Preface
The process of understanding the consumer behaviour in fast food and beverage industry helps those incumbent business organisations which are operational in fast food and beverage industry to devise pristine strategies which can accommodate the organisations in achieving their short term and long term objectives. Now days, the concept of consumer behaviour has gained tremendous attention of the academia and the industry simultaneously as it affects the operational efficiency and performance of every organisation. Moreover, it has been realised that by precisely interpreting consumer behaviour, the business organisations can elevate the customer satisfaction level by adjusting their operations in accordance to the fluctuating needs and requirements of the customers.
India has recently been exposed to the globalisation and the same is true for the fast food and beverage industry. Hence, this industry is immature and dearth of research pertaining to important issues in fast food industry related to the effect of demographics on consumer satisfaction, relationship between service quality and the brand loyalty, relationship between pricing strategy and customer satisfaction has engendered a need to undertake research work associated with the above mentioned concepts. Furthermore, the research will facilitate in bridging the gap between the theory and the practice which has been identified in number of studies as well as has been surfaced in various forms. As a result of which there exists a sense of dissatisfaction between academicians and industrial populate. Additionally, the study holds importance due to its empirical nature in the area of consumer behaviour pertaining to the fast food industry, especially in the Indian context, as the work done is diminutive in this regard. This study is a contribution to the literature on consumer behaviour in fast food industry. In addition, it also has favourable implications for students, academicians and industry people.
The study has been exhibited in six chapters, where the first chapter consists of the introduction of the topic, scope of the study, justification, objectives and hypothesis. The second chapter covers the review of literature pertaining to the study area. The third chapter divulges the research design and methodology. This part of the study discuses the information regarding sample design, data source, developing instrument, statistical tools
used in the study, chapter plan, limitations of the study and the future relevance of the study. Additionally, the fourth chapter consists of the profiles of fast food companies like KFC, Domino’s, Pizza Hut and McDonald’s which are operating in national capital region of India. The fifth chapter deals with the analysis and interpretation of the results derived by applying various relevant statistical tools and techniques to the data. Finally, the sixth chapter reveals the summary of the research findings and highlights the conclusion and suggestions emerging from the discussions.