, 2012):

MC Donald's:

Patrick MC Donald initially opened a restaurant named "The Airdrome restaurant", which was popular because of its very economical price range. Later, in the year 1940, his sons Maurice and Richard popularly called as Mac and Dick transformed it to a new brand called McDonald. From the beginning of it, they maintained the food quality and also the service provided. Initially, they offered a range of food items, but they realised that the most preferred was the hamburgers. Hence, eventually, they turned up into a minimal menu consisting of hamburgers, cheeseburgers, French fries, shakes, soft drinks, apple pies, and some more.

Just from the commencement, they were concerned about the appearance of the food. Apart from that advertising is the major focus area when it comes to purchasing the product. Hence, to boost the sales they used various lucrative slogans to attract customers. Undeniably MC Donald's advertisements are one of the best to date. The then President Fred L Turner implemented all such strategies to apprehend the market and experimented with all possibilities to expand and outshine the fast-food market globally. Despite incurring losses in the year 2002, with all its innovative efforts especially concerning promotional strategies, MC Donald had easily come out of the losses.

Besides, innovation and modifications to the existing products helped the company to cope up with the levitating competition in the world arena. Likewise, to concord with the Indian taste and preferences, it has offered both vegetarian and non-vegetarian food range accordingly. Further, to complement the eatables company also offers beverages, such as Coke, S & D Coffee, Hot and iced tea, beer and milkshakes. MC Donald's in Europe are offering a range of Beer too to the demanding customers. Moreover, in the counties like New Zealand, Australia and India; milkshakes, chocolate milk etc. are also offered. Especially for the children, they provide happy meals (which has toys) too (Chib, 2012).

Marketing strategies

MC Donald's rapid growth is amplified due to its innovative marketing strategies. Looking at the cultural aspects MC Donald focuses on the kind of product to be offered and that too accompanied by its market positioning strategies globally. Inclusion of new and exotic flavours and incorporating taste experiments it now has a plethora of menu options. Furthermore, combo meals like happy meals are cherry on the cake, whereas per the consumer needs food is served. But effective marketing through plentiful advertisements is supplemented to the other

strategies. Thus the major focus to hammer the brand into customer's choices via efficient utilization of available media options together with other means like billboards, promotional schemes, newspaper, radio etc. is ultimately the pillar behind its world position as a fast-food chain. Apart from all these the vast price range of its products are not only available for the affluent but the mass (Chib, 2012).

Domino's Pizza:

The second preferred pizza brand world over is Domino's Pizza. It is ubiquitous with 55 branches in the entire globe. Two brothers in 1960 established the brand by borrowing funds, but soon flourished in the entire USA. The company is rigid in terms of its working pattern and following the same for years. It has a modest and streamlined menu and its pizza is served in three sizes, accompanied by only one type of beverage that is coke. Further, the successful mix of all ingredients complemented with a range of spices enhances its taste. Domino's has well-managed distribution channels and the product mix, which makes it everyone's favourite and hence leading the competition ahead of many other brands.

At the inception, in 1960, Tom Monaghan and James Monaghan purchased a small pizza shop in Ypsilanti, Michigan, USA, but very soon James sold his share to the brother in the exchange on a used Volkswagen Beetle. Eventually, Monaghan got the sole ownership of the store and gave the brand name as Domino's Pizza Inc. Further, he thought of expansion by franchising it, which was finalised in 1967 with the very first franchisee at Ypsilanti. The three dots in the logo represent the initial three franchises of the brand. Then, in the year 1983, it got global and spread to Canada and soon had the thousandth outlet of the Domino and the rest is history. By the year 2007, it started online services through the internet, which includes online application of the same. This was considered as one of the effective tools to manage the business efficiently by the staff.

Incorporation of the varied menu by inculcating a diverse range of toppings and a combination of herbs and spices together with a consistent service has played a pivotal role in the success of the chain. Its products are tailored to the individual needs and that too at affordable prices, which helped it to cope up with the rising competition.

The major marketing strategy implemented is to cover the maximum area, even remote locations are served through home delivery. For doing so the company has propagated a message via media that if the food is delivered after thirty minutes, the product will be delivered free. Apart from this, the packaging is also concerned equally. It has set up a belt-driven pizza

oven and corrugated delivery boxes made up of cardboard to keep the pizza hot and fresh. They also devised a new gadget called “Heat Wave” which is a handy electric bag, which works on lithium batteries. Hence, to retain the taste and heat various efforts are taken by Domino (Chib, 2012).

Pizza Hut:

Like the previous two brands it was also pioneered by two brothers “Dan Carney and Frank Carney in 1958, with a start-up fund of \$600 in Wichita, Kansas, USA. Pizza hut also thought of expanding the business by franchising. Like Dominos, it also started its first international franchise in Canada. Thereafter, in the year 1970, it started expanding its business in parts of Europe, Australia and China simultaneously. Apparently, in 1971 it became the number one pizza chain in the globe. To continue with the same status company has channelized great efforts and inculcated various strategies together with a high amount of resource allocation.

To get this successful company has gone through various phases of ups and downs. In the year 1984, company president Steven Refinement has implemented various efficient strategies to expand the business, so finally, in 1986, it inaugurated its five thousandth branch in Dallas, Texas. Simultaneously, in the same year company has started its home delivery system and have started covering the remote locations. With the passing years, it has extended its menu with both vegetarian and non-vegetarian delicacies globally.

Company has taken product mix seriously to allure the customers and ultimately to cover the market. With frequent experiments, the company has invented many new products and also eliminating some less popular existing products.

Company has taken Advertisement as the major tool to expand their empire. Experimenting with intriguing adverts with the right delivery of information was the strategy. Numerous impactful ads were run both domestically and globally to lure the customers and provide them with promotional benefits. Selection of slogan for the campaign was also considered as one of the major concern, hence the company keeps on changing the message in the slogan accordingly. To combat the delivery time issue Pizza hut also came up with the idea of personal pizza that would be delivered steaming hot just within five minutes. Further to compliment the same with beverages it offers PepsiCo products (Chib, 2012).

3.5 Possible Threat to Consumer Behaviour in the Fast Food Industry:

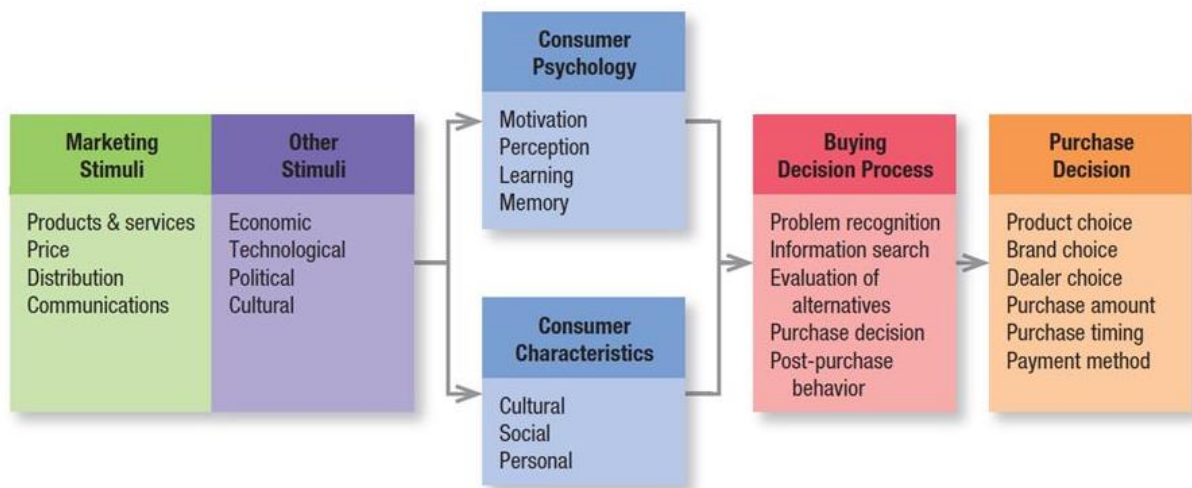
It undeniable that the restaurant industry has a plethora of uncertainties and variables these days. No matter it's a new business or an established one, there are possible threats to be taken care of for smooth business functioning. As the restaurant business runs at the razor-thin margin, a slight variation in consumer's footfalls may affect the business. Following are the most prominent five threats: (RPA, 2017)

1. **Similar Restaurant Competition:** If the restaurants in the vicinity are serving a similar menu, it is hard to survive. This is something which is to be compromised on the business part. But keeping existing clients intact by better service and quality will always be a clue to secure the business for the long run.
2. **Low Minimum Wage:** Restaurant owners and their staff often argue on minimum wages. As the workers believe that the wages they are earning are not the worth they are working. Hence this could be a threat, especially in a service industry like a restaurant. As people value your work and not just the place and the brand. Treating workers well will be the right solution to it.
3. **Food Prices on the Rise:** Price uncertainty is one more challenge for a restaurant business. Due to various external factors like economic, political and natural calamities, food prices are varying, hence consumer often switches to another brand.
4. **Economic Factors:** AS the restaurant business is highly relying on consumer's disposable income, a boom in the economy be a probable risk to the business. AS this particular segment of trade is considered as a luxury.
5. **Healthier Choices for Customers:** With the impact of education and media, consumers are now aware of their health hazards due to outside food. So they may look for healthier food and explore those options soon. So including some healthy options to the menu could be a solution for the same.

3.6 Consumer Behaviour Model

With the expansion of businesses and markets thereby, it becomes difficult to have direct contact between buyers and sellers. Marketers are hence spending plenty of money to study consumers and on knowing more about consumer behaviour. Major questions which arise are who is buying? How do they buy? When and where do they buy? But the central question for the marketers is to understand how consumers will respond to various marketing stimuli used by the companies? To do the same marketers have heavily researched on the associations between marketing stimuli and consumer reaction. Marketing stimuli is majorly defined by four Ps of marketing. (Kotler, Wong, Saunders, & Armstrong, 2005)

Figure 2 Consumer Behaviour Model

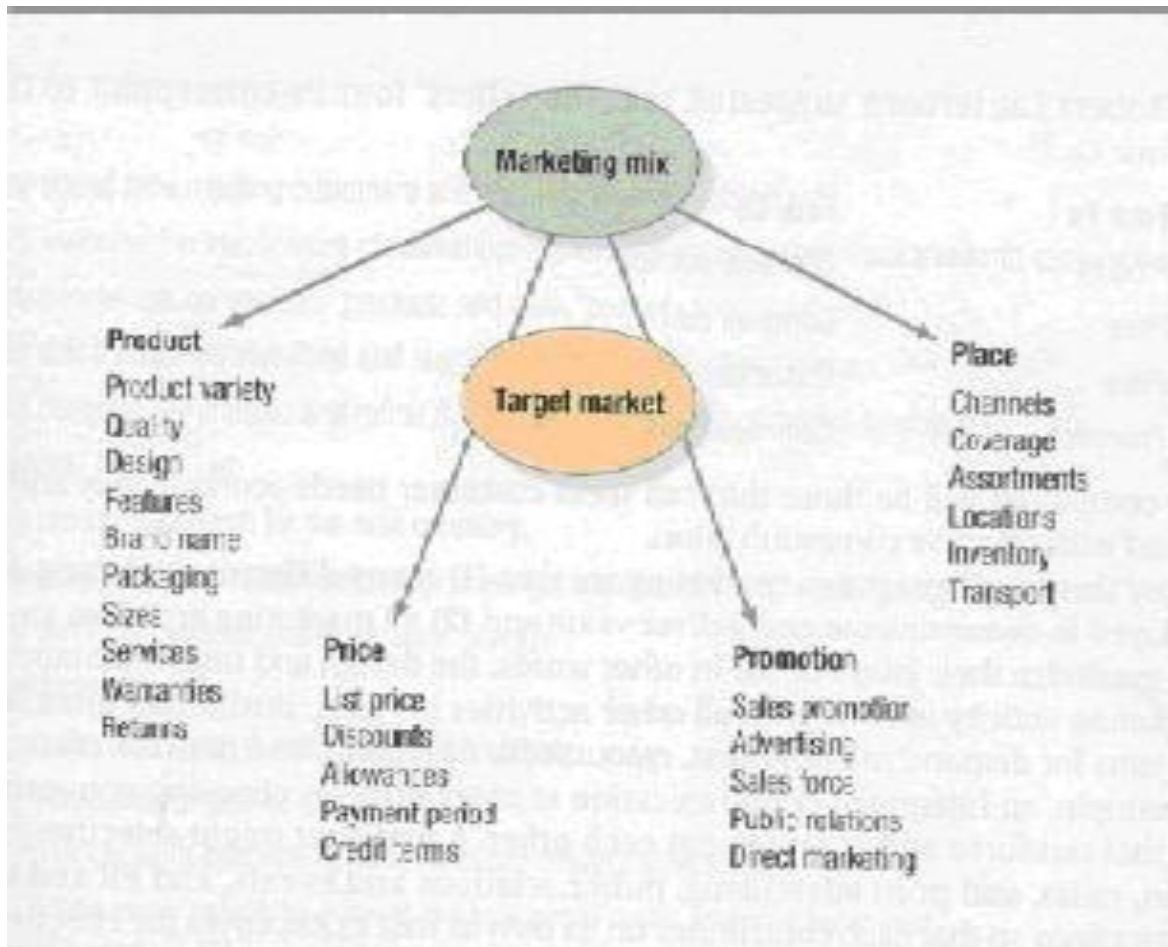


Source: (Kotler & Keller, Marketing Management, 2012)

3.6.1 Marketing Mix:

It is a combination of controllable and strategic marketing tools implemented by the firms to get the desired outcomes in the target business. The four major groups of variables in the marketing mix are price, product, place and promotion. These rudiments impact each other's performance and are vital for any business plan to be successful. (Kotler, Wong, Saunders, & Armstrong, 2005).

Figure 3 Marketing-Mix



(Kotler & Keller, Marketing Management, 2012)

I. Product

The business gives the ideal item range, qualities, colours, styles, evaluating, particulars, offices, upkeep courses of action, guarantee and merchandise exchange on its items and administrations.

- A product (administration) is something which can be offered to a customer that fulfils a longing or requirement for interest, buy, need or desire.

- An item class incorporates an assortment of products firmly connected by their indistinguishable activity, offering to similar purchaser sections, advancement or selling from similar sort of wholesalers, or falls inside such value focuses. The key product offering assurance incorporates the length of the product offering (number of various items in the product offering): broadness (number of item runs), length (a number for every product offering), scope (number of varieties for every item sold in the line) and quality (a number for the items an association conveys).
- An administration is any activity or favourable position which one gathering is eager to give to an outsider that is characteristically theoretical and doesn't add to proprietorship.
- As part of a general bundle, the "great" includes bundling. Brand advertisers use bundling as a logo to improve the distinction of the item. Here's one model: McDonald's wiped out and refreshed its bundling plan in 118 nations in 56 dialects in fall 2008. Bundling can help desires for item consistency.
- The point of a decent or administration is likewise to find the genuine significance, need, differentiation, cause or impact of the item to the client and client.
- When looking at a help's productivity, clients will contrast it with their inclinations and information with different administrations.

II. Price

A client is set up to go through the cash to get the ware. Estimating contains discount or retail or special rates, limits and arrangements for trade, volumes of limits, advance terms, spans for buy and instalment and credit conditions. The dynamic of estimating frequently incorporates the difference in valuing regarding the business atmosphere, monetary conditions, and customer viewpoint.

- "Pricing" mirrors the amount of the market rates for the upsides of the great or administration, if utilized.
- Disappointing and deceiving evaluating procedures will make imminent clients and speculators imagine that they will get more worth and a more exorbitant cost than they do.
- Evaluate the utility, quality, monetary, money related, and social advantages that customers acquire as a trade-off for the rates they pay for a retail item. The worth, in

ostensible words, is the worth that they pay for mechanical, budgetary and social advantages.

- Retail value implies in a real sense the value that a client purchases items from the shopkeeper. This is the buying value you spend when you request an item from a general store firm. Retail buys are implied not for exchanging items or administrations gave however to singular use.
- In correlation with the cost paid, the "advantage" which the purchaser sees must be more noteworthy than options to purchase a picked decent.
- Create, speak to and audit: consumption target rate; estimating as a "limited time" include, entrance valuing; value adjustment; a piece of the pie target; execution or evasion of serious conduct. Clients ought to likewise consider non-money related factors, for example, time, responsibility, comfort or mental expenses, notwithstanding the "financial" cost.
- Make sure crude materials, work and other cost factors are precisely estimated.

III. Promotion

The part of correspondence includes organizing rehearses for people and non-people. Exercises which pass on the benefits of the whole item, including:

- Do we advance this? What are we to advance? How are we going to energize? What do we sell regarding financial and rebate? Which advancement would we say we are relied upon to offer? What are the attributes? How regularly?
- Look at the intelligence of the arrangement and aim, particularly with and inside the different targets/components/segments.
- Distribution and deals staff.
- Mass deals: web, web, TV, radio, distribution, out-of-home (OOH).
- Promotion of deals — promoting hardware is either an instrument for accelerating the organization's standing or deals; or added prize for procurement, an advantage for the customer. This covers special advancements, market rewards, refunds, money back remunerations, term plans, and limits, buying assignment, demos, deals/exchange rivalries, vouchers, charges, connections, p-o-p, displays, sweepstakes, allotments and expos.

- Collateral — Booklets, inventories, leaflets, shows, limited-time packs and promoting and charge accounts.
- Digital – promotion on-line, computerized mail, phone, network the board, inventories, selling, and direct-reaction commercials. (DRC), and direct-reaction ads.
- Interactive/Portable, Advanced Systems administration, Web-based Media – Intelligent/Online is a medium used to send deals substance to draw buyers over the Web and the Internet. Web-based Media is an open vehicle for delivering and circulating substance made by people and networks. Online media, including Facebook, YouTube, LinkedIn, Twitter as others, are largely accessible.
- Events and Encounters — Occasions, deals as well as face-to-face collaborations furnish clients with an occasion to view, experience and draw in with the item or administration, as a rule before buy.
- News gatherings, promotions, media relations. Making sure about article space, as opposed to charging on paper, advanced or online media space. Advance or "promotion" an item, administration, idea, area, individual or association. PR includes a scope of administrations pointed toward improving or keeping up a picture/notoriety of a business or individual products.

IV. Place

The business sells the merchandise utilizing promoting and business stages, exercises, appropriation, sizes, places, stock, transport qualities and reciprocals. Sell the best item in the perfect area at the perfect time, at the right cost, with the correct Accomplices. Consider, construct and dissect the causes, needs, objectives, procedures and techniques for shop and non-market, internet business.

- Developing and executing measures in a powerful and dependable creation measure, objectives, plans and techniques.
- Distribution organizations.
- Considerations of and around an effective organization and unions around conveyance.
- Partners in the channel. Recognize and portray the positions played by wholesaler partners and partners inside the incorporated arrangement for the merchant.
- Geographical plans create.
- Creation and update of accomplices' monetary plans, perishability, activity, Innovation the executives and usage.

- Creation and investigation and repayment of merchants and agents offices and market issues.
- A standard supply chain can comprise of four ties inside the chain: maker, manufacturing plant/fabricator, seller/ distributor/ customer retailer and end clients.
- Look for ease since the conveyance is simpler and bigger.
- Build better key accomplices in the source, maker, vendor, distributor, specialist, speculator, retailer and different styles and qualities. make better key accomplices.
- Range of vendor, dealer and merchants and likely selectiveness for the examination.
- Is it fitting for every area, locale wholesaler and additionally nation to change, adjust, advance, cost including circulation costs?
- Establish rebate techniques; retail shop and non-store.
- Developing and accessing programs, arranging, systems, and practices for a web-based business.
- Large, selective, open to the public conveyance channel model.
- Developing connections and organizations universally, broadly, territorially, and locally.

Attributable to the scale, profundity, and assets of advertising, these four Ps are essentially not the entire story any more — as exemplified by far-reaching showcasing. At the point when we update them to outline the whole meaning of promoting, we think of a more comprehensive assortment that joins the new showcasing factors: individuals, strategies, projects, and execution. (Kotler & Keller, Marketing Management, 2012)

The possibility that labourers are essential to showcasing accomplishment to some extent reflects inward promoting. Advertising would be as effective as the association's workers. It additionally shows that publicists must consider clients to be people, not just as customers who use products and ventures, to all the more comprehensively comprehend their lives.

Cycles epitomize both resourcefulness, technique and promoting procedure frameworks. Business specialists must oppose impromptu readiness to dynamic to guaranteeing that front line mechanical systems and developments have a worthy impact in all that they do, including setting up commonly great long haul organizations and hypothetical viewpoints into products, administrations, and business advancements. The administrations speak to all showcasing practices of the association. It contains the old 4 Ps and various other advertising rehearses that don't function admirably with the old showcasing setting. Both on the web or disconnected,

regular, or non-conventional, such activities ought to be fused so that they are bigger than their complete segments and meet numerous objectives for the association (Kotler & Keller, Marketing Management, 2012)

In comprehensive showcasing, we recognize accomplishment to include the range of potential results measurements which have monetary and non-budgetary impacts (benefit just as brand worth and customer faithfulness) and repercussions past the business itself (social, legitimate, moral, and ecological). At last, these four Ps are fruitful with any control in the association and supervisors are in better collaboration with the remainder of the business by speculation thusly.

These four Ps of advertising are applicable even in today's scenario. As per an ongoing exploration done by Zineldin and Philipson (2007), the worldview change is a long way from common in the whole of Scandinavia, as the customary 4P idea of "Kotler's Marketing Mix" is as yet predominant, in a specific way the idea of organization is utilized. Quickly, there is positively no sign of a basic change in relations. The objective in association promoting, however, is to comprehend and react to progressive movements in the business atmosphere.

3.6.2 Updated 4 Ps of Marketing Mix:

Your showcasing procedure must change to fulfil the purchaser requests as serious patterns influence client interest and inclination. (Cohen, 2019)

Thus, the procedure designer has added a further 4Ps to the 4Ps of the Promoting Blend to a sum of 8Ps.

V. People

Concerning promoting, everybody is engaged with your organization. What's more, the way where your clients, the general population (counting purchasers), influencers and others see your business affects the sum and amount of advertisements used to urge individuals to purchase from your business.

- People work with dependable people.
- Even still, individuals incline toward your staff over your President.
- Your client is ravenous for redone encounters.
- However, don't assemble steady interface, convey tedious data or rehash material, or be tired of how you deal with your information.

Figure 4 Updated Marketing - Mix



Source: (Cohen, 2019)

VI. Principle

Due to their helpless confidence, buyers and labourers seek enterprises and their delegates for change. Companies have a lot to represent, as opposed to profit. To flourish and prevail in this revolt, organizations should be more personal. Thus, a standard of any organization should be something other than bringing in cash.

VII. Process

Zero in on the utilization of advances to upgrade the shopper experience by adding frameworks to the promoting blend. It guarantees that brand crusades are dispersed when, where and how the client needs them.

A quick smoothed out cycle will anticipate your possibilities and clients. They don't stress over inside workers and foundation issues in the association.

VIII. Performance

Showcasing achievement requires discernible results that meet money related and key objectives of the gathering. Special specialists should likewise change over their mission discoveries into language bookkeeping and monetary staff can get it. Advertisers are encountering developing interest for brand return on ventures, with developing effort financial plans and perceptible stages.

You upgrade the impact of every part of the showcasing plan by utilizing the 4 Ps of the promoting blend and now 8 Ps. By helping your crowd, especially prospects and buyers, discover an answer that gives them esteem. The 4Ps showcasing approach and the Advertising Blend keep on being strong. The procedures that depend on promoting, cell phones and client inclinations have moved as examined before in this segment about current advertising with the assistance of man-made reasoning (Cohen, 2019) (Kotler & Keller, Marketing Management, 2012).

Practical part:

4. Data Analysis and Interpretation

This chapter includes the data and its analysis based on the marketing research conducted for the study. The researcher has taken three countries from diverse continents to cover the major regions and cultural diversity. This portion comprises of demographic as well as objective-based data analysis. The data collected here is primary data gathered from 50 respondents each from the said countries.

Figure 5 Research Plan for the current study

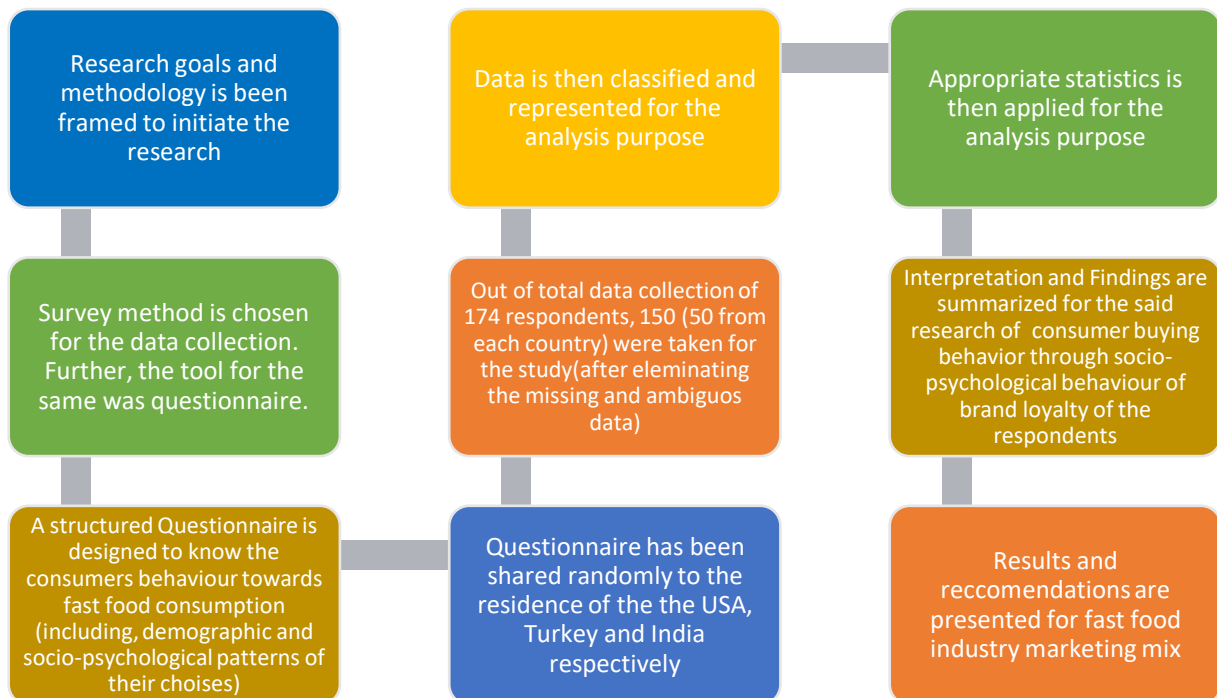


Chart made by the researcher

To comprehend the consumer behaviour towards fast food consumption in various cultural set-ups primary data is gathered from the USA, India and Turkey respectively. To collect the responses a structured questionnaire is developed and framed with a range of demographic and analytical questions. This survey tool is randomly shared with friends and colleagues through various social media platforms. In total there were 174 respondents with the majority of

responses from Turkey, as it's a neighbouring country. However, to avoid missing and ambiguous data 50 respondents were taken from each of the selected regions. To meet up the set objectives, a range of parameters were considered namely under two broad fragments:

Demographic Parameters:

1. Country of Origin
2. Gender
3. Age
4. Education
5. Occupation
6. Income
7. Accommodation

Other Research Questions:

1. Consumer choice and preferences
2. Price and affordability
3. Socio-psychological impact on buying
4. Behaviour towards brand loyalty and change in brand
5. And many more
- 6.

Total number of responses per country

Table 1-Total Responses Collected per Country

Country	India	Turkey	USA	Total
India	50	–	–	50
Turkey	–	50	–	50
USA	–	–	50	50
Total	50	50	50	150

Source: Primary data, table Prepared by the researcher

The table above reveals the primary data gathered from an online survey. As the study considered three different countries, the data was categorised by countries with a sample size of 50 respondents from each country respectively. Hence, the total sample taken under study is 150. The data is collected randomly from the selected regions.

4.1 Demographic Classification:

This fragment includes that data analysis and interpretation of the demographical factors of the collected respondents. The variables considered were: age, gender, education, occupation, and income and accommodation type of contributors.

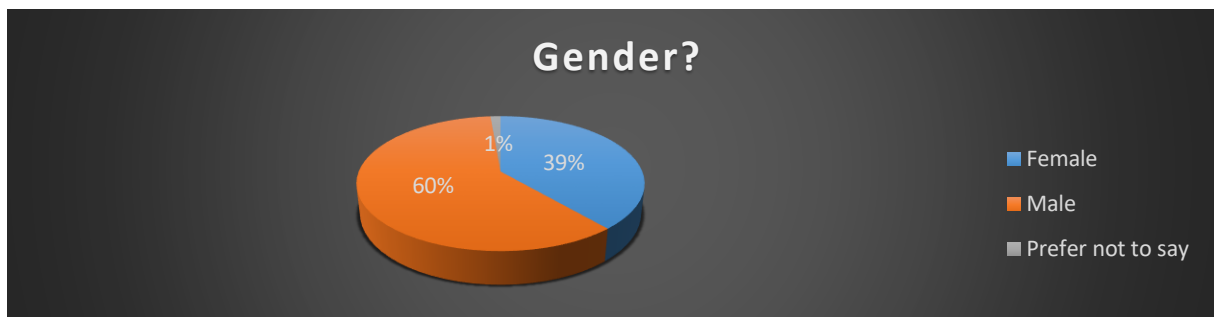
Gender Based Classification:

Table 2 Gender-based Classification:

Gender	Count
Female	58
Male	90
Prefer not to say	2
Grand Total	150

Source: Primary data, table Prepared by the researcher

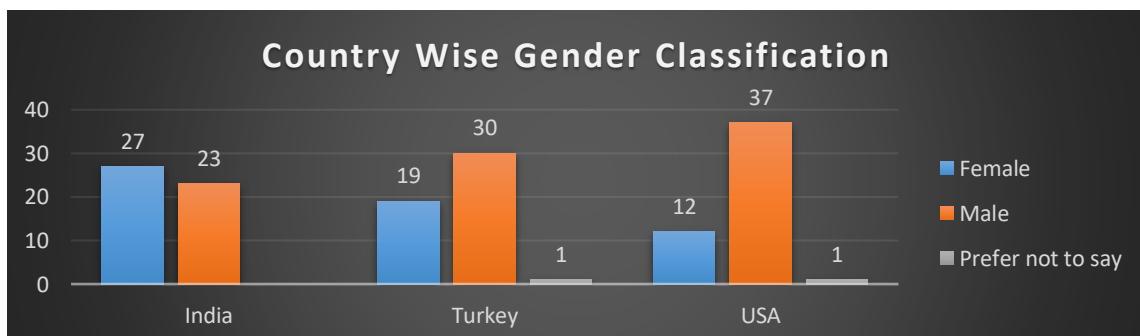
Figure 6 Gender-based Classification:



Source: Primary data, Chart Prepared by the researcher

The above data table presented the gender-wise classification of the respondents. It has been observed that the respondents consist more of males which is nearly 60% (90) of the total responses. However, Females were only 39% (58). Meagre two respondents (1%) were transgender.

Figure 7 Country-wise Gender Classification



Source: Primary data, Chart Prepared by the researcher

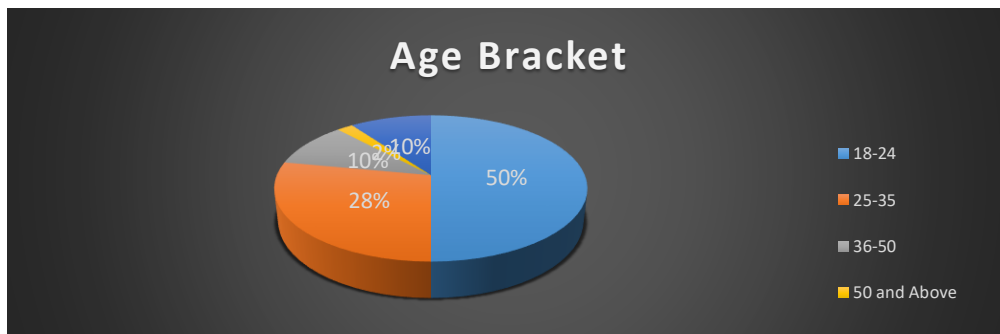
Overall, there are 150 respondents, out of which 37 males were from the USA only, followed by Turkey (30) and then the least from India (23). When it comes to females, India was leading with 27 females, followed by 19 in Turkey and only 12 from the USA.

Age-Based Classification

Table 3 Age-Based Classification

Age Bracket	Count
18-24	75
25-35	42
36-50	15
50 and Above	3
12-17	15
Grand Total	150

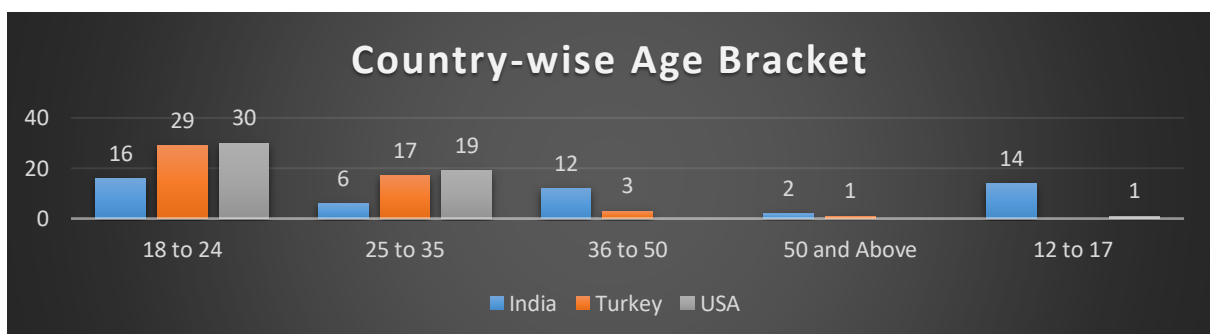
Figure 8 Age-Based Classification



Source: Primary data, Table and Chart Prepared by the researcher

Above table depicts that majority (50%) of the respondents out of the entire collected data were from the age bracket 18-24. It could be observed that 28% of respondents were under 25-34 year group. Followed by only 10% each of the respondents from 35-50 and 50 and above age brackets. However, above that age, people don't prefer eating out.

Figure 9 Country-Wise Age Classification



Source: Primary data, Chart Prepared by the researcher

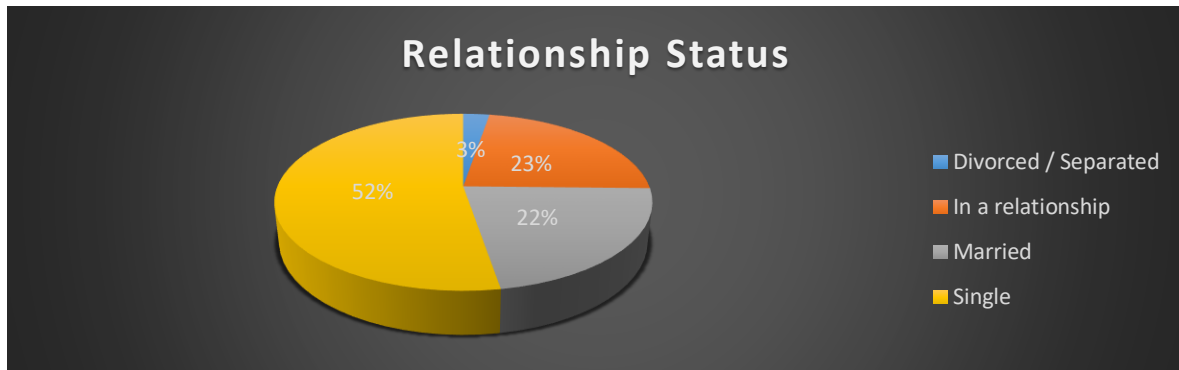
The above data revealed that the USA with 30 respondents is leading followed by 29 in Turkey and 16 from India, under the age group 18-24 years. While, in the age bracket 25-35, again the USA is topping the chart by 19, followed by 17 in Turkey and mere 6 in India respectively. Age group 36-50 only covers India with 12 and Turkey only 3 respondents. Hitherto, only 2 from India and 1 from Turkey comes under the age bracket of 50 and above. However, from the collected data respondents from India were preferring outside food during the age of 12-17 the most with 14 respondents with only one from the USA.

Relationship-Status Classification:

Table 4 Relationship-Status Classification

Relationship status	Count
Divorced / Separated	4
In a relationship	34
Married	33
Single	79
Grand Total	150

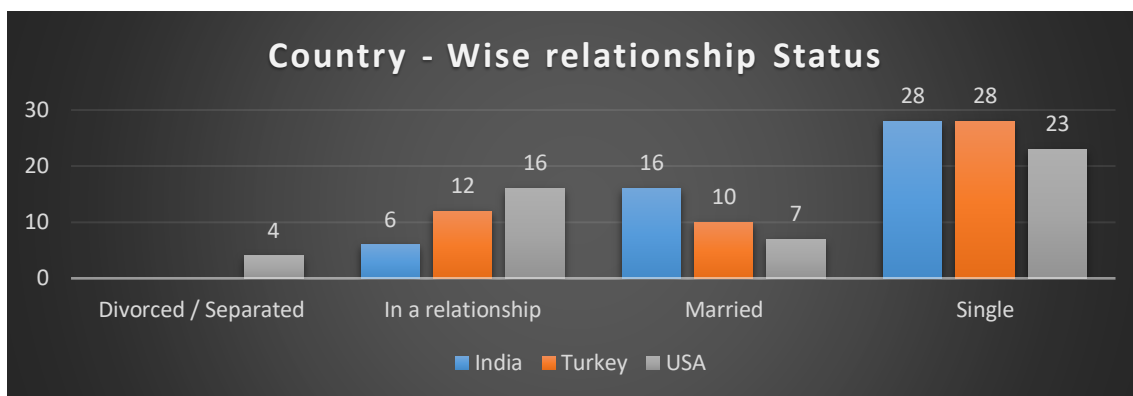
Figure 10 Relationship-Status Classification



Source: Primary data, Table and Chart Prepared by the researcher

The table above depicts the data about the relationship status of the respondents. It reveals that 52% (79) were single, while, 23% were married and 22 are in a relationship. However, only 3% of them were divorced or separated.

Figure 11 Country Wise Relationship Status



Source: Primary data, Chart Prepared by the researcher

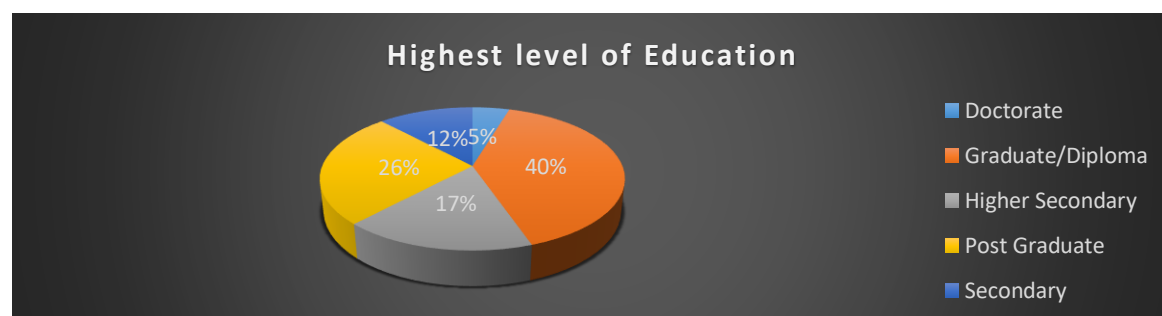
While, the data observed country-wise revealed that irrespective of the country (USA-23, Turkey,28 and India-28) majority of the respondents were found to be single, followed by married and people in a relationship. However, India is showing a noticeable number of married (16) and only 6 people in a relationship status. While Turkey and the US show the reverse trend with married 10 and 7 in Turkey and the US respectively. Whereas, in a relationship 12 and 16 in Turkey and the states correspondingly.

Classification based on Education of the Respondents:

Table 5 Highest -Level of Education

the highest level of education	Count
Doctorate	7
Graduate/Diploma	60
Higher Secondary	26
Post Graduate	39
Secondary	18
Grand Total	150

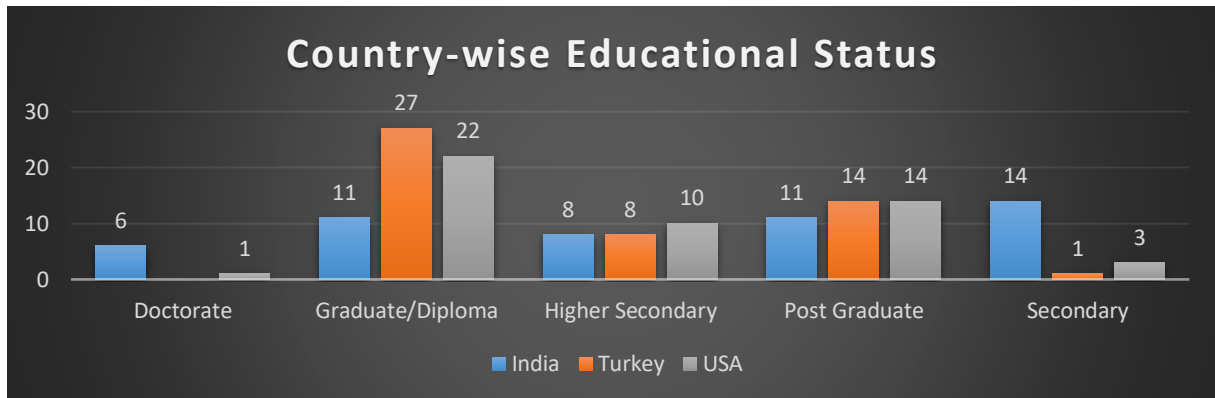
Figure 12 Highest Level of Education



Source: Primary data, Table and Chart Prepared by the researcher

The table illustrates the highest level of education in the collected sample. It was observed that the Graduates were leading the chart, with 40% of the total. However, Postgraduates and higher secondary with 26% and 17% respectively also contributed to the research. A small proportion of 12% and 5% of Doctorates and Secondary pass respondents correspondingly have shared their preferences. Further, the same trend is visible country-wise too.

Figure 13 Country -Wise Educational Status



Source: Primary data, Chart Prepared by the researcher

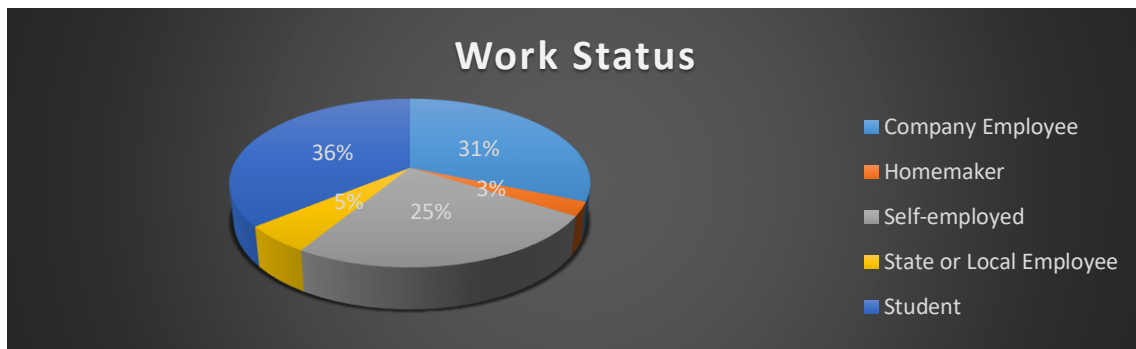
The chart depicts the data about country-wise educational status. As graduates are highlighted throughout, with 27 in Turkey, 22 in the States and 11 in India. While postgraduates were in the second position with the US and Turkey each having 14 responses and 11 from India. When it comes to higher secondary passed only 10 from the USA and 8 each from the other two countries. India is an exception with 14 secondary pass respondents and 6 doctorates. Whereas, only 1 from Turkey and 3 from the US were found to be a second pass. However, only 1 from the US is a PhD.

Classification based on Work Status:

Table 6 Work Status

work status	Count
Company Employee	47
Homemaker	4
Self-employed	37
State or Local Employee	8
Student	54
Grand Total	150

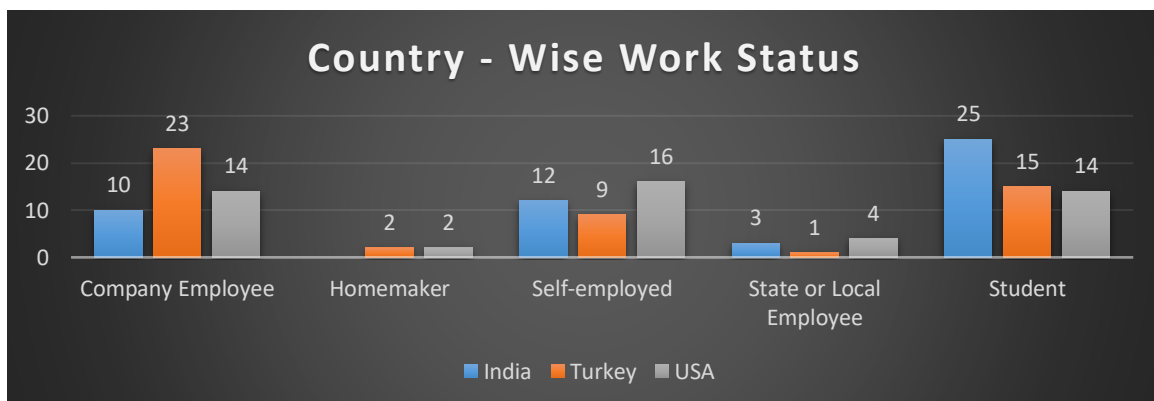
Figure 14 Work Status



Source: Primary data, Table and Chart Prepared by the researcher

The presented table and chart reveals the classification of the work status of the respondents. It was found that the data is highly skewed towards students and company employees, with 36% and 31% each. Moreover, the state and local employees were also highlighted by 25% of the entire sample. However, only 3% of homemakers were observed.

Figure 15 Country-Wise Work Status



Source: Primary data, Chart Prepared by the researcher

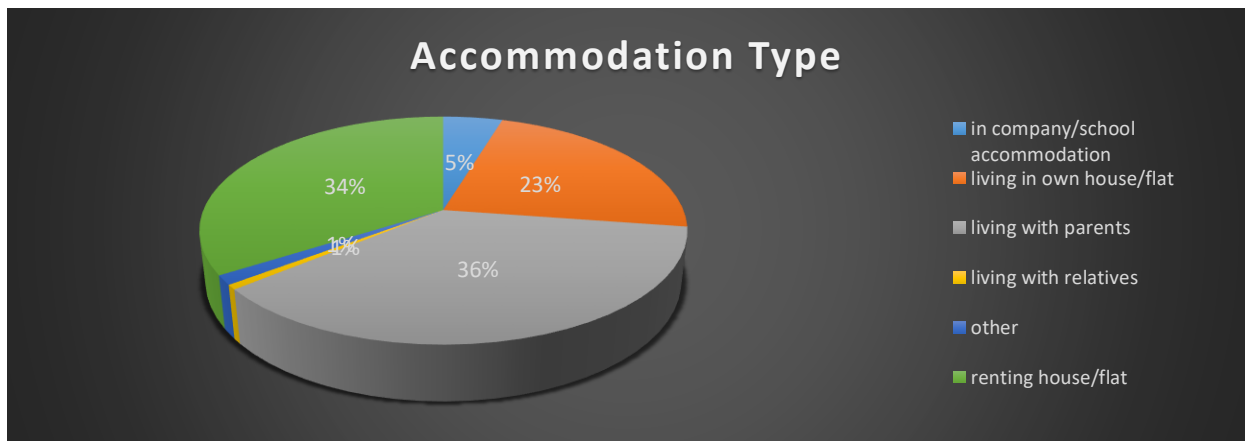
If the same is compared country-wise, Indian students (25) are highly inclined towards fast food consumption followed by 15 from US and 14 from Turkey. Furthermore, Turkey is leading in company employees (23), with 14 from Americans and 10 Indians in the same group. The USA's self-employed respondents (16) were highly observable in comparison to US (16) and Turkish (12).

Classification Based on Accommodation Type:

Table 7 Type of Accommodation

Accommodation Type	Count
in company/school accommodation	7
living in your own house/flat	34
living with parents	55
living with relatives	1
other	2
renting house/flat	51
Grand Total	150

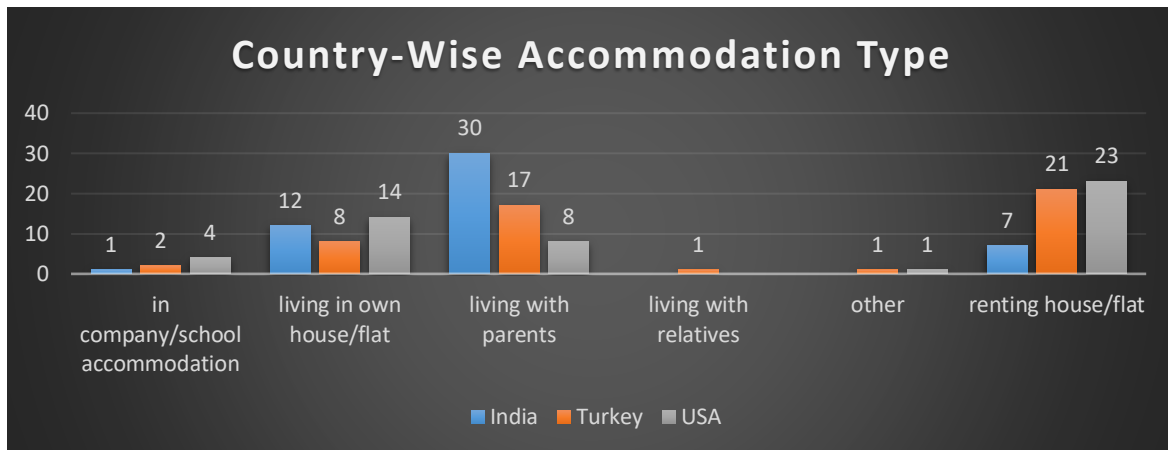
Figure 16 Type of Accommodation



Source: Primary data, Table and Chart Prepared by the researcher

The data revealed above shows the type of accommodation where respondents are residing. It was depicted that the major proportion of the responses were from people living either with their parents (36%) or in rented apartments (34%). While 23% of them own their houses. However, a minority of them were residing in provided accommodation either from their school/company or their relatives. Also, 2 of them opted for another option.

Figure 17 Country -Wise Accommodation Type

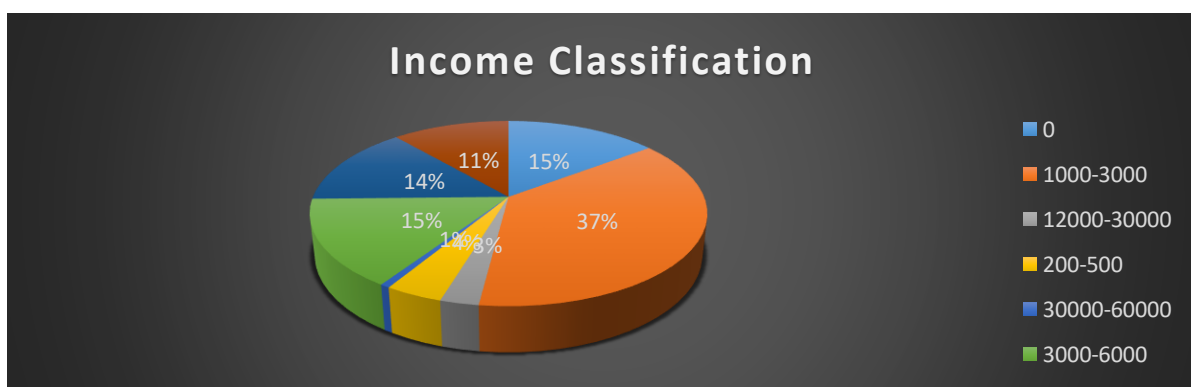


Source: Primary data, Chart Prepared by the researcher

Country-wise classification of the type of accommodation respondents are living, shows that the major portion of samples from India was living with their parents(30), followed by their own houses(12). However, Americans were mostly residing in rented apartments (23) and their own house (14). Similarly, Turkey, also showed the same trend with the majority (21) living in rented houses, followed by living with the parents (17). Only 8 people from Turkey were residing in their own houses. Indians show only 7 from renting a house. Rest all were only showing minimal numbers.

Income Classification of the Respondents:

Figure 18 Income Classification

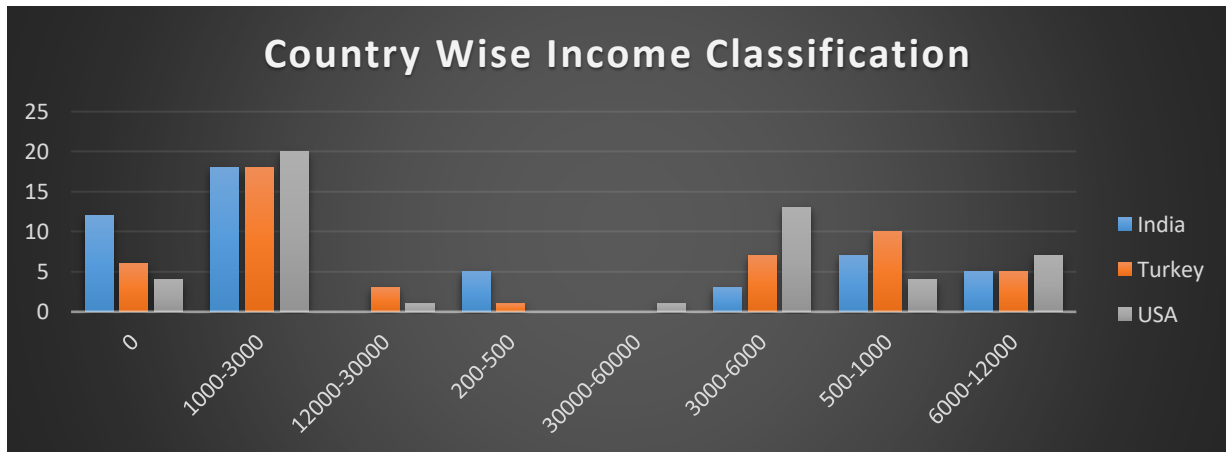


Source: Primary data, Chart Prepared by the researcher

The above data representation reveals the Income classification of the respondents. The collected responses were further converted into USD, as the questionnaire was designed as per

the convenience of the respondents according to their local currencies. It revealed that 37% of the total sample is earning between 1000-3000 USD, while income brackets; 3000-6000, 30000-60000, 6000-12000 were found to be nearly the same with 15%, 14% and 11% respectively. Students with zero income contribute s 1% of the total responses. And a very few with other income groups.

Figure 19 Country-Wise Income Classification



Source: Primary data, Chart Prepared by the researcher

The chart illustrates that the respondents from all the three selected countries were mostly found under 1000-3000 income bracket. However, in the income groups, 3000-6000, 6000-12000 and 30000-60000, USA was leading. Considering Turkish, income brackets; 500-1000, 3000-6000, 6000-12000 and 12000-30000 were leading in descending order. While, respondents with zero income were mainly highlighted from India, followed by Turkey and the USA respectively.

Interpretation: The demographic data illustrates that the majority of the respondents were males, from the USA and Turkey, but India shows an exception with females leading. It was also inferred that the young generation in total is more inclined towards fast-food consumption, here also India showed a variation, with many teenagers opting for fast food. However, the education-wise majority is having baccalaureate in all three countries unanimously. It was found that most students and working professional, both company employee and self-employed are consuming outside food. As most people from India were from secondary students so were observed to be residing with their parents. While Turkey and USA were showing more from rented accommodation. Income wise, mainly middle income group is more opting for fast food in comparison to low and high-income people.

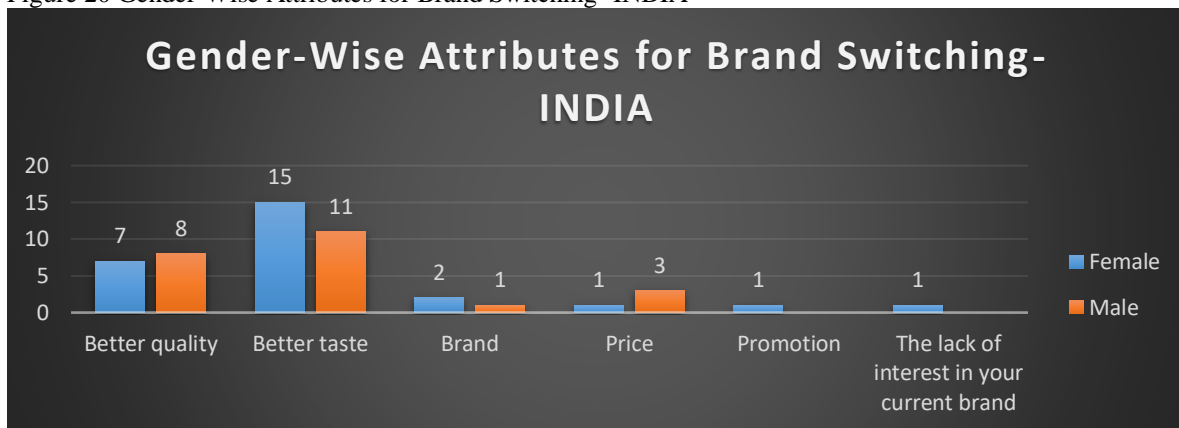
4.2 Objective wise Data Analysis and Interpretation:

4.2.1 Objective-1

To check the pattern of brand switching reasons with demographic factors like gender, age and relationship status.

Gender-Wise Brand Switching reasons

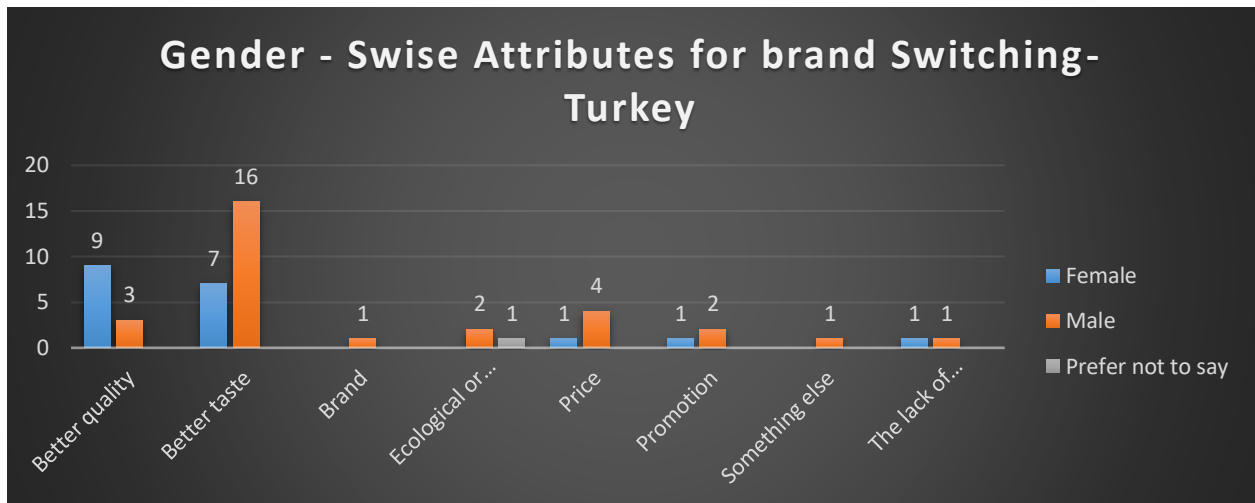
Figure 20 Gender-Wise Attributes for Brand Switching- INDIA



Source: Primary data, Chart Prepared by the researcher

The information above reveals the Gender-wise brand switching pattern in India. It was found that the most preferred reason for switching was 'Better Taste' with 11 males and 15 females. Whereas, the second reason was 'Better Quality' where both the genders (Male-8 and Female-7) have almost the same responses. Then the third preferred option was observed to be price with 3 male responses and only 1 female. However, other reasons were rarely picked.

Figure 21 Gender - Swise Attributes for brand Switching-Turkey



Source: Primary data, Chart Prepared by the researcher

The info gram illustrates the brand switching reasons for Indians. It reckons the similar preferences ‘Better taste on priority followed by ‘Better Quality’ however, gender-wise it is showing a contradiction, 16 males and only 7 males were opting for the option. While, in Better quality, more females (9) in comparison to males (3) were concerned about ‘Better Quality’. Here, also the price is third most pivotal (Male-4 and female-1) worry while reasoning for brand switching.

Figure 22 Gender-wise Attributes for Brand Switching-USA



Source: Primary data, Chart Prepared by the researcher

This pictogram entails the Gender-Wise Attributes for brand switching pattern in the USA. Though the reasoning in terms of the attribute is similar to the other two countries, but there is a huge difference in brand proportion. Considering ‘Better Taste’, 16 males have responded, and only 2 females are favouring them. However, the ‘Better Quality’ option is picked by 9 males and 6 females in the USA. Impact of price and promotion is also noticeable from the graph, as 6 males and 2 females took revealed price as their concern and 5 males also opted for promotion as deciding factor. Other than these other options are negligibly impacting brand switching in the said country.

Interpretation: From the above analytical description it could be revealed that the majority of males are considering ‘Better Taste’ as a prime concern while brand switching, however, India is an exception where females are more likely to opt for better taste. Whereas, the second most preferred reason for the same was found to be ‘Better Quality’ which shows a converse relationship, where India and USA show more males than females, Turkey shows vice-versa.

Age-wise brand Switching Reasons

Figure 23 Chart Age-Wise Reasons for Brand Switching-India

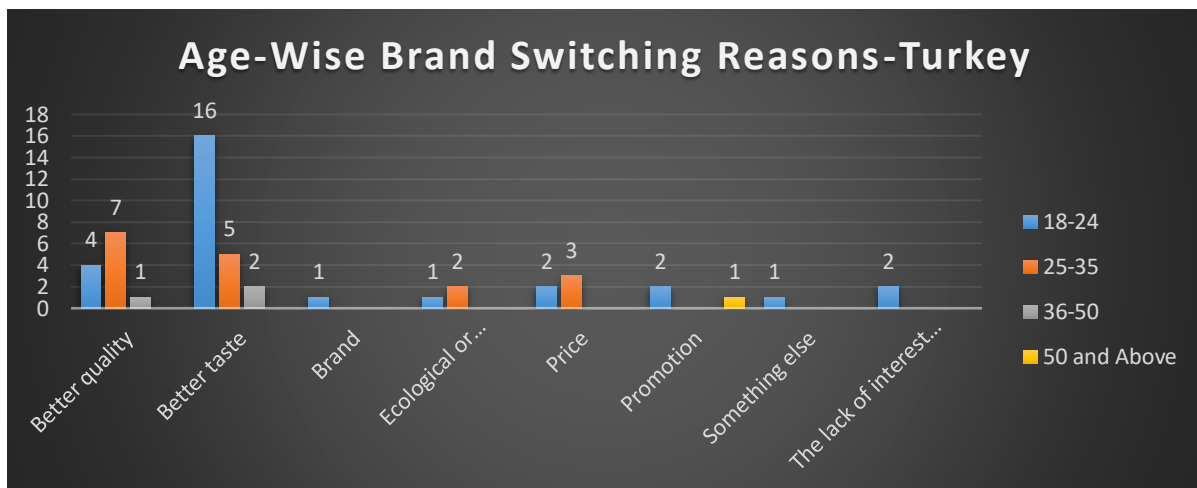


Source: Primary data, Chart Prepared by the researcher

The chart reveals the age-wise reasoning for brand switching in India. It was found that the option ‘Better Taste’ was highly chosen as the prime concern for brand switching. The age bracket of 12-17 (12) is most inclined to the same, followed by people between 18-24 years of age and then between 25-35 and 36-50, 3 from each age opted for ‘Better Taste’ option. However, the second most popular age group was observed to be ‘18-24’ years of age, where 7 are choosing ‘Better Taste’ and 5- ‘Better Quality ‘ while switching to another restaurant.

Although, age bracket 36-50 is having more(7) ‘Better Quality’ concern than only 3 for better taste option. Price is only a concern for students under the age of 18-24. And the brand is slightly taken under consideration by the people under the age of 25-50 years in India. Rest other attributes were minuscule in deciding for brand switching.

Figure 24 Age-Wise Brand Switching Reasons-Turkey



Source: Primary data, Chart Prepared by the researcher

The information above is mentioning the association between age and brand switching reasons in Turkey. It depicted that those under 18-24 are keen towards their taste (16), followed by people under 25-35 years of age (4). However, amongst the young adults (18-24 years) Most pivotal was found to be better quality (7) than better taste (5) on second priority. However, people under the same age have also opted for the price (3) and ecological significance (2) as their decision-maker. Other age people have hardly contributed.

Figure 25 Age-Wsise Reasons for Brand Switching-USA



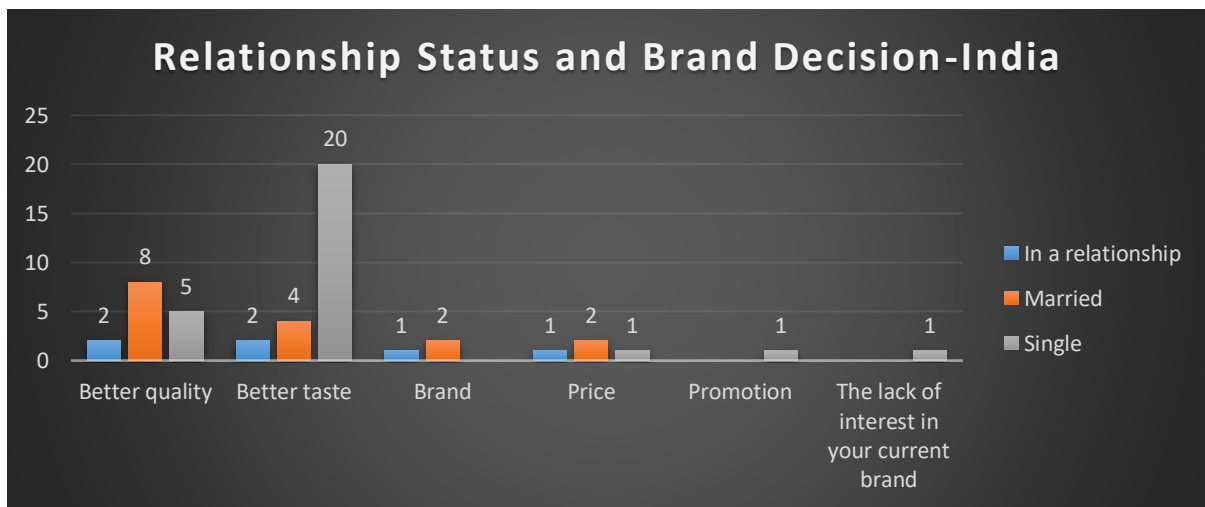
Source: Primary data, Chart Prepared by the researcher

The information regarding the same in the USA reveals only three age brackets in the scene. Mainly 18-24 years individuals were visible with more concern towards ‘Better Quality’ (11) and ‘Better Taste’ (10) option. However in the same age people also showed their concern for Price (5) and Promotion (4). Moreover, it reckons that the age group 25-35 years were also significant as 8 people are looking for better taste, 4 for quality, 3 each for brand and price and a single individual opted for promotion as their brand switching reason in the USA.

Interpretation: The above analysis illustrates that the majority of the people under the age group 18-24 were found to be preferring better taste irrespective of the cultural differences. However, the USA is slightly differing with a single more response for better quality. However, in India teenagers under 12-17 were also highly noticeable under the same attribute preference. Age bracket 25-35 is also showing almost the same trend except in the USA, where there were more for better quality over taste. But, India with third age category 36-50 is considering quality far more than taste and other possible reasons for brand switching.

Relationship Status and Brand Switching Reasons:

Figure 26 Relationship Status and Brand Decision-India

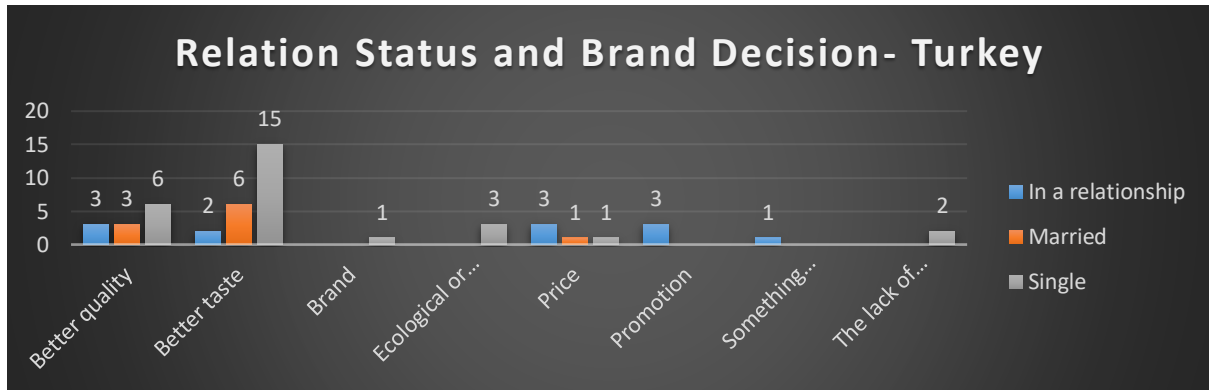


Source: Primary data, Chart Prepared by the researcher

Out of total collected sample from India 20, single people were looking for taste while taking brand decisions for fast food whereas, 5 were considering better quality more and 1 each price, promotion and lack of interest in the current brand is also chosen by single individuals. However, 8 married preferred better quality more than 4 for better taste attribute and 2 were focusing more on price while switching. In the category where people were in a relationship,

the most preferred reason was found to be again better taste and better quality with 2 each response. Only 1 each for brand and Price were seen in the collected data while opting for another fast-food brand.

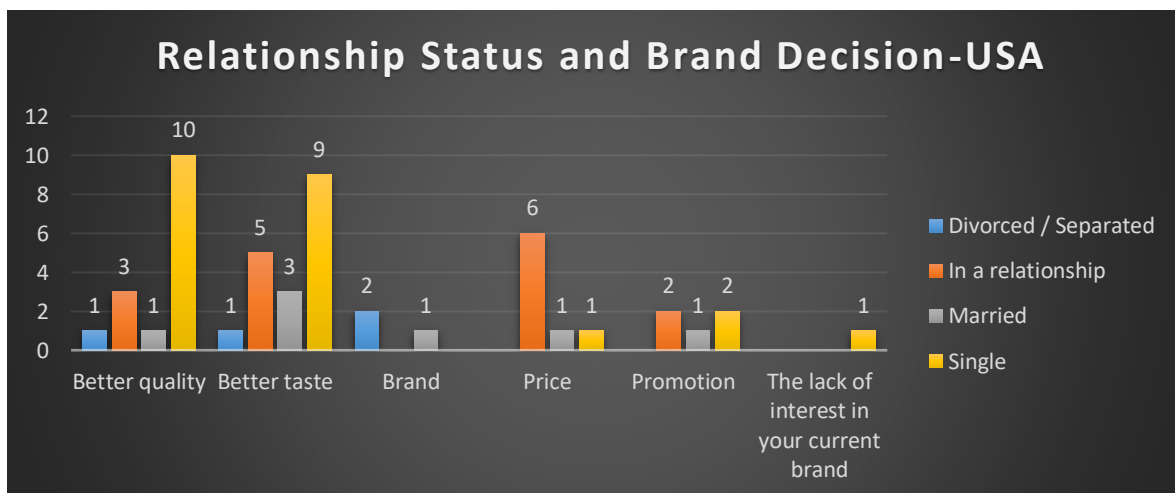
Figure 27 Relation Status and Brand Decision- Turkey



Source: Primary data, Chart Prepared by the researcher

The presented bar graph reveals the reasons for the same in Turkey. Here, most of the respondents were single and considering better taste (15) on priority, followed by better quality (6), ecological and environmental issues (3), lack of interest in present brand (2), price(1) and then promotion (1). Likewise, married people were also focussing more on better taste (6) than better quality (3) and price (1). But, people in a relationship were found to be showing a varied trend with 1 to 3 for almost all attributes.

Figure 28 Relationship Status and Brand Decision-USA



Source: Primary data, Chart Prepared by the researcher

The information depicts the USA resident’s reasons for brand switching based on their relationship status. It inferred a diverse pattern, where singles were highly inclined to better quality (10) and better taste (9). While the other favouring option was a promotion (2) followed by 1 each for price and lack of interest in the current brand. However, people in a relationship were more concern about price (6), than better taste (5) and better quality (3) for fast food. Married individuals were also tasting priority (3), followed by quality (1), brand (1), price (1) and promotion (1) respectively.

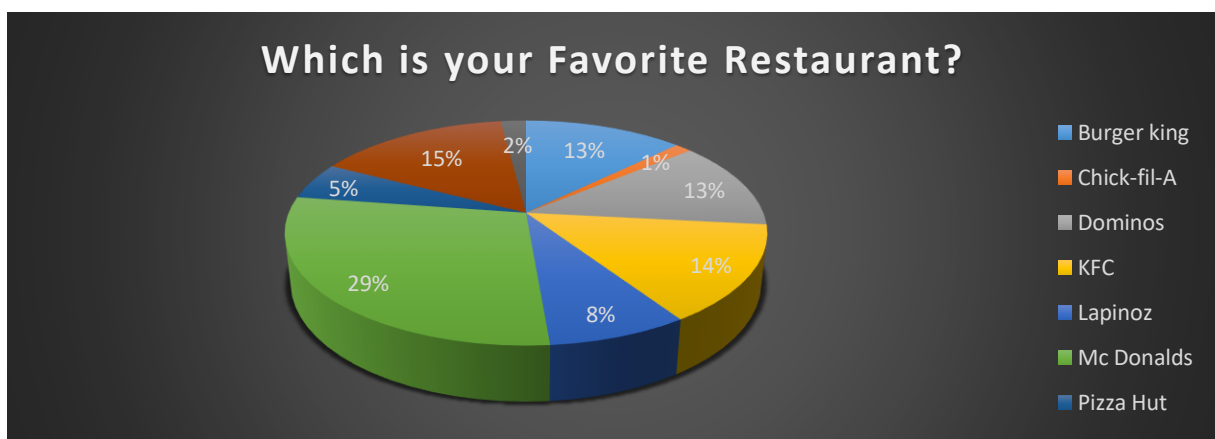
Interpretation: The investigation over relationship status concerning people’s brand decisions reveals that singles were looking for taste over any other option in almost all three regions except in the USA where better quality is a bit more preferred by them. However, better taste and quality is more often considered in India by married people than the other two nations comparatively in the same relationship status. Moreover, people in a relationship were more showing the same trend only in India, whereas, in Turkey and USA price and promotion were found to be the prime concern while considering brand switching reason.

4.2.2 Objective-2

To interpret the influence of brand loyalty on customer satisfaction

Which one is your favourite fast-food place?

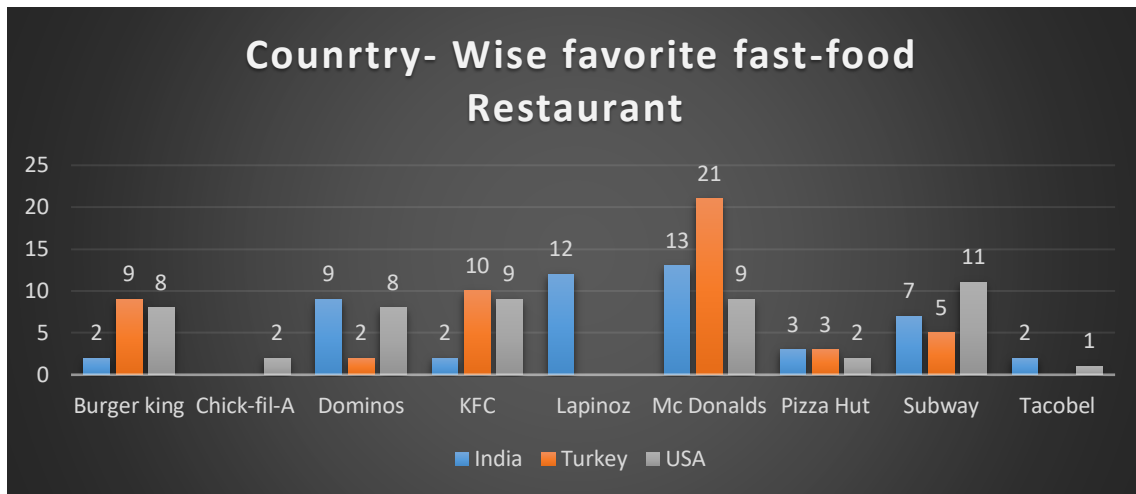
Figure 29 Favourite Restaurant Classification



Source: Primary data, Chart Prepared by the researcher

The chart shows the favourite fast food restaurant in total. It was found that the majority (29%) is preferring MC Donald over any other restaurant. Further the second (15%) choice is Subway followed by KFC (14%), Dominos (13%) and Burger King (12%) respectively.

Figure 30 Country- Wise favorite fast-food Restaurant

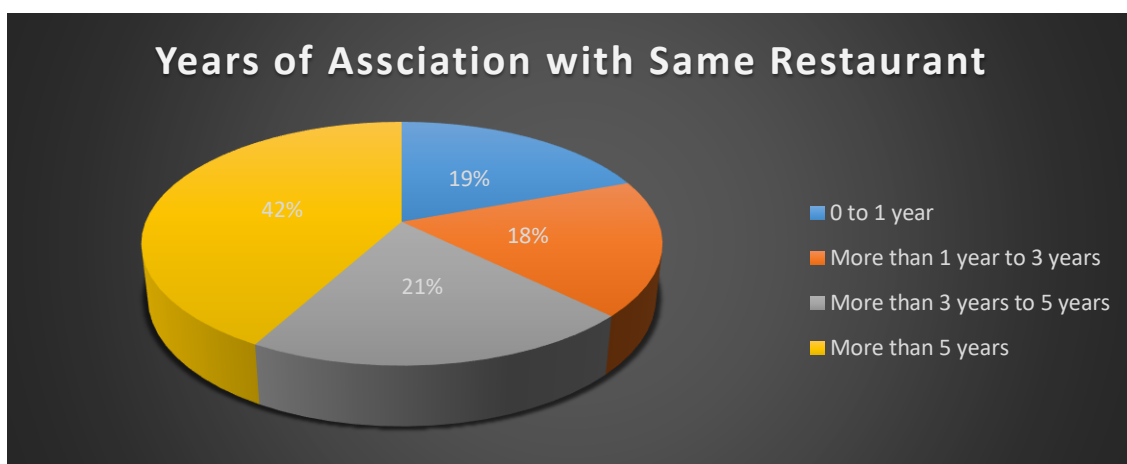


Source: Primary data, Table and Chart Prepared by the researcher

The data illustrates the favourite restaurant of the collected data. It shows that the most preferred restaurant is MC Donald in the total sample. In the USA, there were varied choices; with Subway leading, followed by Subway, KFC and Burger King. However, Turkish people prefer MC Donald the most (21), Followed by KFC and Burger King. Likewise, India is also liking MC Donald the most, but other local restaurants such as Lapinoz (12) are also very near to it. The next preferred international brand is KFC followed by Burger King (9) and Dominos (9).

Years of Association with Current Restaurant

Figure 31 Years of Association with Same Restaurant



Source: Primary data, Chart Prepared by the researcher

The above chart reveals the years of association with the same restaurant for years. Mostly (42%) people preferred 5 years or more of association with their current favourite restaurant. However, 21% of respondents said they are visiting the same restaurant for the past 3-5 years. While with a minor difference people chose 0-1 year (19%) and 3-5 years (18%) of association with their existing restaurant.

Figure 32 How long have you been visiting your current fast food brand?



Source: Primary data, Chart Prepared by the researcher

The information above reveals the regularity of visiting the same restaurant for several years. It is visible that the MC Donald is surprisingly the single restaurant where 28 responses were showing 5 years of continuous association. Eleven respondents have also chosen Subway for the same number of years, followed by KFC (8) and Burger King (6), Dominos (4), Pizza Hut and Lapinoz with 2 responses each. Further, an association for more than three to five years was also visible in Burger King (8), KFC (7), MC Donalds (5), Dominos (3) and Pizza Hut and Taco Bell with 2 each. Responses for being steady for the existing restaurant for 1 to 3 years was found to be in Dominos (8), MC Donalds (5), Subway (4), Burger King (3), KFC (2) and Tacobel (1). The eateries with a recent association are also observed in Lapinoz (10), MC Donalds (5), Subway (4), Dominos (4), and Burger King (2).

Interpretation: The above analysis interprets that the most popular restaurant, in general, is found to be MC Donald, followed by Subway, KFC, Dominos and Burger King. While, if it is observed country-wise in Turkey and India MC Donalds is most popular, whereas with a slight variation in USA Subway is leading in comparison to MC Donald. In terms of years of association, most people are loyal to their existing brands for more than 5 years. However, restaurant-wise, as MC Donald is most preferred people love to stick to their current brand for

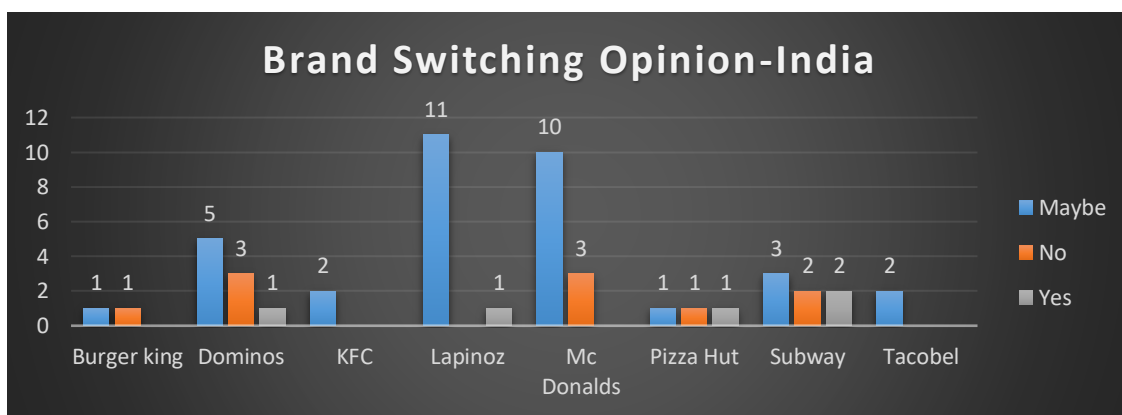
a longer time. Hence, it was inferred that if consumers are liking their current fast food brand they want a long-term association with the same brand. And this is significantly visible in all three selected countries.

4.2.3 Objective-3

- To study the Brand Switching patterns of the customers of MC Donald, Dominos, Subway and KFC.

Restaurant –wise Brand Switching Opinion

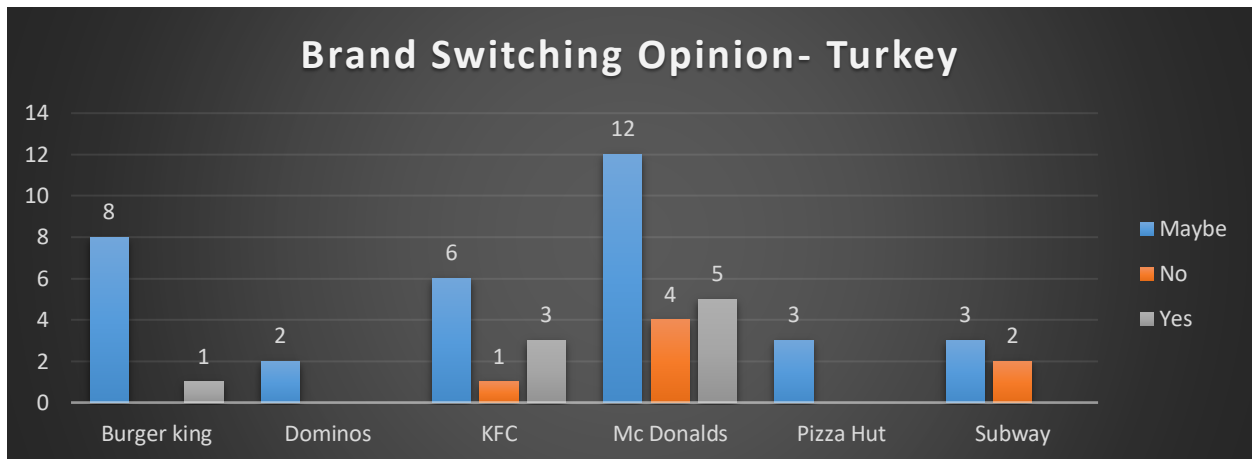
Figure 33 Brand Switching Opinion-India



Source: Primary data, Chart Prepared by the researcher

The data shows that Indians were observed to be unclear in terms of brand switching decision. Mostly responded as ‘Maybe’ [Lapinoz (11), MC Donald (10), Dominos (5), Subway (3), Tacobel (2), and Burger King (1)]. A visible ‘No’ [MC Donald (30, Dominos(3), Subway(2), Burger King(1), Pizza Hut(1))] is seen in MC Donald’s and Dominos Customers. However, a very few of them have said ‘Yes’ [MC Donald (0), Subway (2), Dominos (1), Pizza Hut (1)] for probable change in fast-food brand.

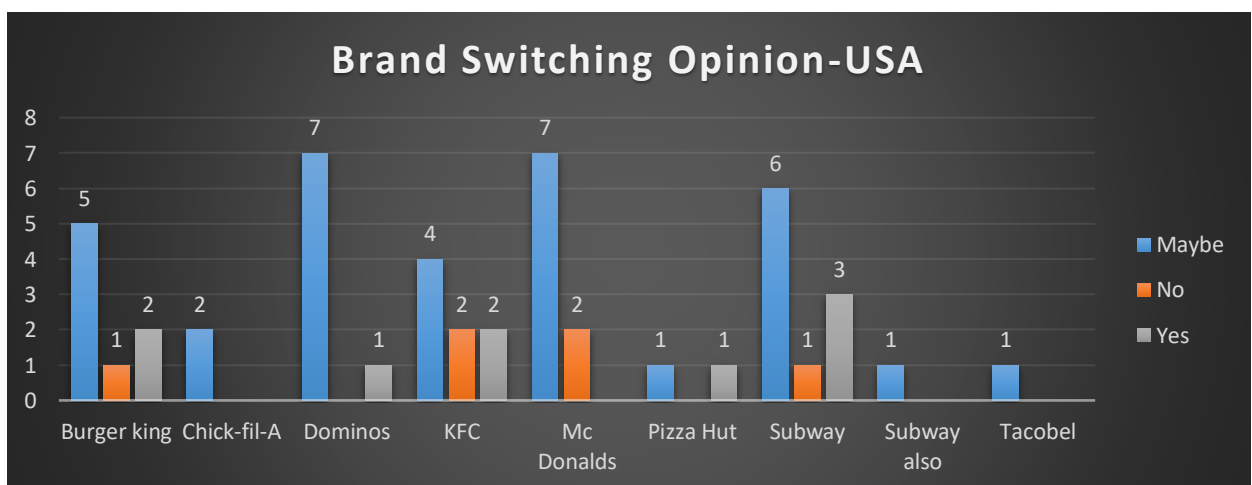
Figure 34 Brand Switching Opinion- Turkey



Source: Primary data, Chart Prepared by the researcher

Although the data illustrates that the similar picture in Turkey with much ambiguity, but the favourite restaurant MC Donald’s customers are almost near in ‘Yes’(5), and ‘No’(4) for brand switching among restaurants. The similar trend is observed in Subway clients, they are also unclear about their decision, but 2 of them clearly said No to brand change. However, KFC responded differently with 3 Yes and only 1 No for changing their existing choice. While Burger King and Dominos Customers were not showing their affection for their current fast food choice.

Figure 35 Brand Switching Opinion-USA



Source: Primary data, Chart Prepared by the researcher

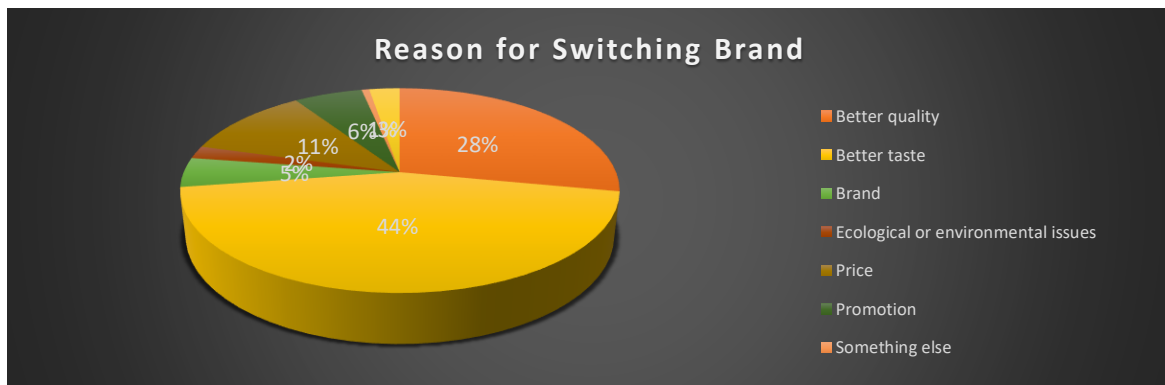
The bar graph illustrates the USA pattern in brand switching opinion. It reflects the same “Maybe” option in the majority. However, MC Donald’s and KFC showed 2 No’s each. On the other side, Subway is leading (3) in Yes’ for changing fast-food company followed by Burger King with 2 responses.

Reason –Wise Brand Switching in Different Countries

Table 8 Reasons for Brand Switching

Reason for Switching Brand	Count
Better quality	42
Better taste	67
Brand	7
Ecological or environmental issues	3
Price	17
Promotion	9
Something else	1
The lack of interest in your current brand	4
Grand Total	150

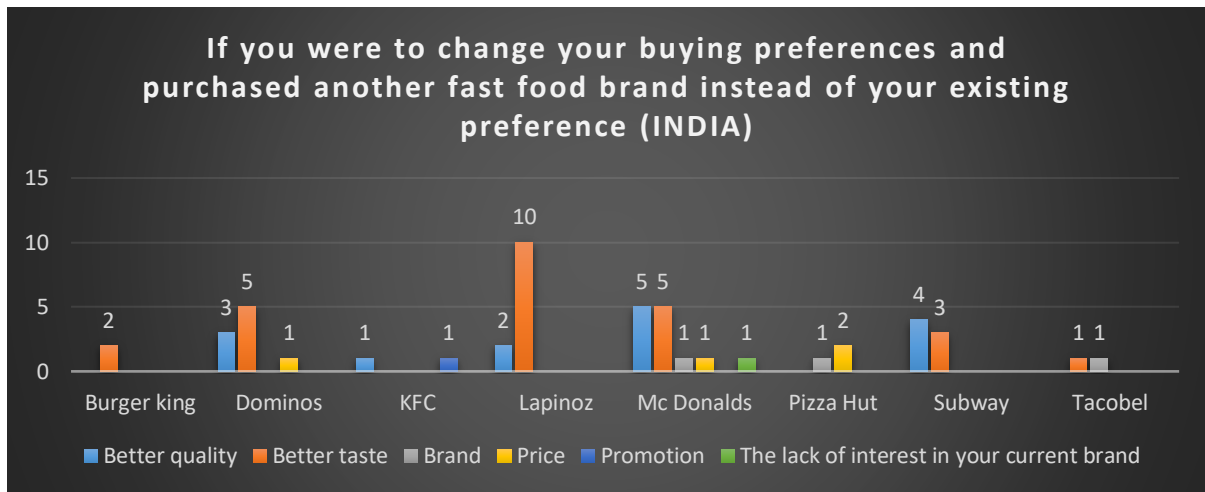
Figure 36 Reasons for Brand Switching



Source: Primary data, Table and Chart Prepared by the researcher

Above table and graph reveals that the most preferred reason for brand switching was found to taste (67) by the respondent altogether. This is followed by quality (42) and price (17) respectively. However, promotion is also rated by 9 respondents and brand by 7. Whereas, 4 for lack of interest for current brand, 3 for ecological and environmental issues and one for something else respectively.

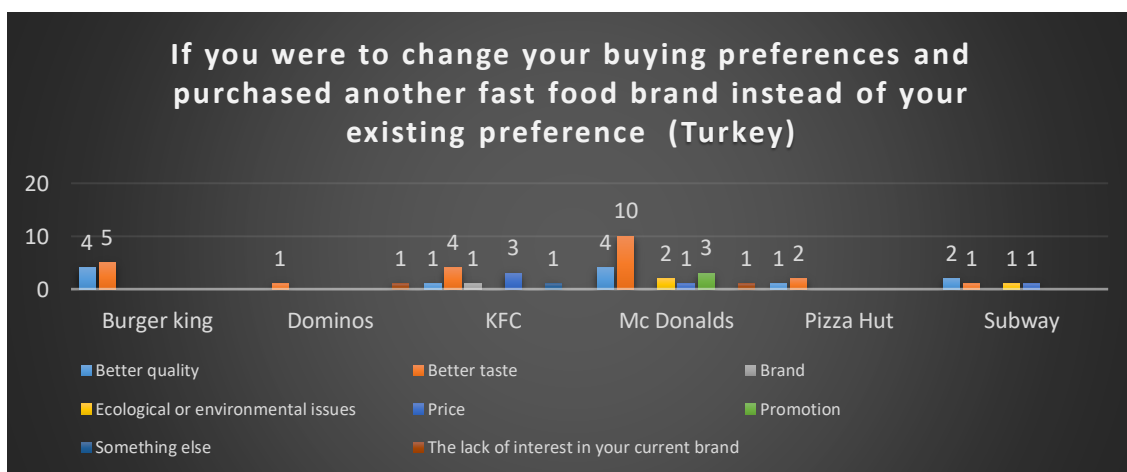
Figure 37 Reasons for Brand Switching-India



Source: Primary data, Chart Prepared by the researcher

The chart depicts the information regarding Indian’s views on brand switching decision. It was inferred that the most preferred Pizza restaurant Lapinoz is showing 10 responses for taste. Even other restaurants like MC Donald’s (5), Dominos (5), and Subway (3) were also showing taste as their prime reason for brand switching. While another preferred justification for the same was found to be better quality in India. It was reflected in the brand’s MC Donald’s (5), Subway (4), Dominos(3) and Lapinoz (2). Rest others were rarely chosen variables for brand switching.

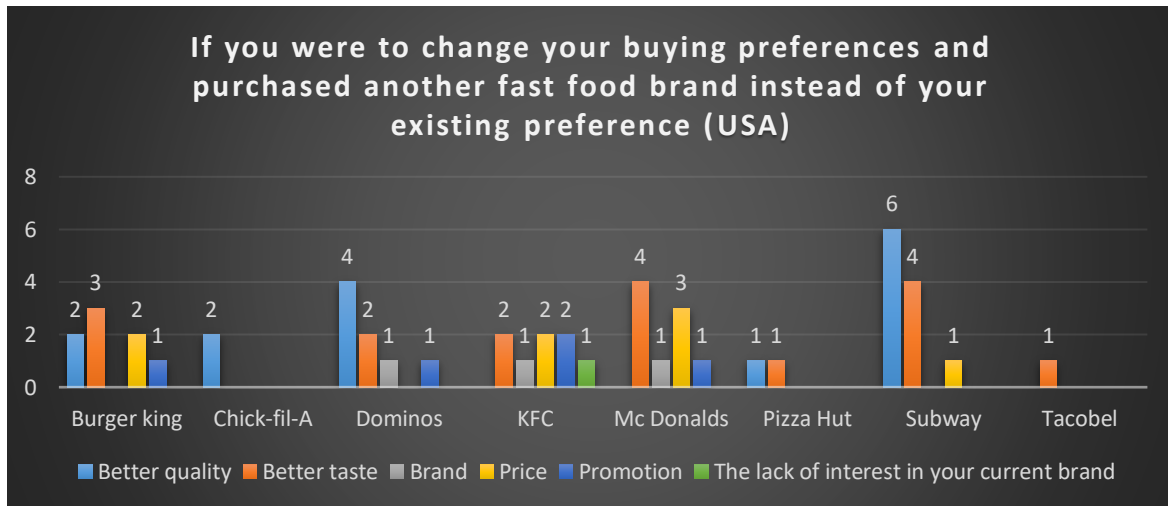
Figure 38 Reasons for Brand Switching-Turkey



Source: Primary data, Chart Prepared by the researcher

Likewise, in Turkey, the better quality was considered on priority in deciding for switching, with MC Donald's (10), KFC (4), Burger King(5), Pizza Hut(2), and Dominos and Subway 1-1 each for the same. However, another reason was better quality for the customers of MC Donald (4), Burger King (4), Subway (2) and Pizza Hut (1) respectively. Here also the other justifications were rare.

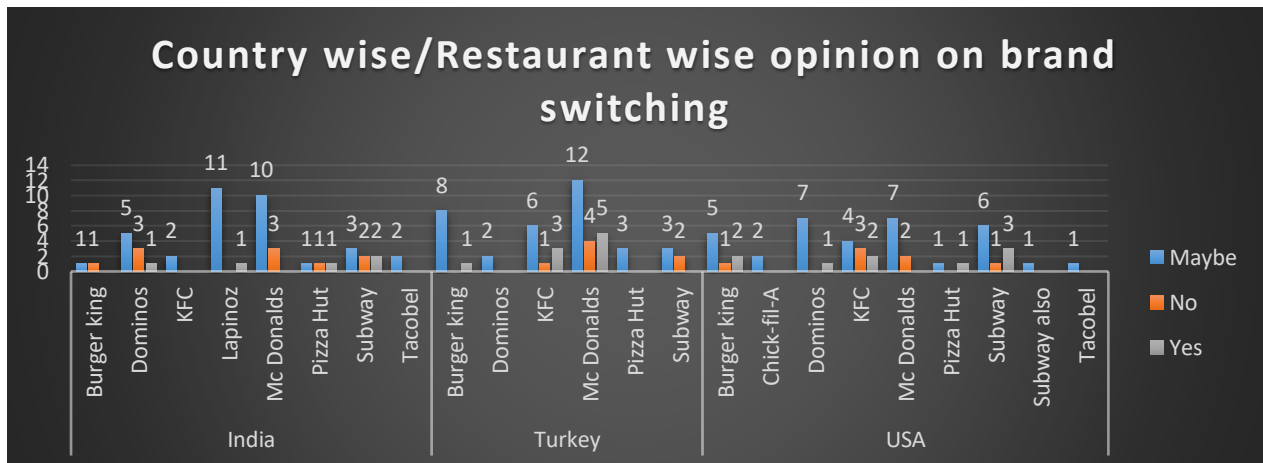
Figure 39 Reasons for Brand Switching-USA



Source: Primary data, Chart Prepared by the researcher

Similarly, in USA 'better taste' is the most preferred option in Mc Donald (4), Subway (4) and Burger King (3), Dominos (2), KFC (2), Pizza Hut (1) and Tacobel (1). However, the second preferred is also better quality Subway (6), Dominos (4), Burger King (2), Chick-fil-A (2) and Pizza Hut (1). In the USA a slight impact of promotions is also found to be the reason for brand switching, with KFC (2) and MC Donald, Dominos, Burger King each having 1 response.

Figure 40 Country-wise/Restaurant-wise opinion on brand switching



Source: Primary data, Chart Prepared by the researcher

The chart depicts the data regarding country-wise and restaurant wise opinions of the respondents on brand switching. It reveals that mostly (103) responses were not sure about brand swapping. Furthermore, if the most preferred brand is seen, it was observed that MC Donald is having some patterns country-wise. In India after ‘Maybe’ option, there were 3 people who were responding for not changing the brand. While, in Turkey, MC Donald is showing 5 people towards brand switching, on the same side 4 towards not switching the brand. On the contrary, in the USA no one is interested in brand switching from MC Donald restaurant. Hence it is mostly in the ambiguity to change the existing brand. Still, it can be seen that only 24 responses out of a total of 150 collected samples, people are not changing their fast-food brand. However, only 23 of them have opted for changing their existing brand for fast-food.

Interpretation: The major observation regarding brand switching opinion in the selected countries is not clear, as mostly Maybe an option is picked altogether. However, it was observed that the clients of popular restaurants in the targeted countries like MC Donalds are not much interested in switching the brand, except in Turkey where there were similar views for both favour and against. Besides, the reason for switching was also found to be quite similar in the selected regions. The most pivotal attribute was observed to better taste, followed by better quality. Notwithstanding, the prime focus was inferred the same in all three countries. But, USA is opting for Price as the third most concerning variable for any change in fast food eatery.

4.2.4 Objective-4

To investigate the pattern of customer visit to a fast-food restaurant in the selected Countries.

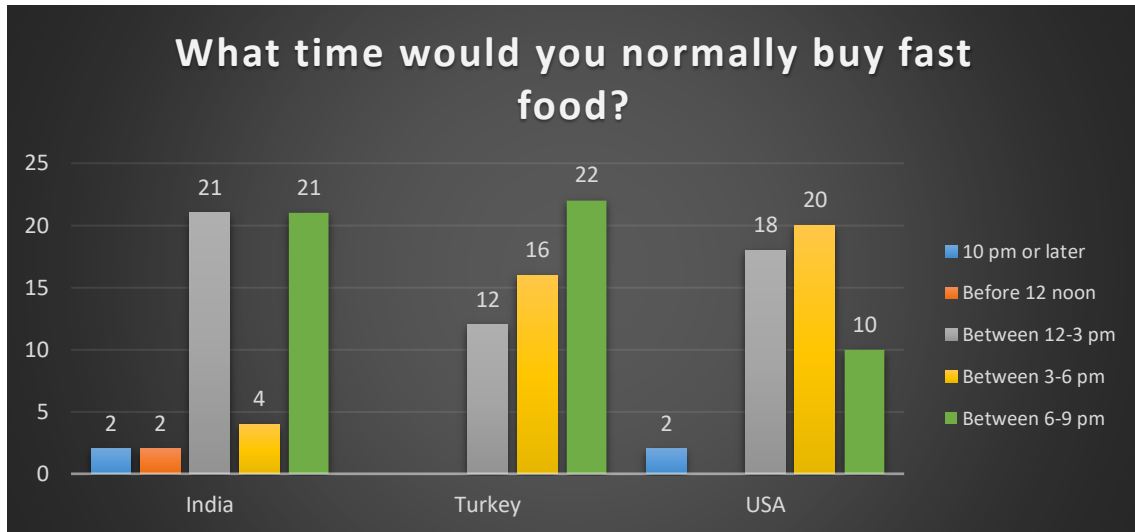
Figure 41 Frequency of Eating Fast Food



Source: Primary data, Chart Prepared by the researcher

The above bar graph is depicting the information regarding the trend of visiting fast-food restaurants of the respected countries. It was found that the USA residents are visiting fast-food restaurants mostly once in a week (30), followed by Turkey (20) and India (16). However, once a month is also a popular trend highly visible in India (22), followed by Turkey (17) and the USA (11). There were 10 people from Turkey, 10 from India and only 3 from the USA, who were not very often to restaurants. Five from the USA, 2 each from India and Turkey were daily visitors to restaurants. Only two out of the total sample, one each from the USA and Turkey have never visited any fast food restaurant.

Figure 42 Time for Visiting a Fast-Food Restaurant



Source: Primary data, Chart Prepared by the researcher

The plotted info gram illustrates that when usually individuals buy fast food during the day in the selected regions. It revealed that the majority of consumers from India (21) and Turkey (22) visits restaurants for dinner (6-9) PM and 10 from the USA. Nevertheless, between 12-3 PM also it is quite popular to visit a restaurant, with India leading (21), followed by USA (18) and Turkey (12) respectively. Whereas, 3-6 PM time is most popular among Americans (20) and Turkish (16) and a bit in India (4). A mere proportion of 4 consumers 2 each from India and Turkey were preferring late-night fast food. And only 2 Indians were interested in fast food in the morning hours.

Figure 43 Companion to take to a Fast-Food Restaurant



Source: Primary data, Chart Prepared by the researcher

The data enumerates people’s preferences regarding their fast food eating companion in the selected countries. The most preferred companion was found to be the friends in all three countries (Turkey -41, USA-28 and India-18). While, India is showing a varied trend with 17 opting for their family to accompany them while visiting a fast food restaurant, followed by 5 from US and 4 from Turkey with the same company. People also prefer visiting alone, with US leading (11), then India(8) and only one from Turkey. Consumers also take their colleagues with them while eating. USA (6) is leading in this category, followed by India (4) and Turkey (3) correspondingly.

Interpretation: The analysis could be interpreted as most people prefer eating fast food once a week or at least once a month in all the countries. Moreover, dinner and lunchtimes were mostly opted by the sample. To be more specific, Turkish and Indians like eating dinner the most, while Americans are liking lunch as their preferred fast food meal. Although it is often favoured to have friends while being at restaurants, Indians also prefer their family equally.

4.2.5 Objective-5

To study the impact of income on consumer’s fast food buying capacity.

Another prime concern while choosing a fast food restaurant is Price. Considering that it was compared with other parameters like Income and in discount offers.

Figure 44 Money Spend on Fast Food



Source: Primary data, Chart Prepared by the researcher

The chart reveals the amount of money spent on fast food restaurant weekly in the said countries. It was inferred that the major proportion of the people are spending 25 on a fast-food restaurant in all the three countries [India (33), Turkey (40), and USA (17)] irrespectively. However, 11 Indians, 15 Americans and 8 Turkish also opted for \$50 a week spent on fast food. US residents are leading(15) in terms of high spending at \$100 in a week, followed by only 4 Indians and 2 Turkish. Expenditure above this is rare with only 2 Indians and 3 Americans.

Figure 45 Classification of Usage of Discount Coupons for fast Food

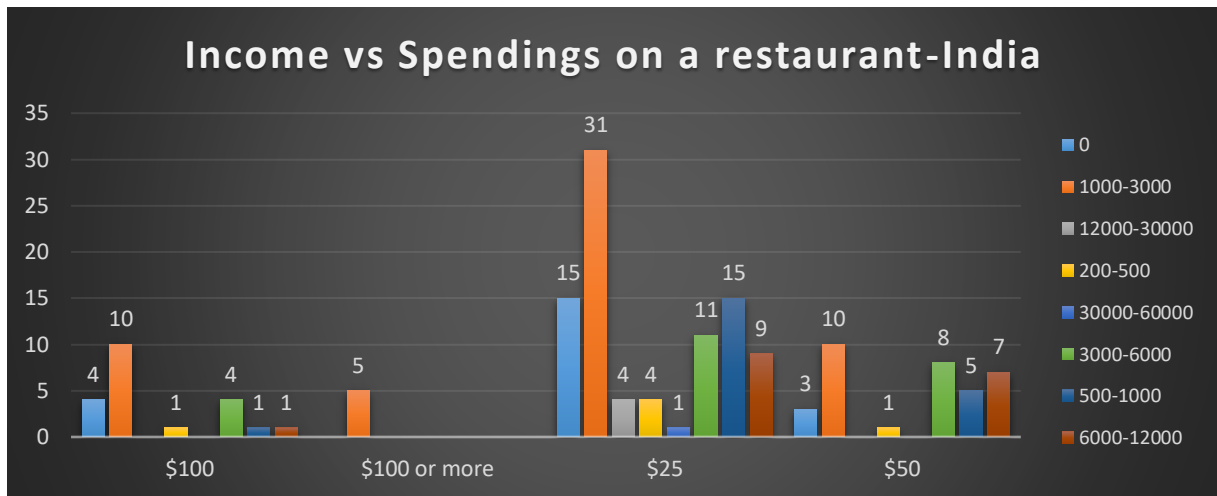


Source: Primary data, Chart Prepared by the researcher

The information depicts the usage of discount coupons in restaurants country wise. It was found that usage of discount coupons are ‘sometimes’ preferred by all the three selected nations (India-39, Turkey-31 and USA-31). While, there are fast food lovers who never prefer discount coupons, specifically, 15 Turkish, 10 Americans and 8 Indians. And a minority (USA-9, India-3 and Turkey-4) is also using it always when they visit fast-food restaurants.

A comparison between Consumer’s Income and Spending Patterns: To study the connect, a comparative study between consumer’s monthly income and weekly spending on fast food restaurants are represented graphically. This was done with the help of MS –Excel and constructed separately for all three countries respectively.

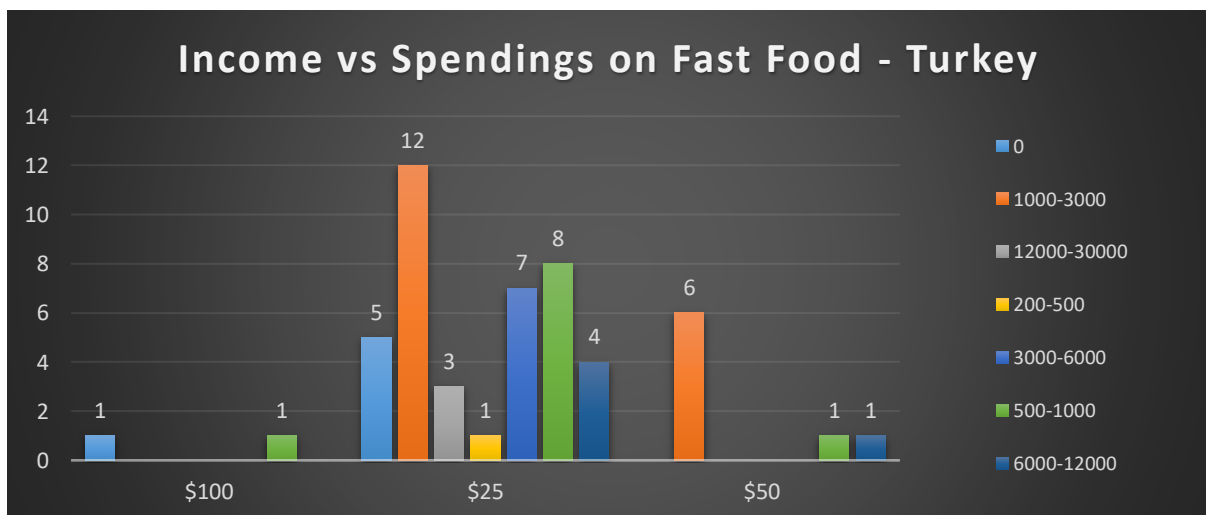
Figure 46 Income vs Spendings on a restaurant-India



Source: Primary data, Chart Prepared by the researcher

The chart revealed that the Major proportion (31) of the sample were found to be spending \$25 in general in India, irrespective of their income group. However, the same is highly reflected in the income group \$(1000-3000), followed by '0' income group residents (15). While with very high \$(30000-60000) and very low income \$(200-500) people expenditure on fast food is found to be minimal. The second Highest category is \$50 and rarely with 100\$ of restaurant weekly spending. But all income categories have at least a few varied spending patterns.

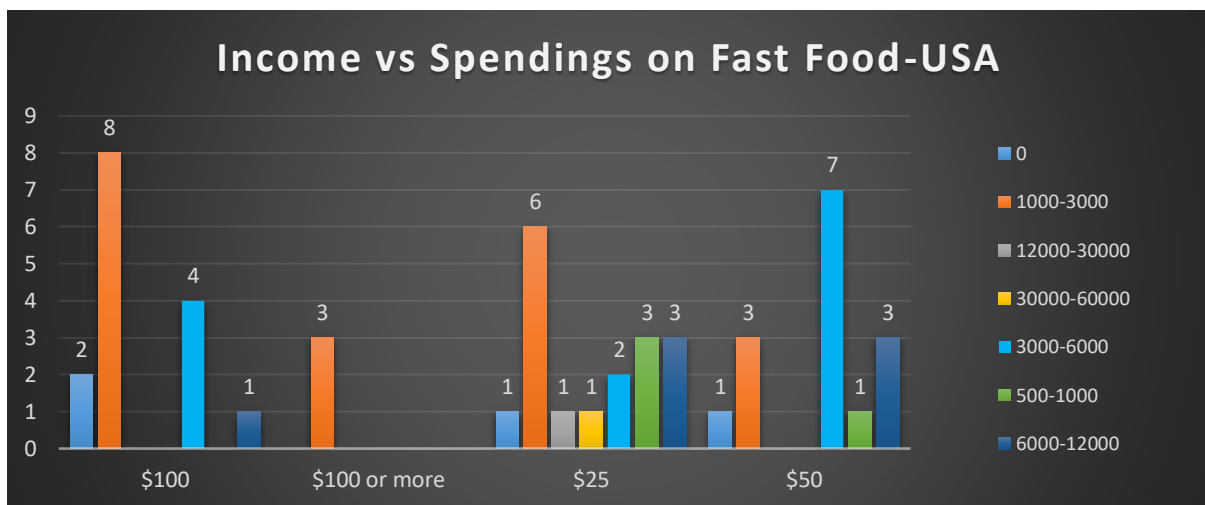
Figure 47 Income vs Spendings on Fast Food – Turkey



Source: Primary data, Chart Prepared by the researcher

Similarly, in Turkey majority of the population is found to be spending \$25 per week on fast food, with the same income group \$(1000-3000) were leading (12), followed by \$500-\$1000 income group (8). Almost the same amount (7) of individuals earning \$(3000-6000) are observed to be spending in the same bracket. Here also the higher and lower-income group is the least spending on fast food. A good number (6) of customers were fallen under \$50 weekly restaurant spending. A very few samples have opted for spending \$100 and above.

Figure 48 Income vs Spendings on Fast Food-USA



Source: Primary data, Chart Prepared by the researcher

While in the USA, the spending pattern differs a bit with only six from income group \$(1000-3000) were found to be spending \$25 weekly. On the reverse, they are spending \$100 the most (8). Further, 7 from income bracket \$(3000-6000) were spending \$50 in a week in restaurants. It was inferred that upper-middle-class i.e. income group \$(6000-12000) were having 3 in \$50 spending and 1 in \$100 restaurant patterns respectively.

Interpretation: It was visible that the residents of all the three countries unanimously per-person spending is mostly \$25 in a week, and is leading in income bracket \$(1000-3000). However, the US as an exception which is having a random pattern, with the existence of the same \$(1000-3000) income pattern is spending \$100 on fast food mostly. While, the population in higher income and lower groups were minimal in the same spending trend, and on the contrary, they are spending higher comparatively. The usage of discount coupons is also sometimes preferred by all the three countries irrespectively.

Consumer's income and Discount Coupon:

Figure 49 Income and Discount Coupons- India



Source: Primary data, Chart Prepared by the researcher

The above bar graph reveals that the population lies under the income category \$(1000-3000) prefers discount coupons the sometimes, followed by \$(500-1000), \$(200-500) and then \$(6000-12000) income bracket groups. However, some respondents were not earning, never used discount coupons for fast food. The same is reflected in 1000-3000 income group (2), \$(500-1000) (1) and \$ (6000-12000) (1). While people under income bracket \$(3000-6000) (1) and \$(6000-12000) (2) likes to use discount coupons always in India.

Figure 50 Income and Discount Coupons-Turkey



Source: Primary data, Chart Prepared by the researcher

Similarly, the chart above revealed that mostly population opted for sometimes using discount coupons under the income range \$(1000-3000) followed by \$(500-1000) (7); zero income group (5); \$(3000-6000) (3); \$(12000-30000) (2), 1-1 each in \$(200-500) and \$(6000-12000) incomes. While there are some people in never using discount coupon category in almost all income groups ranging from 1 to 3. Besides, 3 people from \$(1000-3000) age groups always used discount coupons for fast food restaurant and 1 under the group \$(500-1000) also.

Figure 51 Income and Discount Coupons – USA



Source: Primary data, Chart Prepared by the researcher

Likewise, in the presented info gram of the USA, people in ‘sometimes’ using discount coupons category is mostly visible in \$(1000-3000) (11) income category, followed by \$(3000-6000) (7); \$(6000-12000) (4); not earning people (4); \$(500-1000)(3);\$(12000-30000)(1); \$(30000-60000) (1). However, in USA 6 respondents under the income category \$(1000-3000) (6); 2 under \$(3000-6000); 1 from \$(500-1000) group prefer discounts always. On the contrary, consumers under income category \$(3000-6000) (4) never uses discount coupons. Similarly, 3 each from income groups \$(1000-3000) and \$(6000-12000) also denied usage of discount coupons ever.

Interpretation: The above analysis inferred that mostly in all the countries consumer falling under income bracket \$(1000-3000) are using sometimes. Also, in \$(500-100) income range Indians and Turkish showed more respondents in the ‘sometimes’ category, unlikely in the USA it is not much. However, there was a noticeable number of respondents not using discount

coupons in all the selected countries. Comparatively, consumers who were using discount coupons in fast-food restaurants in India and Turkey were lesser than that of the USA.

4.3 Statistical Analysis regarding factors affecting Consumer's Buying Behaviour

As per the study a range of parameters were identified which contributes to the decision making of an individual and hence affect consumers buying behaviour. To analyse the relevance of the main factors among those taken under study, the analysis was performed for the factors under consideration. Further, the statistical tool applied for the same was factor analysis by Principal Component Analysis method, it was conducted through SPSS (Statistical Package for Social Science). The factors are:

- Calories
- Taste
- Menu
- Price
- Customer Service
- Location
- Drive-in
- Quick Service
- Time to Search
- Impulse Buying Decisions
- As per the Advert
- Promotion: Deals and Discounts
- Same Restaurant Every time
- Time to compare
- Own Preferences and opinion

4.3.1 Objective-6

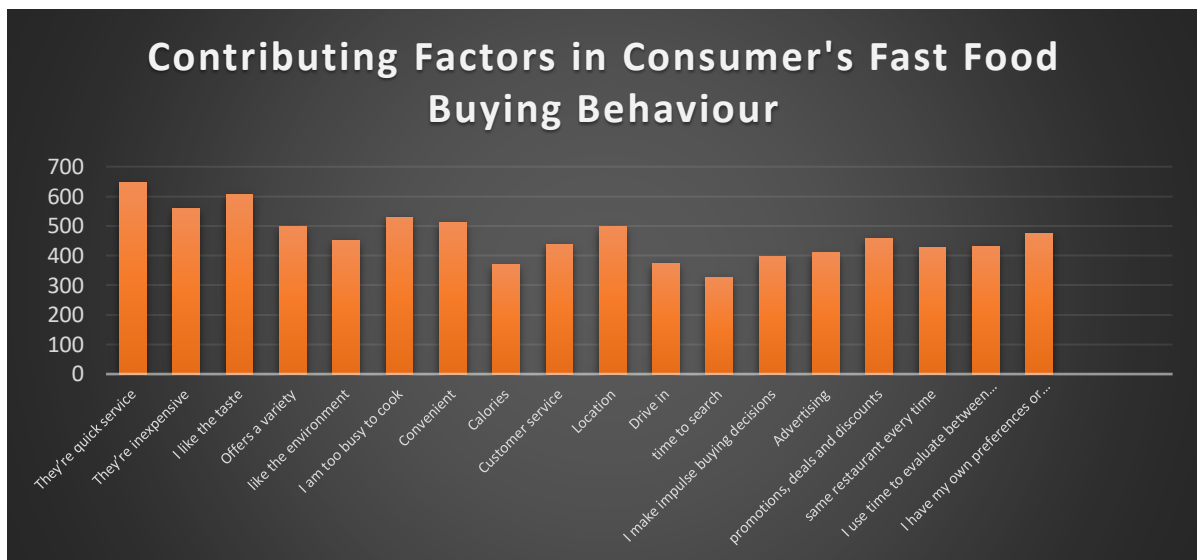
To examine the effect of major parameters of brand selection in the fast-food industry.

Research Hypothesis:

Null Hypothesis (H0): There is no significant difference between various factors affecting fast food brand Selection.

Alternative Hypothesis (H1): There is a significant difference between various factors affecting fast food brand Selection

Figure 52 Consumer Behaviour Contributing Factors- In General



Source: Primary data, Chart Prepared by the researcher

To test the reliability of the data Cronbach's Alpha test is performed with the help of SPSS software and with 0.722 alpha value it is found to be highly reliable. Considering the same Factor Analysis was performed. However, before undergoing the process, KMO and Bartlett's test was conducted to reassure the sample adequacy and the value 0.766, showed that it is truly adequate for the test.

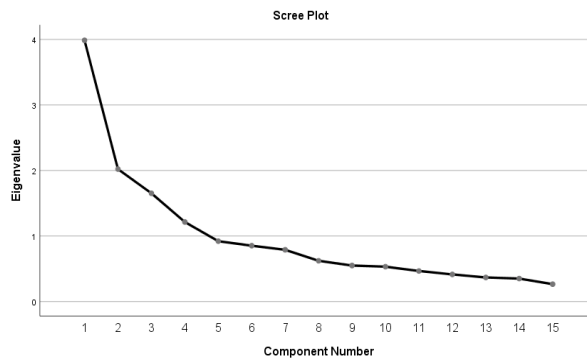
Table 9 Reliability Test for Factors

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.699	16

Table 10 KMO and Bartlett's Test for the factor

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.766
Bartlett's Test of Sphericity	Approx. Chi-Square	625.371
	df	105
	Sig.	.000

Figure 53 Scree Plot for the Eigen Values for the factor Analysis



Scree-plot was constructed to show the pictorial description of the most prominent variables contributing the research, and hence defining consumer's preferences towards the selection of a fast food restaurant as its seen, that first four items showing more than 1 Eigenvalue are the selected factors for the study. As the significance level is less than 0.05 null hypothesis is rejected and hence alternative hypothesis is found to be accepted that there is a significant difference between factors impacting brand selection in the fast-food industry.

Table 11 Rotation Component Matrix for Factor Analysis

Rotated Component Matrix				
	Component			
	1	2	3	4
Calories		.635	.183	-.169
Taste	.790			.144
Menu	.816		.107	
Price	.775	-.231		.239
Customer Service	.715	.221	.152	
Location	.681	.336		
Drive in	.347	.711	.108	
Quick Service		-.610		-.273
Time to Search		.520	.472	.333
Impulse Buying Decisions		.262	.383	.470
As per the Advert	.118			.804
Promotion: Deals and Discounts	.102	-.490	.214	.582
Same Restaurant every time	.330		.563	-.343
Time to compare	.148		.714	.159
Own Preferences and opinion		.282	.735	
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 9 iterations.				

Table 12 Communalities By Factor Analysis of the factors undertaken

Communalities		
	Initial	Extraction
Calories	1.000	.473
Taste	1.000	.657
Menu	1.000	.685
Price	1.000	.713
Customer Service	1.000	.592
Location	1.000	.586
Drive in	1.000	.638
Quick Service	1.000	.447
Time to Search	1.000	.604
Impulse Buying Decisions	1.000	.446
As per the Advert	1.000	.669

Promotion: Deals and Discounts	1.000	.635		
Same Restaurant Everytime	1.000	.549		
Time to compare	1.000	.556		
Own Preferences and opinion	1.000	.622		
Extraction Method: Principal Component Analysis.				
Component Transformation Matrix				
Component	1	2	3	4
1	.772	.410	.443	.197
2	.567	-.758	-.316	.065
3	-.267	-.254	.312	.876
4	-.103	-.439	.779	-.436
Extraction Method: Principal Component Analysis.				
Rotation Method: Varimax with Kaiser Normalization.				

Interpretation: The above tables depicts that as per the collected data, price, menu, adverts and deals and promotions were reflecting highest extractions. Hence, it was found that while selecting a fast food restaurant a consumer's preferences are highly impacted by the factors extracted out of all other variables taken under study. The factors which are significantly controlling the individual's decision in choosing a fast food restaurant are namely; Price, Menu, Advertisement and deals and discounts. Considering these factors on priority a consumer makes his decision for a fast-food restaurant in the entire sample of 150 respondents. Hence looking at the hypothesis there is a significant difference in the attributes which helps in deciding on fast food brand.

5. Results and Discussions:

The consumer buying behaviour for fast food restaurant in Turkey, India and the USA is analysed using primary data collected through survey method. The population which contributed to the study was majorly comprised of males, with an exception of India, where females were major participants. In terms of age, the younger generation has shown a wide contribution to the study together with teenagers from India. Moreover, bachelors were mainly seen in the data; India also shows secondary pass respondents. Hence the students and young working professionals were highly noticeable in the data. . Like most people from India were from secondary students so were observed to be residing with their parents. While Turkey and USA showed more from lent apartments. Further, earnings wise, mainly middle income segment is more opting for fast food in comparison to low and high-income people. A thorough investigation of the same has revealed many insightful observations based on the variables and the objectives stated for the study.

- Gender –wise, reasons for switching existing brand were mainly better taste and better quality, however, most youngsters were found to be switching restaurants based on the better taste of the competitor. However, Indian teenagers were also preferring taste the most, while switching. Mostly single prefer the better taste, whereas married prefer better quality in general. People in the USA especially, those in a relationship have to look for their pockets and the most advertised brand they prefer to make the experience better.
- The most preferred restaurant among the current choices was found to be MC Donald, followed by Subway, KFC, Dominos and Burger King in descending order. People, in general, prefer their current restaurant to continue for more than 5 years of association. However, unanimously the same is in congruence with the favourite fast food eatery MC Donald, which directly corresponds that people don't want to change their restaurants if they liking it and are satisfied.
- Fast food restaurants are mostly visited by the middle-income category of individuals and on an average, they are spending \$25 weekly. It was also inferred that the USA is spending more than the other two countries generally. Usually with higher disposable income spending are higher, but the study revealed the converse, that they are preferring

home-cooked food more. Surprisingly, spending by the lower-income group is a bit higher comparatively.

- Students and young professionals are highly reliant on fast food, as this is convenient for them during the day time in the USA. However, after a tiring day cooking is difficult so people in India and Turkey likes eating in the evenings typically.
- A very interesting observation of the study was about the school going teenagers, who prefer fast food the most, especially in India, where people visit restaurants mostly with families as their companion.
- The frequency of visiting a restaurant is normally once a week or at least once a month. People prefer visiting there with their friends mostly in Turkey and America, however, Indians takes their families on priority while visiting a fast-food restaurant.
- Major factors contributing to brand selection in the fast-food industry differ significantly in terms of their impact on consumer's decision. s
- While deciding for a restaurant to visit, especially for fast food, price plays an important role, as people check their budget and accordingly they visit the eatery.
- If a restaurant offers a variety of the desired menu, people look for it as their prime concern while opting for a fast-food restaurant.
- Marketing tools such as advertising and lucrative discounts are highly impactful while luring customers in fast food eateries, as this hammering will lead them to visit those attractive and affordable restaurants the most.
- People, in general, are not clear on switching brands, however, is if the quality and taste of the competitor are better than the existing one it is quite possible to change. However, lowering the price can also attract clients in the USA.
- Middle-income consumers were using discount coupons sometimes without any cultural biases, while higher and lower-income respondent have diverse habits of using discount coupons in fast food eatery.

5.1 Suggestions

In consideration of the comprehensive analysis of the data and the presented results and findings suggested recommendations for any competitive fast-food restaurant for framing its marketing mix are as follows:

- Fast food restaurants should be highly apprehensive about maintaining the taste and quality of their products for retaining their clients for a long-term.
- Apart from these prices should also be kept competitive to retain the existing consumer and also to lure the new ones as fast food is mainly consumed by the middle-class category.
- A good range of menu upheld with the demand of the consumers should also be taken on priority, as while deciding a fast food restaurant this is a prime concern.
- Mainly the meals i.e. lunch and dinner menu and prices should be kept competitive as this is the most desired time for eating fast food.
- Furthermore, good advertising and lucrative discount offers should also be framed, considering youth as major consumers.
- Discount coupons should be designed considering a group of friends coming together can find it worthwhile.
- As MC Donald is considered the most preferred restaurant, it is visible that the affordable range of simple menu which can attract teenagers and youngsters the most can highly impact the business of any other competitive fast-food restaurant.

5.2 Conclusion

Considering the gathered data and its analysis together with the literature review it could be reckoned that there are ample of factors contributing individual's decision for choosing an appropriate fast food restaurant in these varied cultures. The country-specific socio-psychological aspect conclusion drawn from the current study stated that irrespective of the culture, people mostly look for price, menu and attractive promotion while deciding for any fast food restaurant. Apart from this brand switching, in general, is not that popular, however, if better taste and quality is maintained it will remain intact the consumers for a long-term. People residing in different cultures are not much different in terms of reasons for brand switching, but there are some additional factors like price and promotion are a bit much popular in the USA. Moreover, a range of glocal i.e. global but locally modified menu can easily attract consumers by offering discount coupons, specially designed for young adults. Besides, price should be given proper attention as mostly middle-class consumers are opting for fast food to ease their lifestyle and to combat time to cook in general. Although people, in general, prefer their friend to take to a restaurant and visits mostly once in a week, Indians prefer family visits the most, could also be just once a month. Being a consumer to be brand loyal, marketers marketing mix should be framed in analogy with the said study.

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7. Appendix

QUESTIONNAIRE OF CUSTOMER SURVEY

Consumers' behaviour in fast-food restaurants: Socio-Psychological Analysis (with reference to The USA, India and Turkey)

*Required

Dear All,

This is a true academic survey questionnaire for my Master's study. The study is based on consumer behaviour of fast food consumption in three major countries, namely: USA, Turkey and India. Kindly give your valuable inputs by filling the questionnaire. This is a true academic research and the responses will be kept confidential, hence will not be shared with anyone.

Regards
Rauf Mammadov

Do you like eating fast food? *

Yes
No

Which one is your favourite fast-food place? *

Mc Donalds
KFC
Pizza Hut
Dominos
Burger king
Subway
Tacobel
Other

How long have you been visiting your current fast-food brand? *

0 to 1 year
More than 1 year to 3 years
More than 3 years to 5 years
More than 5 years

How often do you eat fast food? *

Everyday
Once a week
Once a month
Not very often
Never

On average how much money do you spend on buying fast food per week? *

\$25

\$50
\$100
\$100 or more

Do you use discount coupons to buy fast food?

Always
Sometimes
Never

Rate your response(Select all that apply to you) * (Strongly Agree
Agree, Neutral, Disagree, Strongly Disagree)

They're quick (service
They're inexpensive
I like the taste
Offers a variety
I like the environment
I am too busy to cook
Convenient
They're quick (service
They're inexpensive
I like the taste
Offers a variety
I like the environment
I am too busy to cook
Convenient

Please rank the following, in the order of highest to lowest importance, while selecting a fast-food restaurant. *(1,2,3,4,5)

Calories
Taste
Menu
Price
Customer service
Location
Drive-in
Calories
Taste
Menu
Price
Customer service
Location
Drive-in

What time would you normally buy fast food? *

Before 12 noon
Between 12-3 pm

Between 3-6 pm
Between 6-9 pm
10 pm or later

How do you make your decision for choosing a fast food restaurant? Please rate following on a scale of one to five (1 = never, 2 = rarely, 3 =sometimes, 4 = often, 5 = always) *

I use the time to search for information about the product
I make impulse buying decisions
I visit different fast food brands if advertising is appealing
I look for promotions, deals and discounts
I prefer the same restaurant every time
I use the time to evaluate between alternatives
I have my own preferences or opinions
I use time to search information about the product
I make impulse buying decisions
I visit different fast food brands if advertising is appealing
I look for promotions, deals and discounts
I prefer the same restaurant every time
I use the time to evaluate between alternatives
I have my own preferences or opinions

Whom do you prefer taking with you to a fast food outlet? *

Alone
Friends
Family
Colleagues
Other:

Will you prefer to switch to another brand? *

Yes
No
Maybe

What percentage of discount would you need to switch from your current brand to a competitor brand? *

(1-10)%
(10-24)%
(25-50)%
(50-75)%
Above 75%

If you were to change your buying preferences and purchased another fast-food brand instead of your regular one, what would be the reason for it? *

Price
Promotion
Better quality
Better taste
Brand
Ecological or environmental issues

The lack of interest in your current brand
Something else

Has fast-food become a basic need for you? *

Yes
No
Maybe

Does fast food seem more available now than when you were a child? *

Yes
No
Maybe

Do you think the fast food industry is damaging to the environment? *

Yes
No
Maybe

Do you have any of these health conditions? *

Obesity
Diabetes
Heart disease
Blood Pressure
Cancer
No, I don't
Other

Has your purchasing habit ever been influenced by promotions of fast food chains on social media? *

Yes
No
Maybe

Demographic Details:

Please fill the details genuinely, as it will contribute to an academic research.

The country you belongs to: *

USA
Turkey
India

What's your Gender? *

Female
Male
Prefer not to say

You come under which age bracket? *

12-17

18-24

25-35

36-50

50 and Above

Relationship status: *

Single

Married

In a relationship

Widowed

Divorced / Separated

What's your highest level of education? *

Secondary

Higher Secondary

Graduate/Diploma

Post Graduate

Doctorate

What's your work status? *

Company Employee

Self-employed

Student

Homemaker

State or Local Employee

Other:

What is your Income Level (Per Month)? (As per your local currency) *

0

200-500

500-1000

1000-3000

3000-6000

6000-12000

12000-30000

30000-60000

60000 and above

Your Accommodation *

living with parents

living with relatives

in company/school accommodation

renting house/flat

living in your own house/flat

other