



Consumer Preferences In The Fast-Food Chain Restaurants

Author: Akash Sinha
BBA Student, SCMS Nagpur

1. Abstract

This study explores consumer preferences in fast-food chain restaurants in India, focusing on factors like taste, price, hygiene, speed, and vegetarian/vegan options. Primary data was collected through a structured survey with 78 participants. The study analyzes consumer behavior toward five popular fast-food chains: McDonald's, KFC, Burger King, Domino's, and Pizza Hut. Findings indicate Domino's leads in overall preference, while Pizza Hut ranks lowest in most aspects. The research highlights the importance of taste, cleanliness, and service speed as key drivers of consumer loyalty in the Indian fast-food segment.

Keywords: Consumer Preference, Fast-Food Chains, India, Taste, Hygiene, Service Speed, Domino's

2. INTRODUCTION

• Defining Consumer Preference:

Consumer preferences basically means the different tastes, likes, dislikes & choices of people that impact their decisions at the time of purchasing any goods, services, or experiences. It is important for companies to understand consumer preferences because it helps them to customize their products & services, marketing methods, and overall offers to better meet the wants, needs & demand of their target audience.

• Consumer preferences are influenced by a variety of factors, including:

1. **Individual Taste:** according to an individual's upbringing, character, experience their taste (likes & dislikes)
2. **Price consciousness.:** Consumers are very conscious regarding the product, its price and its perceived value.
3. **Quality:** some consumers prefer quality over price they often buy products which are superior in performance and durability even if price is high
4. **Brand Reputation:** Some consumers become loyal to a specific brand due to its attributes such as quality price customer satisfaction
5. **Convenience:** Some consumers prefer convenience over other factors and hence would agree to any demands that would save time for them significantly
6. **Social Influence:** In today's scenario role of social media also influence consumers to go to any particular restaurants.
7. **Ethical and Environmental Considerations:** In today's world the increase in thoughts on being ethical and environment friendly also influence consumer preference
8. **Past Experiences:** A good customer experience leads to customer retention.

There are several techniques for business organizations to measure and analyze customer preferences including market research, surveys, focus groups and data analysis. From these analysis, the businesses will be able to understand and effectively work on their customer satisfaction and long term success in the market place.



Fig.no 1 Consumer Preference

1.1 Consumer preferences - THE INDIAN SCENE

In India consumer's preference in fast food chain restaurants can vary widely depending on factors including demographic, regional, cultural and personal tastes. However, some common trends and preferences which can be observed:

1. **Vegetarian Options:** In India has a large population prefer vegetarian food so fast food chain often keep variety of vegetarian options including items like paneer burgers, veggie wraps and potato dishes
2. **Local Flavors:** India is a place of spices and after every few regions we find new taste new flavors thus these fast food chain often add regional taste to there menu to capture the local audience (e.g. McDonalds started Aloo tikka burger first time in India)
3. **Healthy Choices:** In today time there is a massive increase in health consciousness and people even try to find healthy options in fast food restaurants thus introduction of grilled option started to cater these audiences
4. **Customization:** many customers want to have their food according to their preference like choice of toppings, extra cheese etc. Thus fast food chain started offering customization options
5. **Convenience and Speed:** As the name says, fast food is known for its quick service. Consumers prefer restaurants with efficient service and minimal wait times, especially during peak hours.
6. **Affordability:** A lot of people in India are price sensitive thus fast food restaurant targets price sensitive customer by offering combo of value for money options in menu
7. **Hygiene and Quality:** Cleanliness, hygiene standards, and food quality are crucial factors influencing consumer choices. Chains that maintain high standards of cleanliness and use quality ingredients tend to build trust and loyalty among consumers.
8. **Technology Integration:** with a massive rise in digitalization specially after introduction of upi people prefer restaurants with online ordering and payment and also special rewards for loyalty ordering by existing customers

By understanding these preference of consumers the fast food chain can excel in Indian market and are even showing great performance in India by catering a large audience

1.2 EVOLUTION OF Consumer Preference in Fast-Food Chain

1950s to 1960s - Emergence and Standardization:

- **Burgeoning Popularity:** After World War II era there was a rise in consumerism and a desire for convenience in restaurants, which showed a rapid growth of fast-food chains. McDonald's, Burger King, and KFC were among the pioneers in this period.
- **Standardized Menus and Processes:** to smoothen the operation and ensure quick service to customer's restaurants started offering standardized menu with limited options which would increase their efficiency
- **Drive for Speed and Affordability:** With an emphasis on speed and affordability, fast food chains attracted consumers looking for quick meals at low prices. The introduction of assembly line production and drive-in service further enhanced convenience for customers.

1970s to 1980s – Diversification of Menu and Health Concerns:

- **Diversification of Menus:** As fast-food chains solidified their position in the market, they began to expand their menus to cater more customers. This period saw the introduction of new items such as chicken sandwiches, salads, and breakfast offerings, providing customers with more choices beyond traditional burgers.
- **Growing Health Awareness:** Slowly there was a increase in concern about health and consumers started questioning about the nutritional value of fast food. To this some fast-food chains responded by introducing lighter menu options and promoting nutritional information to counter these challenges.
- **Introduction of Drive-Thrus:** understanding the need for convenience, many fast-food restaurants began to offer drive-thru service, allowing customers to place and receive their orders without leaving their vehicles.

1990s to Early 2000s - Branding and Global Expansion:

- **Global Expansion:** Fast food chains after succeeding in United states started expanding Internationally. They adapted local taste and menus to suit local preferences and cultures, introducing regional variations while maintaining core offerings.
- **Branding and Marketing:** The fast food business encounter intense competition in 1990s at that time these business invested heavily on branding, advertising and promotional activities business focused on creating brand identity to engage with the young youth
- **Health-Conscious Shift:** Rising concerns about obesity and diet-related health issues, fast food restaurants encountered criticism over the dietary value of their products. Many companies added healthier menu items, like salads, fruit cups, and grilled chicken sandwiches, in addition to their standard selections to allay these worries.

Mid-2000s to Present - Health, Customization, and Technology:

- **Health and Transparency:** Today consumers are more health-conscious and concerned about the ingredients and nutritional value of their food. Fast food chains have responded by offering healthier alternatives, including fresh salads, grilled protein options, and reduced-calorie menu items. To build trust with customer's transparency initiatives were adapted such as providing nutritional information and sourcing details, aim.
- **Innovations in Menu and Customization:** To cater to diverse preferences of customers, fast food restaurants introduced menu innovation and customization. They regularly introduce new and limited-time offerings, experiment with premium ingredients, and allow customers to personalize their orders through build-your-own options and customizable toppings.
- **Digital Transformation:** In these revolving times digital transformation has become a necessary feature in all sectors fast food services are able to enhance convenience for their customers due to their advancement in technology this included delivery services loyalty program mobile applications and self-service kiosks.

The evolution of consumer preferences in fast food restaurants shows a shift towards healthier, more customizable, and digitally integrated dining experiences. Fast food chains continue to adapt and innovate to meet the changing needs and expectations of their customers while balancing convenience, affordability, and sustainability.

1.3 Fast-Food Chain Restaurants

• Defining Fast Food Chain Restaurants:

Fast food chain restaurants are establishments that are specialize in serving quickly prepared meals which are specially designed for on the go consumptions. These restaurants are specially known for their standardized menu and efficient and quick service



Fig.no 2 Fast Food Chain Restaurants

• Key features of fast-food chain restaurants include:

1. **Standardized Menus:** Fast food chains often have same menus across all their locations, offering popular items such as burgers, fries, chicken sandwiches, salads, and soft drinks.
2. **Speedy Service:** one of the most important and required feature of any fast food service is their speedy service and high reliability.
3. **Affordability:** Fast food chains are on the rise of popularity because of their affordable price ranges which attracts wide range of customers. This pricing help in contributing to their popularity.
4. **Drive-Thru Convenience:** Many fast-food chains offer drive-thru service, which allows customers to place and receive their orders without even leaving their vehicles. This convenience is especially valued by customers who are looking for a quick meal while on the road in a hurry.
5. **Ubiquitous Presence:** Fast food chain restaurants are easily found in urban, suburban, and even rural areas which make them highly accessible to consumers. This widespread presence contributes to their popularity and makes them a familiar dining option for many people.
6. **Marketing and Branding:** Fast food chains invest heavily in marketing and branding efforts to promote their products and maintain customer loyalty. This may include advertising campaigns, sponsorship deals, and promotions aimed at attracting new customers and retaining existing ones.

Despite of the massive popularity these fast food chain restaurants have faced criticism for their contribution to health issues such as obesity and poor nutrition. Many fast-food items are high in calories, fat, and sodium, leading to concerns about their impact on public health. To counter these criticisms many fast food restaurants in response have introduced healthier menu options and made efforts to provide more nutritional information to customers which influenced them to introduced grilled menu.

Overall, fast food chain restaurants play a significant role in the global food industry, offering convenient, affordable dining options to millions of people every day.

I have selected the below 5 fast-food chain restaurants survey for my research

- **McDonalds**
- **KFC**
- **Burger King**
- **Dominos**
- **Pizza Hut**

1.4 McDonald's: From Drive-In to Global Icon

McDonald's: Golden Arches Reaching Everywhere

McDonald's isn't just a restaurant; it's a global network of familiar red and yellow. With over 36,000 outlets in more than 100 countries, it's the world's largest fast-food chain.

This empire began humbly in 1940 when the McDonald brothers in California streamlined their restaurant operations for speed and affordability. Their franchised model, spearheaded by Ray Kroc in the 1950s, became the key to McDonald's explosive growth.

One reason for McDonald's success is its standardized menus. Walk into any McDonald's worldwide, and you'll find core items like Big Macs and fries. This consistency fosters brand recognition and trust. However, McDonald's isn't afraid to adapt. Regional menus feature local favorites, from McSpicy burgers in India to McBibimbap in South Korea.

Finding a McDonald's is easy. They're in bustling city centers, along highways, and even in smaller towns. This ubiquity makes them a convenient option for a quick meal on the go. Many outlets offer 24-hour service, further catering to busy schedules.



Fig.no 3 Image of McDonalds Outlet with its logo

1.5 KFC

KFC: Finger Licking' Good Around the World

Colonel Sanders' secret blend of 11 herbs and spices isn't just a slogan, it's the heart of KFC, the world's king of fried chicken. Founded by Colonel Harland Sanders in 1952, KFC started as a single Kentucky restaurant. Sanders' pressure cooker method for frying chicken, combined with his secret recipe, proved to be a winning formula.

KFC's success lies in its focus on high-quality, flavorful fried chicken. Their menu offers a variety of crispy fried chicken to juicy tenders and sandwiches. While sides like mashed potatoes and coleslaw are classic, KFC also caters to regional tastes with unique offerings in different countries.

Beyond delicious chicken, KFC offers convenience. Their quick service and familiar red-and-white striped buckets make them a popular choice for families and busy individuals. KFC also embraces technology, with online ordering and delivery options catering to the changing dining landscape.

However, KFC faces challenges in promoting healthy eating habits. They've introduced grilled chicken options and healthier sides, but their core menu remains centered on fried chicken.

The Colonel's legacy of finger licking' good fried chicken continues to attract millions of customers worldwide, making KFC a true fast-food powerhouse.



Fig.no 4 KFC Logo

1.6 Burger King

Burger King: The Flame-Grilled Challenger

Burger King, a flame-grilled whopper of a fast-food chain, has been feeding burger lovers since 1954. Starting in Miami, Florida, they rose to become a global franchise competing with the golden arches i.e. McDonald's.

Burger King is known for its flame-broiled burgers, a method they say gives their patties a unique, smoky taste. Their signature Whopper, a generous helping of beef nestled in a sesame seed bun, remains a popular choice. They also offer a variety of sandwiches, fries, drinks, and desserts, including the iconic Hershey's Sundae Pie.

Over the years, Burger King has been known for its playful marketing campaigns and its rivalry with McDonald's. They've even taken jabs at their competitor in commercials, highlighting the flame-broiled aspect of their burgers.

Today, Burger King boasts over 18,000 locations around the world. They continue make innovations in their menu to cater people with different dietary taste and needs



Fig.no 5 Burger King Logo

1.7 Domino's

Domino's: Delivering Hot Pizza, Globally

Domino's is the world's largest pizza chain, founded in 1960 in Michigan, with only one store Domino's is known for its high quality pizza and fast delivery it gained popularity with its campaign of delivering pizza in 30 min or less or else its free this guarantee revolutionized the pizza delivery game

While Domino's built its reputation on classic pizzas, but with time they expanded their menu and now they even offer local taste pizza. Today they offer variety of topping crust pasta pizza slides and many more. Even they introduced vegan cheese options

More over dominos is the only company who delivers their food by their own without the help of zomato and swiggy and they are successful in it, they focus on seamless mobile ordering experience which allows them to deliver hot pizzas

Today Domino's is a global leader in pizza delivery. Their commitment to speed, convenience, and a constantly changing menu keeps them competitive in the market. From classic cheese pizzas to innovative options, Domino's continues to deliver hot and satisfying meals to millions of customers worldwide.



Fig.no 6 Dominos Logo

1.8 Pizza Hut

Pizza Hut is a globally recognized pizza chain, founded in 1958 which is known for its famous crust options and iconic stuffed crusts. Their menu goes beyond pizza though, offering wings, pastas, sides, and desserts.

Diners can choose between dine-in, carry-out, or delivery, making Pizza Hut a convenient option for any occasion. Whether you're catching a game with friends or having a cozy family night in, Pizza Hut offers a casual dining atmosphere or the ease of enjoying their food at home.

Pizza Hut keeps things interesting with ongoing deals and promotions, ensuring there's almost always a way to save on your next pizza fix. They also adapt their menu to local tastes, ensuring a unique experience in different countries.

With thousands of locations around the world, there's a good chance you'll find a Pizza Hut close by.



Fig.no 7 Pizza Hut Logo

2.9 Why Companies are interested in understanding Consumer Preference

Fast food chains, like any business, are very interested in understanding consumer preference. There are a few key objectives they have in mind when studying what makes customers tick:

- **Drive sales and profit:** This is the ultimate goal. By understanding what makes people choose their restaurant over the competition, they can tailor their menu, pricing, and marketing to be more appealing.
- **Increase customer satisfaction and loyalty:** Happy customers are repeat customers! Fast food chains want to make sure their food, service, atmosphere, and overall experience tick the boxes for their target audience. This keeps people coming back for more.
- **Optimize menus and offerings:** Consumer preferences can tell fast food chains which menu items are most popular, and which ones might need a revamp or removal. They can also use this information to develop new menu items that cater to current trends or address unmet needs.
- **Enhance convenience and speed:** Fast food is all about being a quick and easy option. By understanding what factors contribute to a fast and convenient experience for their customers, these chains can improve their ordering systems, drive-thru efficiency, and overall restaurant layout.

In short, fast food chains use consumer preference research to make strategic decisions that will attract more customers, keep them happy, and ultimately boost their bottom line.

2. RESEARCH METHODOLOGY

The study's research design, which is exploratory in nature and survey-based, employed a method. My data collection methods included random sampling through questionnaire survey and Non – probability convenience sampling method.

2.1 SOURCES OF DATA

The sources of data, whether they be physical or digital locations, are the places where data is kept in a data table, data object, or another sort of storage format.

Both internal and external sources are potential sources of data. Information obtained from internal sources is referred to as primary data, whereas information obtained from external sources is referred to as secondary data.

To do an analysis, all of the data must first be obtained through primary or secondary research. A collection of both statistical and non-statistical information is referred to as a data source and can be used by a researcher or analyst to enhance their work.

1. Internal Sources of data

2. External Sources of data

1. **Internal Sources of data** - Internal data references are things like reports and records that are published within the organization. Use of internal data references is used when conducting primary research on a certain subject. As a researcher, you can learn information from insider sources. It deems the entire study's work to be straightforward. Accounting resources, sales force reports, internal experts, and other reports are a few examples of the many internal data.

2. **External Sources of data** - External data sources are used when data collection takes place away from the company. They are not a part of the business in any manner. One can work for external data collection as a researcher. As they can be numerous and their data is much more variable, data from external sources is more difficult to assemble. The several groups into which external data can be categorized. Here are several examples:

- Government Publication
- Non-Government Publication

In the study on the Consumer Preferences in the Fast-Food Chain Restaurants,

secondary data sources can be used. Our primary method of data collection was an online survey using a questionnaire survey.

Surveys and interviews with investment experts, decision-makers, and ordinary investors will be used to gather primary data. To further understand the experiences and viewpoints of the participants, interviews will be conducted with a small sample of them.

Secondary data sources will include academic articles, books, and reports on digital markets. Secondary sources will be consulted in the literature review in order to get a thorough picture of current knowledge on the topic.

2.2 PRIMARY AND SECONDARY DATA

Surveys and interviews with investment experts, decision-makers, and ordinary investors will be used to gather primary data. Academic articles, books, and reports on behavioral finance will serve as secondary data sources.

2.3 POPULATION

The study population consisted of students, undergraduate students, working professionals, and businessmen. This study used a cross-sectional design. The study conforms to the nature of this study to describe the consumer preference in fast food restaurants. This study's data were not compiled in phases but were collected in a single period digital. The application documents were sent to 150 respondents using stratified random sampling, but 78 were completed and processed.

2.4 SAMPLING METHOD

To ensure that the findings are representative of the population being examined, the sampling strategy employed in a study consumer preference in fast food restaurants is crucial. The sampling technique utilized in the case of the survey run through questionnaire survey with 78 participants is unclear based on the information provided. In survey research, a variety of sample techniques can be utilised, including convenience sampling, stratified sampling, random sampling, and cluster sampling. The selection of a sampling technique is based on the characteristics of the population being examined and the goals of the research. Each method has advantages and disadvantages.

2.5 METHOD OF DATA COLLECTION

The method of data collection used in a study consumer preference in fast food restaurants is critical in determining the quality and reliability of the data collected. In this case, a survey was conducted using questionnaire survey, in which 78 people participated. While surveys can be an effective method for collecting data, there are several factors to consider to ensure the validity and reliability of the results.

2.6 DRAFTING A QUESTIONNAIRE

A well-structured questionnaire was developed after an extensive review of literature. The questionnaire had 10 questions. It consisted of the general questions and demographic profile of respondents. Questions are in such a form that it assesses the consumer preference in fast food restaurants. The respondents were requested to place their responses in a MCQ form. The questionnaire was filled by customers to assess their behavior while choosing fast food restaurants

2.7 DATA ANALYSIS TECHNIQUE

There are several data analysis techniques that can be used to analyse the data collected from the survey are: Descriptive statistics, Correlation analysis, Regression analysis, Cluster analysis, Factor analysis. The technique used here is Random Sampling through questionnaire survey and Non – probability convenience sampling method.

2.8 DATA ANALYSIS

1. Among the following fast food restaurants, which one do you visit most frequently?

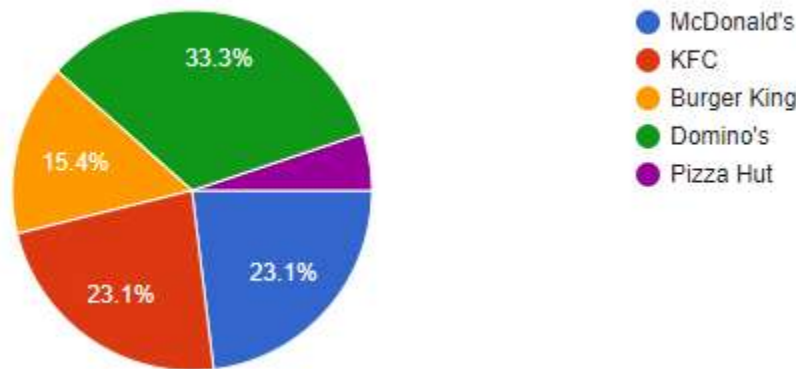


Fig.no 8 pie chart describing the responses of consumers towards the 1st question

We asked people among the selected restaurants which one they have visited most frequently & the pie chart shows the percentage of people who have eaten at different fast food restaurants. Here's what I found:

So out of 78 respondents

- The largest percentage of people, 33.3%, have eaten at Dominos.
- There is a tie between McDonalds & KFC with 23.1%
- 15.4 % of people have visited Burger king
- However, Pizza hut is the least visited restaurant by the customers with only 5.1% visits out of 78 customers who visited pizza hut

2. How often do you typically eat at fast food restaurants?

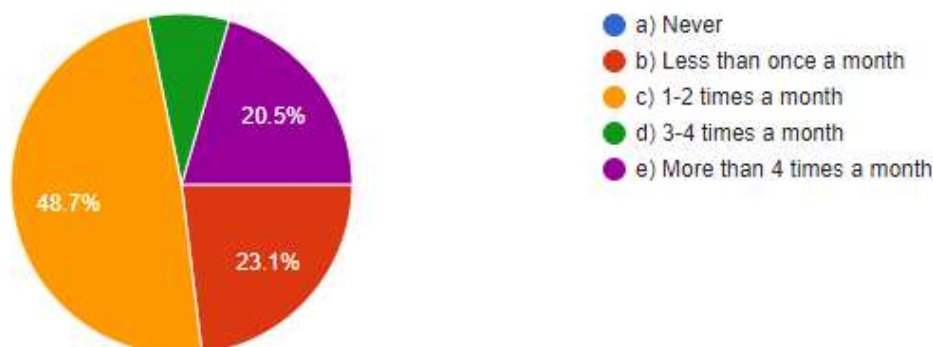


Fig.no 9 pie chart describing the responses of consumers towards the 2nd question

We asked people that how often do they visit any fast food restaurants & the pie chart shows the percentage of how many times in a month consumers visit fast food restaurants & in my survey I found that out of 78 respondents.

- Majority of the people i.e. 48.7% of the people visit fast food restaurants once or twice in a month
- Although 23.1% of visit less than once in a month
- However, a huge amount of population i.e. 20.5% of people visit more than 4 times a month
- 7.7% people visit restaurants 3 to 4 times in a month
- One interesting thing which I found during the survey that no one responded that they have never visited fast food restaurant

3. What factor is most important to you when choosing a fast food chain restaurant?

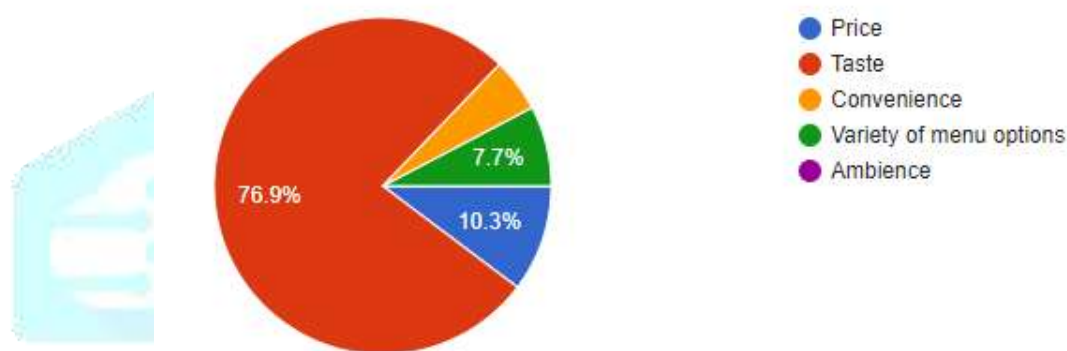


Fig.no 10 pie chart describing the responses of consumers towards the 3rd question

We asked people that hat factors are very much important to them while choosing a fast food chain restaurant & the pie chart shows the percentage of people's preference while choosing a fast food restaurant.:

So out of 78 respondents I find out that

- For 76.9% people taste is the most important factor when choosing a fast food restaurant
- However, the second most important thing which they consider is price with 10.3% respondent
- 7.7% of people out of 78 respondents consider variety in menu options
- And 5.1% consider Convenience over other option
- In my survey I found that no one selected for ambience i.e. for them ambience is not that important

4. How important is the overall cleanliness and hygiene of the fast food restaurant to you?

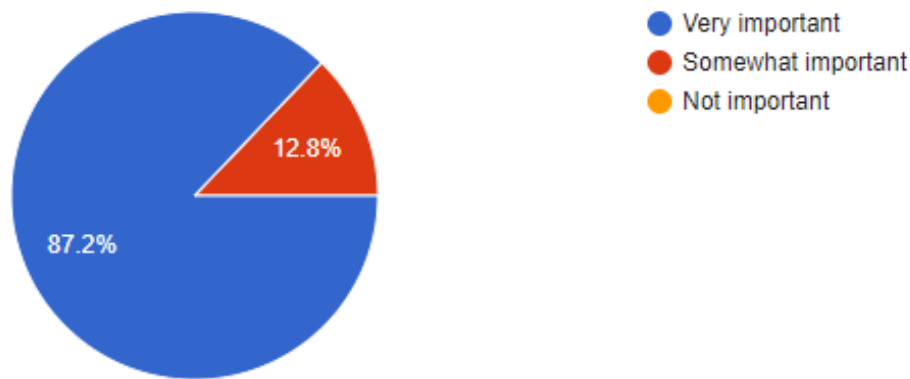


Fig.no 11 pie chart describing the responses of consumers towards the 4th question

We asked people how important is cleanliness and hygiene of restaurant to them and we got to know that for consumer cleanliness is a very important factor since no one opted that cleanliness is not important to them and with a huge percentage of 87.2% people cleanliness is very important to them and for 12.8% its somewhat important

5. Which of the following fast food chains do you believe offers the best value for money?

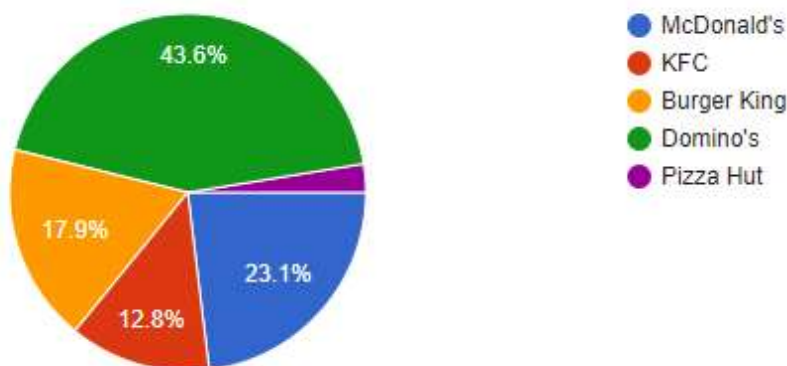


Fig.no 12 pie chart describing the responses of consumers towards the 5th question

We asked people that among the selected restaurants which one do they feel offer the best value for money So out of 78 respondents

- The largest percentage of people, 43.6%, consider Dominos as best value for money restaurants.
- And with 23.1% McDonalds is the second most popular in terms of value for money
- With 17.9% burger king is giving competition to McDonalds in terms of value for money
- However, only 12.8% people find KFC as value for money restaurants
- Only 2.6% respondent out of 78 respondent consider Pizza Hut as a value for money

6. What factor would make you switch from your current favorite fast food chain to another one?

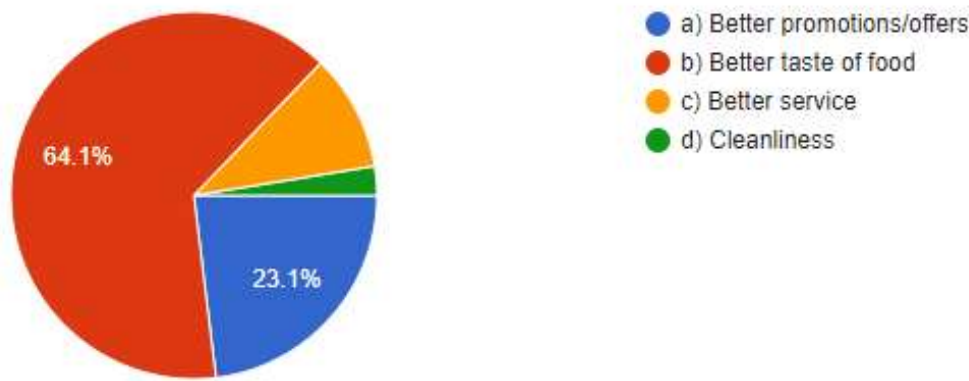


Fig.no 13- pie chart describing the responses of consumers towards the 6th question

We asked people that what factors can influence them to switch from your current favorite fast food chain to another one and from the survey I found out that

- If 64.1% people get better taste from other restaurant, then they can switch to other restaurant
- 23.1% people responded that if they get better offers then they can go for other restaurant
- With 10.3% the service option caters a large audience and for them a good service can influence them to go to other restaurant
- However only 2.6% people find cleanliness a reason to switch restaurants

7. How important is the speed of service when choosing a fast food restaurant?

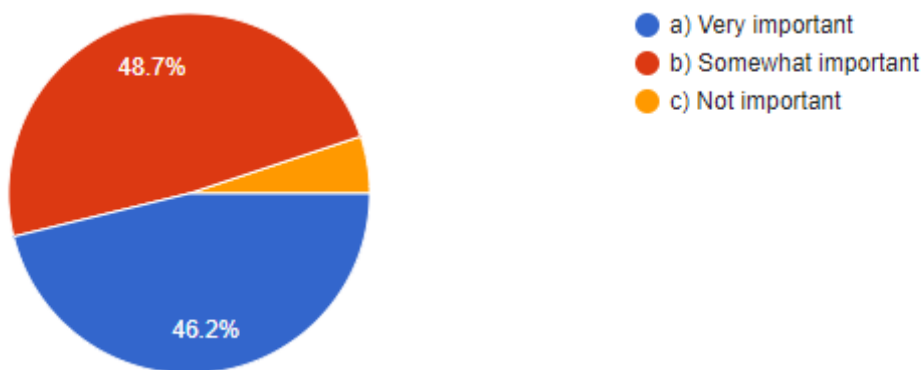


Fig.no 14- pie chart describing the responses of consumers towards the 7th question

We asked people how important is speed of service to them when choosing a fast food restaurant and we got to know that for consumer speed of service is a very important factor as 48.7% people responded it as very important and 46.2% claimed it as somewhat important that is 94.9% responded speed of service matter. However, only 5.1% do not give that importance to service over other factors.

8. Which fast food chain do you perceive as having the best customer service?

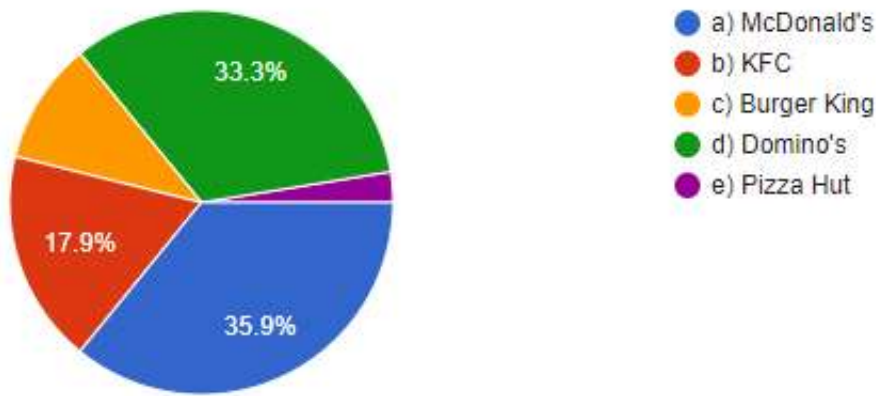


Fig.no 15- pie chart describing the responses of consumers towards the 8th question

We asked people that among the given options of restaurant which fast food chain do they perceive as having the best customer service

- And with 35.9% responses McDonald leads the market in terms of best customer service
- With 33.3% Dominos gives a good competition to McDonalds in providing good service to customers
- KFC is ranked 3rd in my survey with 17.9% far away from McDonald and Dominos in proving good customer service
- Only 10.3% people consider burger king as a good service provider in restraint business
- In my survey I found that pizza hut has scored only 2.6% of consumer's choice when it comes in providing good service to customers

9. How much does the availability of vegetarian or vegan options influence your decision when choosing a fast food restaurant?

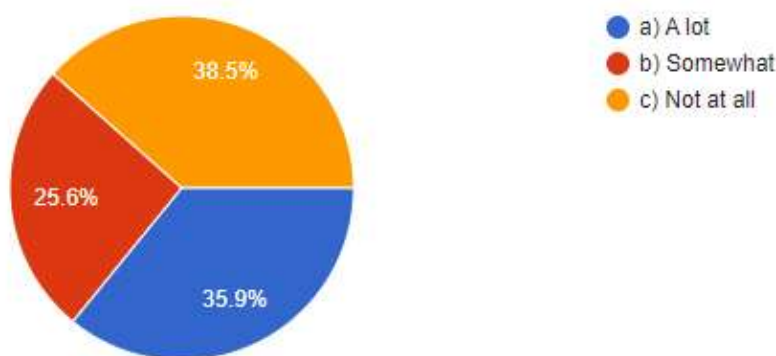


Fig.no 16- pie chart describing the responses of consumers towards the 9th question

We asked people weather availability of vegetarian food and vegan food matters to them while choosing a fast food restaurant or not and we got to know

- For majority of people that is 38.5% availability of vegetarian and vegan food does not even matter that is they a non-vegetarian
- But 35.9% of people vegetarian food matter a lot and they won't go to that restaurant if vegetarian or vegan food is not available

- For 25.6% people availability of vegan or vegetarian food is not that important

10. Among the listed fast food chains, which one do you perceive as having the best overall customer experience (including ambiance, cleanliness, and service)?

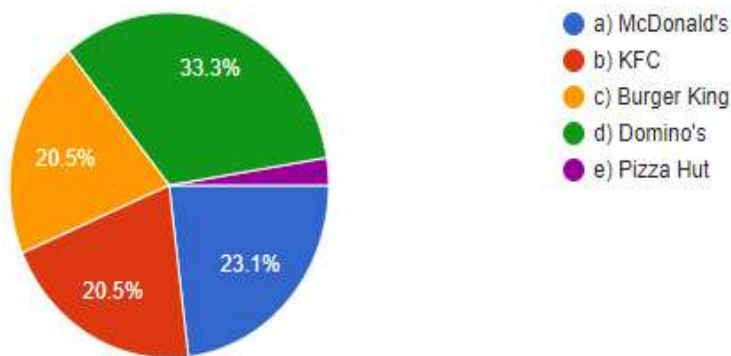


Fig.no 17- pie chart describing the responses of consumers towards the 10th question

We asked people that among the given options of restaurant which fast food chain do they think gives best overall experience which include ambiance, cleanliness, and service

- The largest percentage of people, 33.3%, feels that Dominos provide best overall customer experience
- with 23.1% McDonalds is has been found as the second best provider of customer experience in my survey
- There is a tie between KFC and Burger king as they both have same percentage of 20.5%
- However only 2.6% people perceive pizza hut as having the best overall customer experience compared to other fast food restaurants

3. RECOMMENDATIONS

India is a huge market of fast food restaurants thus also have a huge competition in this segment although majority of the market is dominated by big players but still there is huge space for small player and for the big competitors to capture the market since in the survey we have seen that people are ready to switch to other fast food chain restaurants if they get better taste service etc.

Based on my survey I would recommend restaurants to focus more on taste and try to keep the taste same every time as it will create a positive impact on consumer preference and it will help restaurant in retention of customer also they should focus on price and promotion as it was found to be the second factor for which customer can switch restaurant to capture a large audience these restaurants should also cater vegetarian and vegan option as in my survey I found that vegetarian option matters a lot to a large amount of audience

I would also recommend restaurants to focus on cleanliness speed of service etc. apart from the above I specific recommendation I would give to pizza hut is to focus on all the criteria as it the only restaurants which is least preferred by respondents in all the questions

4. OBJECTIVES OF THE STUDY

OBJECTIVES	FULFILMENT
To analyze the mind-set of the respondents	By floating of questionnaire survey through random sampling, we got to know the views of the respondents that on what basis they chose fast food restaurants & what factors can influence them to switch to other restaurants

5. CONCLUSION

Fast-food consumers objectify their experience in terms of taste, visual and smell, seeking various flavors that could possibly satisfy their cravings quickly and reliably. Generally, people of these times value highly on fast services, easy accessibility and digitalization

Amongst, McDonalds, KFC, Burger King, Dominos & Pizza hut- Dominos seems to be the most preferred amongst the consumers. This could be seen from the survey report stating regarding the interest of consumers in hygiene at restaurants, choice of favorite food, customer service, their variety in menu etc.

In these evolving times it is also easily noticeable regarding how important it is for restaurants to understand consumer's preferences and the factors which may influence customers to choose other fast food restaurants. Their change in terms of choice of menu including the addition of vegan food items

Also it is observed in the survey that consumers are open to switch to new fast food restaurants if offered better taste and pricing thus with great focus on consumer preference and demand restaurants can become first choice of consumers becoming a market leader in this field

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