



## A STUDY ON CONSUMER PERCEPTION TOWARDS BRANDED FAST FOOD OUTLETS IN CHANDIGARH

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### ABSTRACT

*Consumer preferences depend upon the behavior and perception of consumers. CONSUMER BEHAVIOR is "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The Research includes the study of branded fast-food outlets such as Mc Donald's, Nirulas, Wimpy, Pizza hut. The main objective of this study is to know customer perception towards the branded food outlets in Chandigarh. The main emphasis is on finding impact of consumer behavior on these outlets. Why a customer should visit these branded outlets rather than normal outlets? Some years back, only few players were there in the market, but now there are large numbers of players in this field in the market. The fast food market environment is changing fast with increasing competition. Even in this competitive environment in Chandigarh has good reputation in the fast food world. It is finding that customers are interested to buy fast food products. Mainly fast food products are preferred by the college guys and professionals.*

**KEYWORDS:** *Consumer Perception, Branded Fast Food Outlets, Study in Chandigarh, Competitiveness.*

### INTRODUCTION

Consumer preferences toward branded fast food outlets has been examined in this study. Consumer preferences depend upon the behavior and perception of consumers.

CONSUMER BEHAVIOR is "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how marketer can encourage increased consumption. Consumer behavior involves services and ideas as well as tangible.

It includes the study of branded fast-food outlets such as Mc Donald's, Nirulas, Wimpy, Pizza hut.

### **FOCUS OF THE PROBLEM**

The focus of the problem is to find out the consumer perception/preference toward branded fast-food outlets. The study finds out whether the branded fast-food outlet has been able to make the impact on consumers or not. It is concerned with measuring the success of branded fast food outlets.

### **OBJECTIVE OF STUDY**

The main objective of this study is to know customer perception towards the branded fast food outlets in Chandigarh.

The main emphasis is on finding impact of consumer behavior on these outlets. Consumer perception regarding these branded outlets. Why a customer should visit these branded outlets rather than normal outlets.

Some years back, only few players were there in the market with the, but now there are large numbers of players in this field in the market.

### **OTHER OBJECTIVES ARE**

To study the consumer perception toward branded fast food outlets

To determine the loyalty of consumers towards the market brands.

To know the performance of branded fast food outlets

### **HYPOTHESIS**

There are various assumptions:-

Young generation more likely visit Westside outlets.

The people visiting these outlets belong to upper middle class.

People who are more quality/brand conscious visit these outlets.

**SAMPLE DESIGN**

The sampling Design in the study is Cluster Probability Sampling Design. This sampling technique is economically more efficient than simple random.

**SAMPLE SIZE**

The sample size to represent the population is 100 respondents from Chandigarh.

**SAMPLING UNIT**

The sampling unit for this STUDY is taken as one respondent at a time.

**DATA COLLECTION METHOD**

This study includes collection of information in the form of two types of data, Primary as well as Secondary.

**ANALYSIS INSTRUMENTS**

Pie Charts

Conceptual Mapping

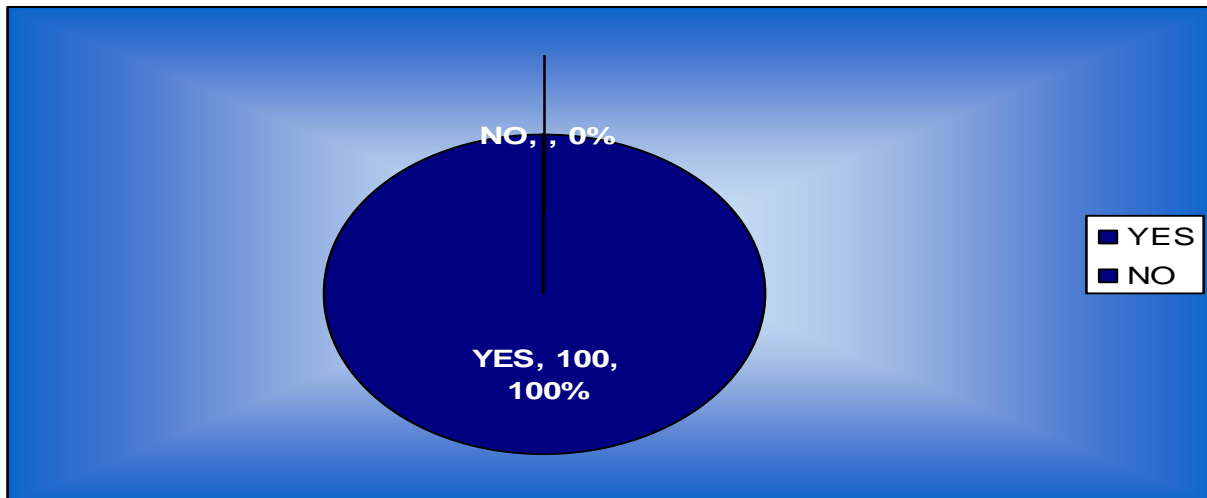
Bar Diagrams

Tabulation

Q. No. 1: Have you heard about fast-food outlets?

Yes

No

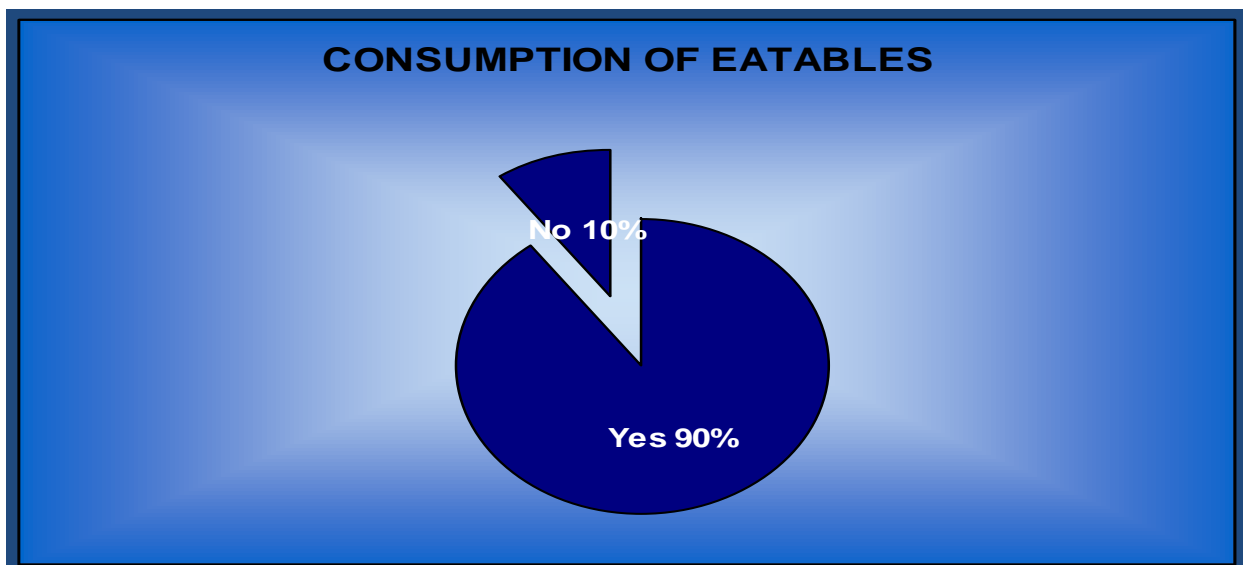
**FIGURE- I AWARENESS ABOUT FAST-FOOD OUTLETS**

Source: Data Collected from Questionnaire

The graph shows about how many people knows about fast food outlets. All of the respondents have heard about the fast-food outlets.

Q: 2 Do you consume eatables which are not prepared at home?

Yes     No

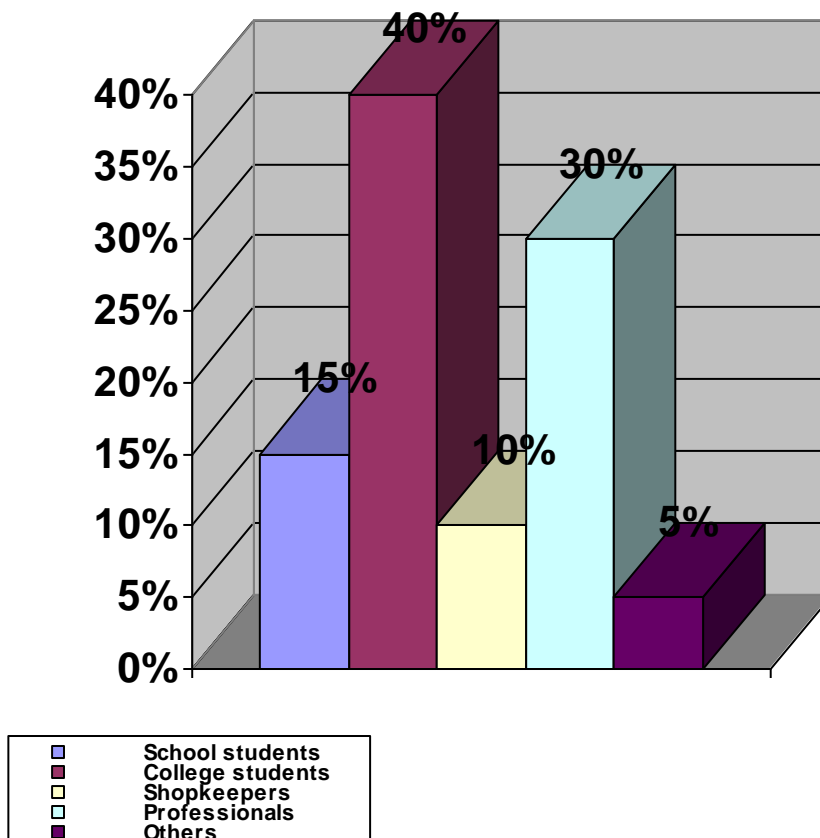
**FIGURE- II PLACE OF FOOD**

Source: Data Collected from Questionnaire

Above figure shows that 90% consumers consume eatables, which are not prepared at home whereas 10% people say no. They are not consuming eatables which are not prepared at their home.

Q: 3 what do you think who purchases most?

**FIGURE- III TYPE OF CONSUMERS**



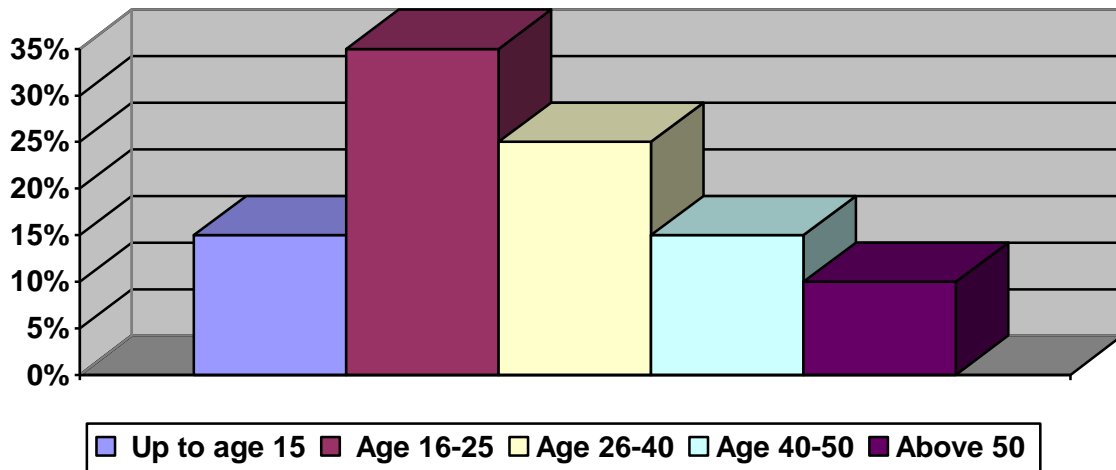
Source: Data Collected from Questionnaire

The Figure Shows that mostly college going students and professionals are purchase fast food items from branded fast food outlets. Their percentage is 40% and 30%.

Q: 4 What do you think which age group people prefer fast food?

- Up to 15    16-25    26-40    40-50    Above 50

**FIGURE- IV AGE GROUP**



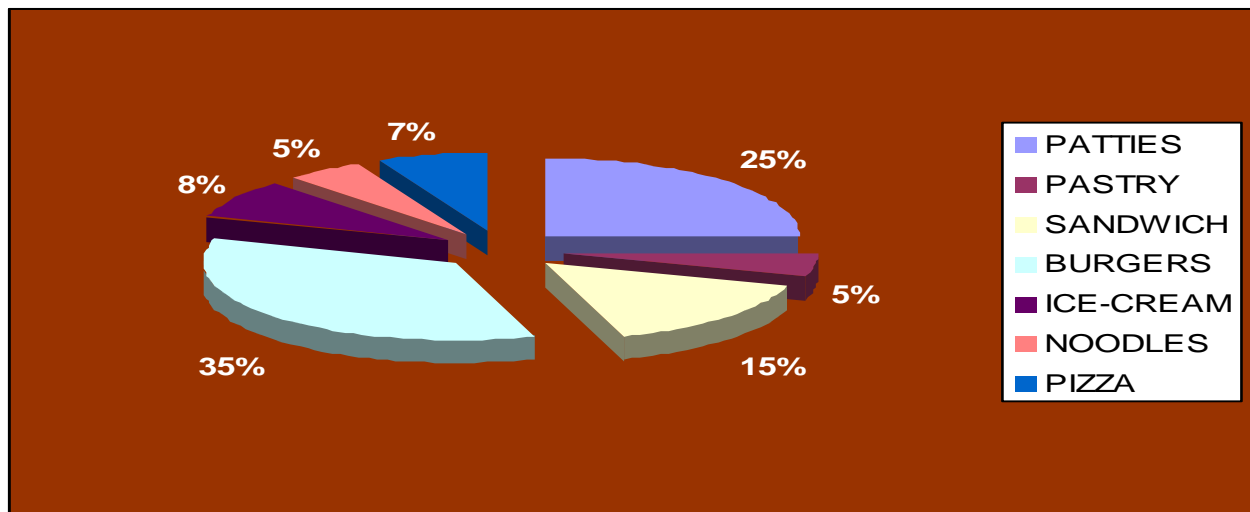
Source: Data Collected from Questionnaire

Above figure shows that mostly the age group of consumer 16-25 & 26-40 are consuming the fast foods. The percentage of such customers is 35% & 25% respectively.

Q. 5. Normally, what do you eat while hungry and outside the Home ?

- Patties     Sandwiches     Pastry     Burgers     Ice-cream     Pizza
- Noodles

**FIGURE- V FOOD MENU**



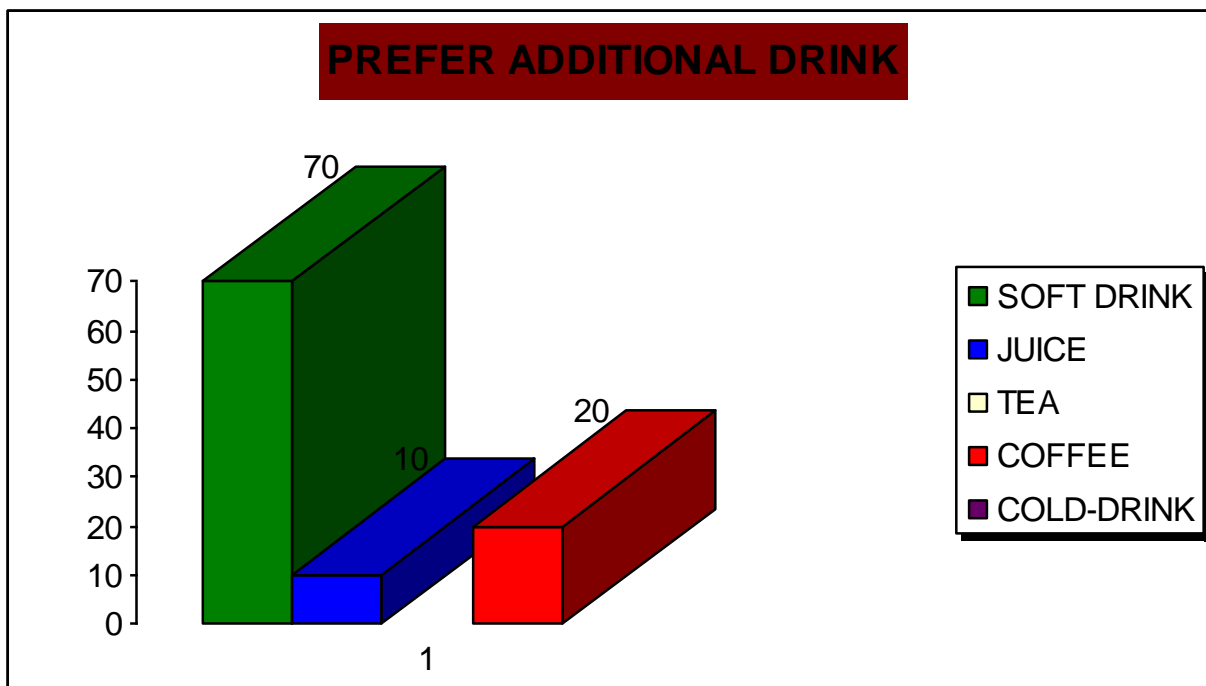
Source: Data Collected from Questionnaire

This shows that at the time of hunger 25% consumer consume patties, 5% pastries, 15% sandwich, 35% burgers, 8% consume ice-creams, 5% people consume noodles, and 7% consumers consume Pizza's. All this shows that consumer has positive attitude towards the fast food.

Q. No 6 What is additional drink with such items you prefer?

Soft Drink  Juice  Tea  Coffee  Cold drink

**FIGURE- VI PREFERABLE DRINKS**



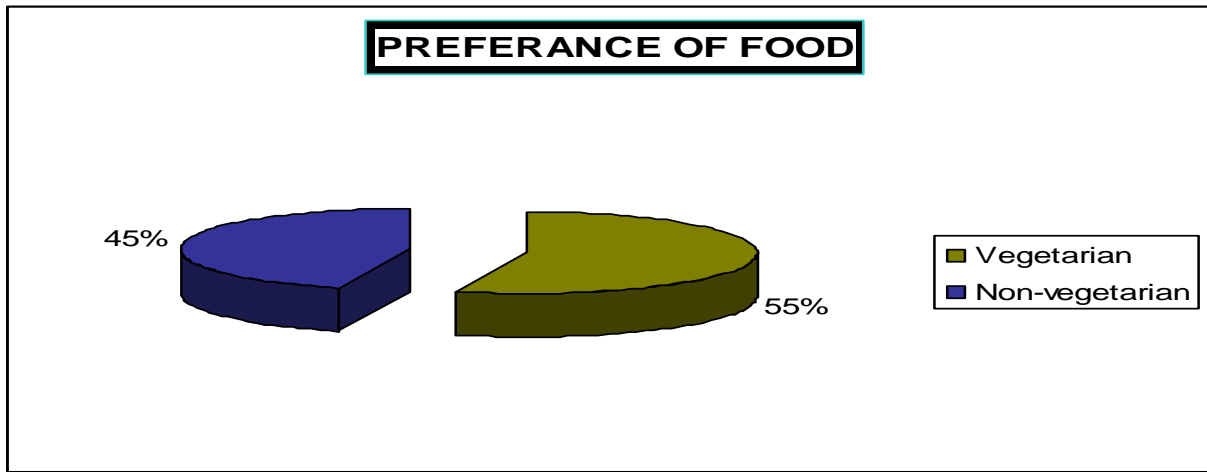
Source: Data Collected from Questionnaire

70% of the consumers consume soft drinks with the fast foods whereas 10% prefer to take juice with fast foods. Whereas only 1% consumer consumes tea with fast foods, 20% consume coffee.

Q. No 7 What are your Preferences for food items?

Vegetarian  Non-vegetarian

**FIGURE- VII PREFERENCE OF FOOD**



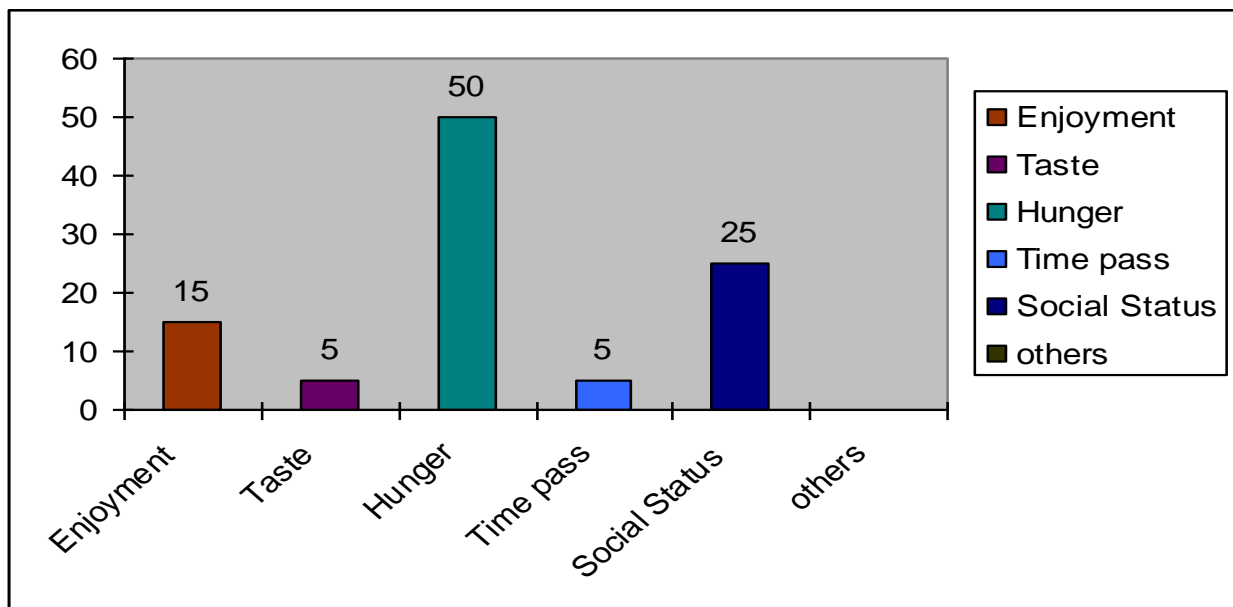
Source: Data Collected from Questionnaire

55% of the consumers consume vegetarian fast food whereas 45% consume Non-vegetarian fast foods.

Q. NO. : 8 What do you think people eat such items for?

- Enjoyment
- Taste
- Hunger
- Time pass
- Social status
- others

**FIGURE- VIII PERCEPTION FOR BUYING EATABLES**



Source: Data Collected from Questionnaire



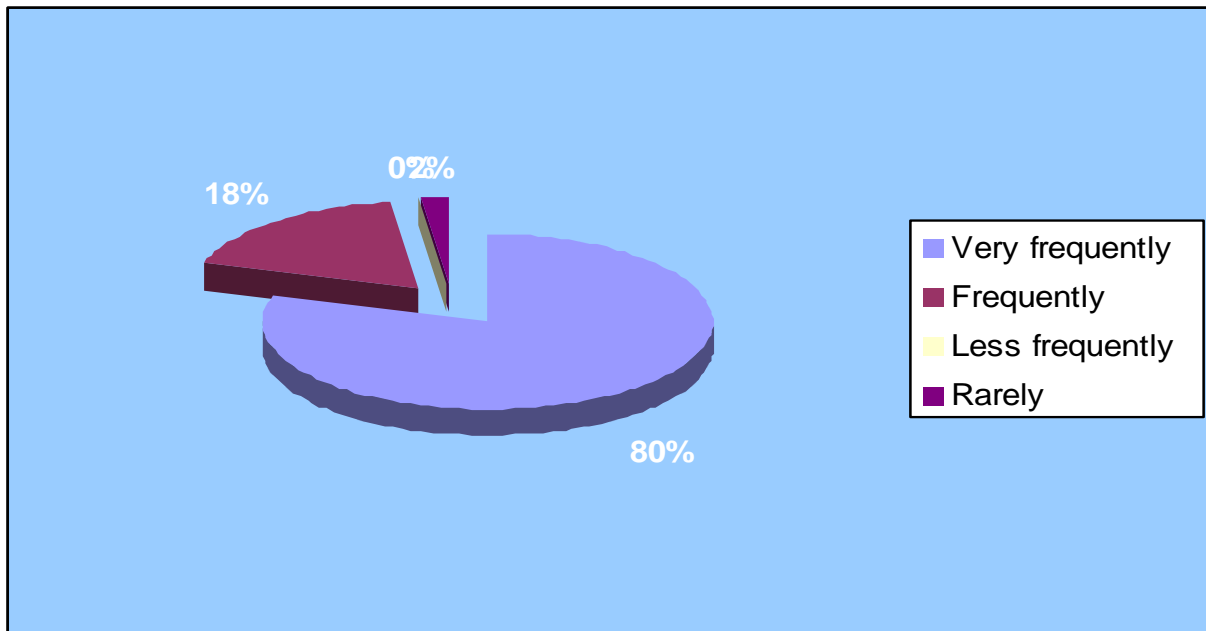
A consumer has different perception regarding the consumption of fast foods

Some are consume for enjoyment, some for taste, hunger, time-pass, social status. Most of the consumer consume because of hunger that type of consumer's percentage is 50%, whereas 15% consumers consume for enjoyment, 5% for taste and 25% for the status.

Q. No. 9: How frequently do you go to purchase such items?

- Very frequently  Frequently  Less frequently  Rarely

**FIGURE- IX BUYING FREQUENCY OF FOOD ITEMS**



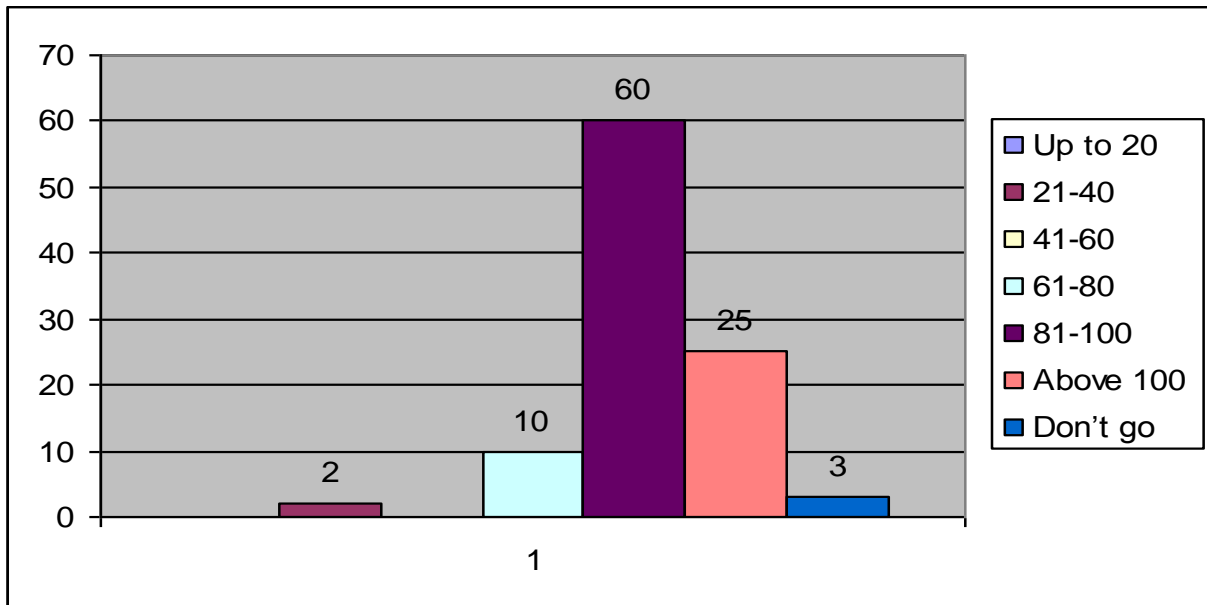
Source: Data Collected from Questionnaire

The percentage of customers who purchase fast food products very frequently is very much high that type of customer's percentage is 80% whereas only 18% customer's purchase frequently and only 2% purchase rarely.

Q. No. 10: How much do you spend normally on each person ?

- Up to 20  21-40  41-60  61-80  81-100  Above 100  Don't go

**FIGURE- X CONSUMER SPENDING**



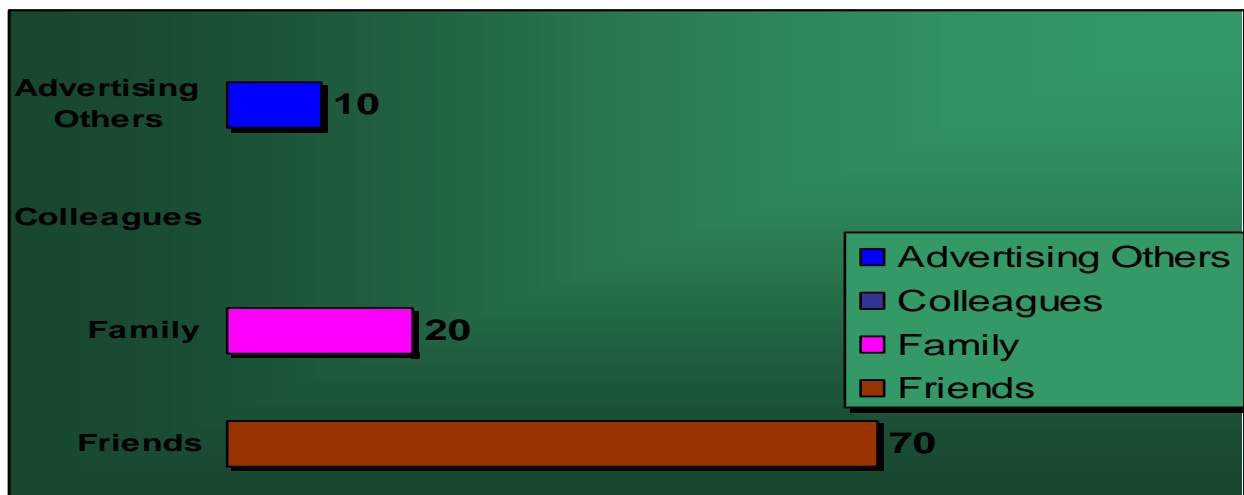
Source: Data Collected from Questionnaire

Above shows that how much a person spends money on fast food. Mostly people spend 81 to 100 Rs on fast food outlets.

Q. No.11: Who helps you most in deciding for using/purchasing such items?

- Friend's
- family
- Colleagues
- Advertising Others:

**FIGURE- XI INFLUENCERS FOR DECISION MAKING**



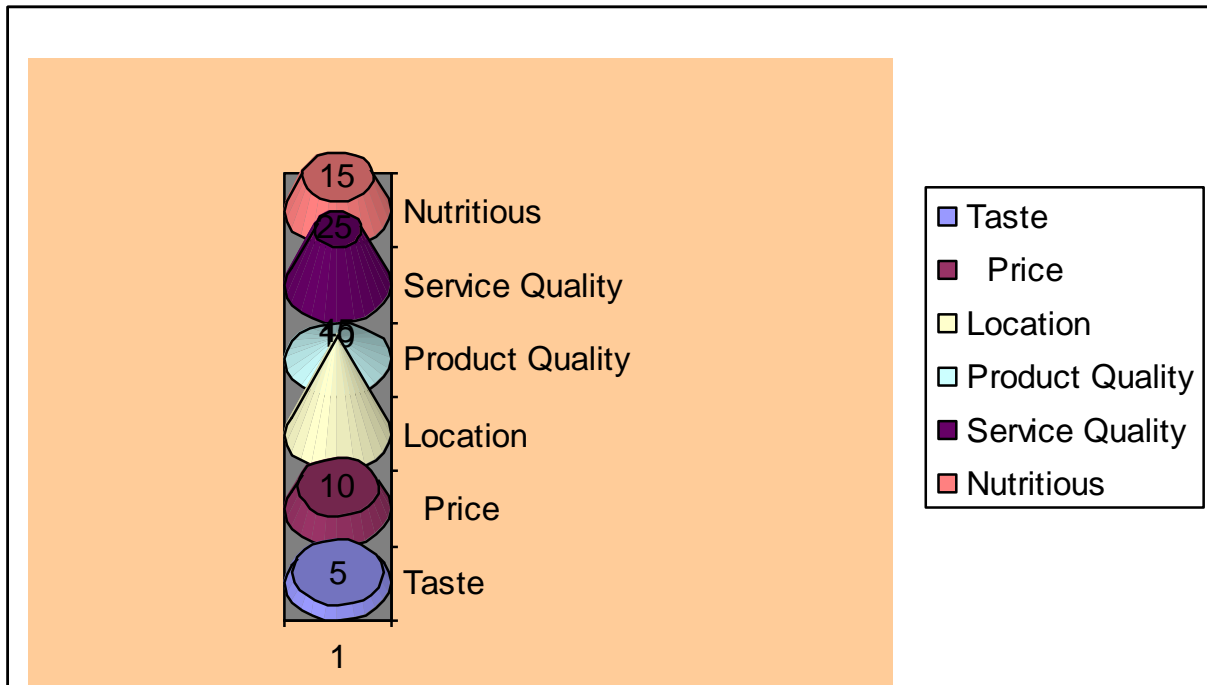
Source: Data Collected from Questionnaire

This figure shows that how other influence the purchasing decision. The main influencers in purchasing decision are friends and family members. An individual mostly purchases fast food on the references of their friends.

Q. No. 12: What factors do you consider while purchasing such items?

- Taste
- Price
- Location
- Product Quality
- Service Quality
- Nutritious

**FIGURE- XII PREFERENCE FOR EATABLES**



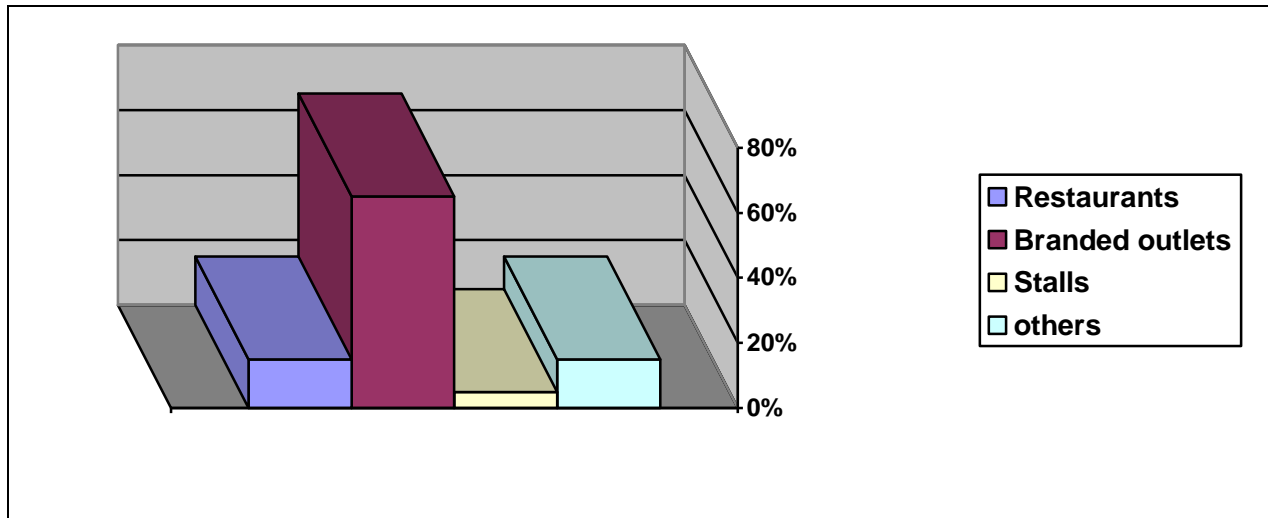
Source: Data Collected from Questionnaire

The figure shows that there are different factors which affect the purchase decision. These are taste, price, location, product quality, service quality, nutritious. Most of the consumers consume because of product quality, service quality an nutritious food provided by branded outlets

Q. No. 13: From where do you purchase such items?

- Restaurants
- Branded outlets
- Stalls
- Others

**FIGURE- XIII PLACES FOR EATABLES**



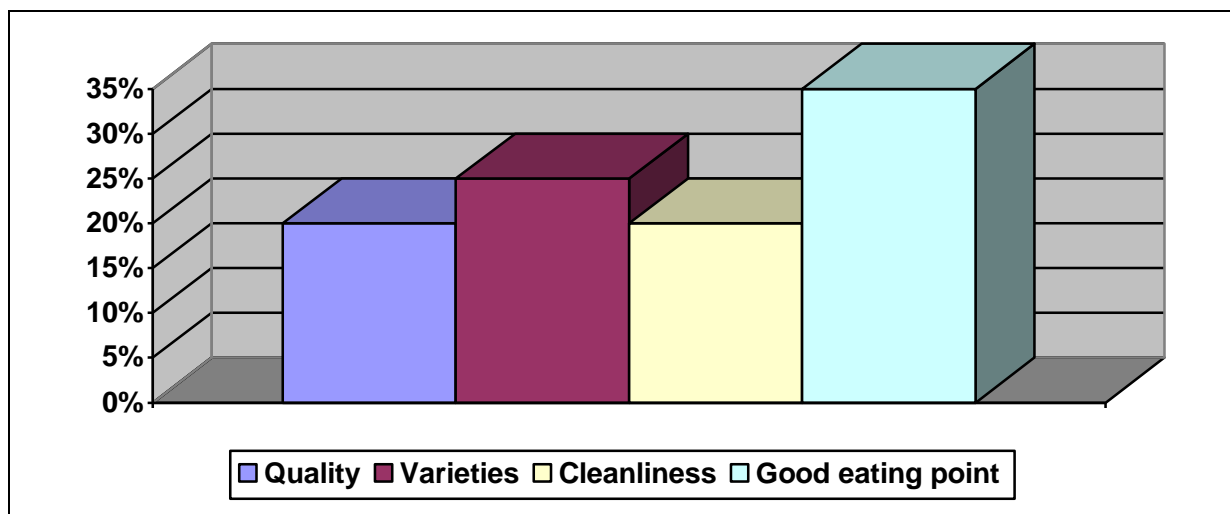
Source: Data Collected from Questionnaire

65% of consumers purchase from branded outlets such McDonalds, wimpy, Nirula’s, Pizza hut etc, whereas 15% are purchase from restaurants, 5% from local stalls, and 15% from others. This shows that branded fast food outlets is more popular than other outlets.

Q: 14 why you specially purchase from branded fast food outlets not from unbranded fast food outlets?

- Quality
- Varieties
- Cleanliness
- Good eating point.

**FIGURE- XIV REASONS FOR PREFERENCES**



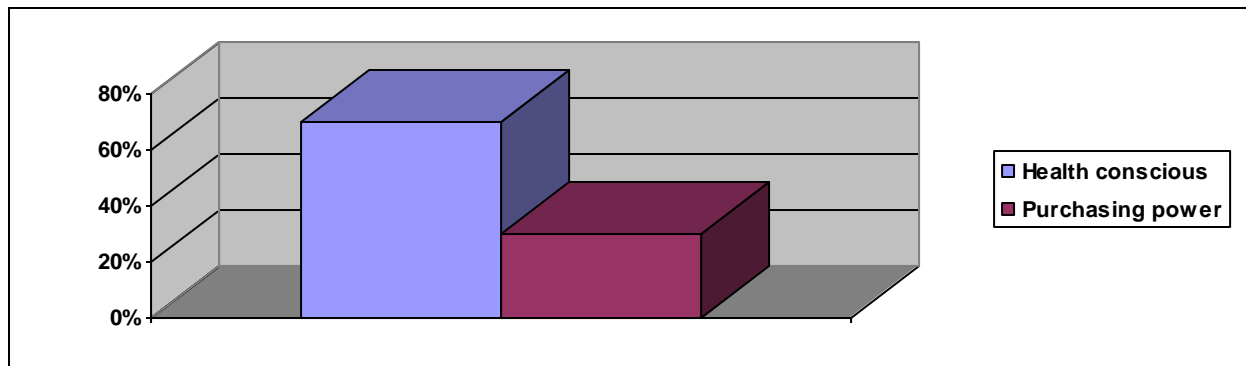
Source: Data Collected from Questionnaire

This shows that consumer prefer branded outlets because they are quality conscious, want varieties, looking for cleanliness, there is an availability of good eating point. 20% people buy due to quality, 25% due to varieties, 20% due to cleanliness while preparing food, 35% would prefer because there is an availability of good eating point.

Q. No. 15: why you are not visiting the branded fast food outlets?

- 1. Health conscious
- 2. Purchasing power

**FIGURE- XV REASONS TO AVOID**

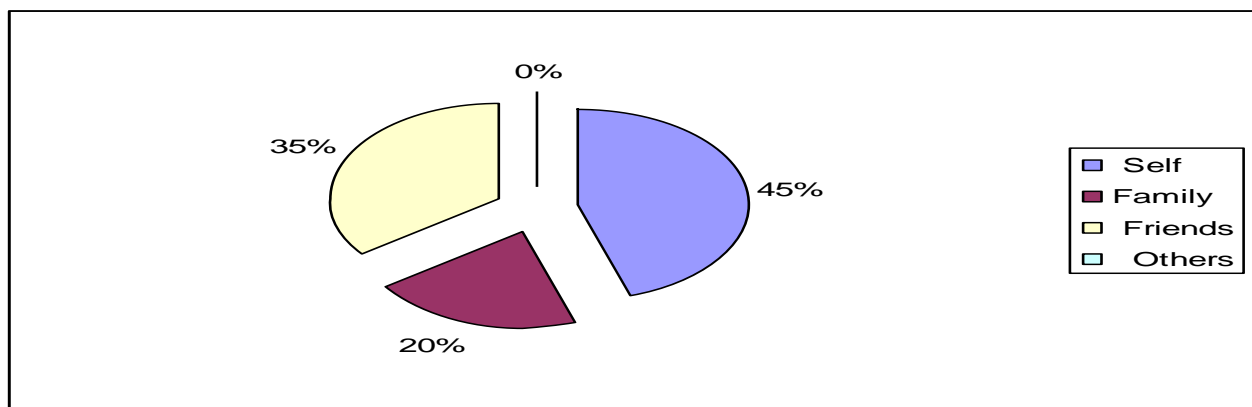


Source: Data Collected from Questionnaire

This figure shows that 70% are not visiting branded fast outlets due to their health conscious.

Q. No. 16: Who among following decide about from (1) where to Purchase & (2) what to purchase?  Self  Family  Friends  Others

**FIGURE- XVI DECISION MAKER**



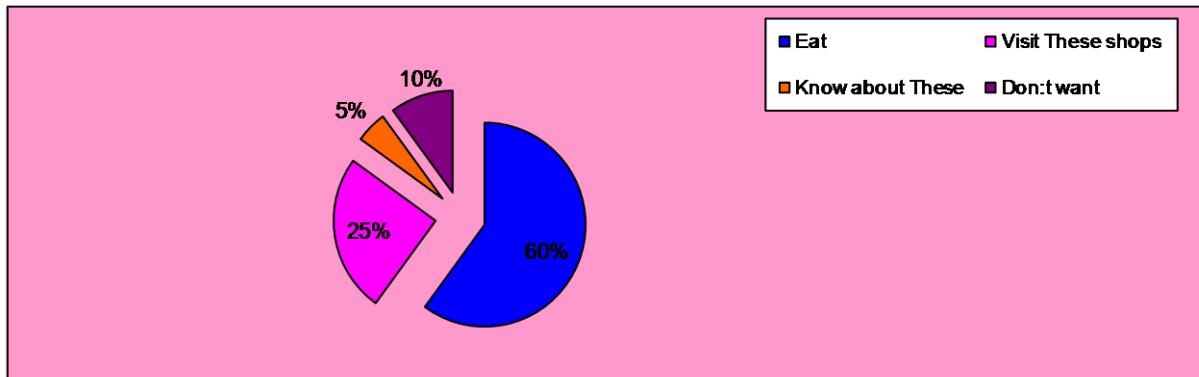
Source: Data Collected from Questionnaire

This figure shows that 45% decide about where to purchase and what to purchase whereas 20% consumers purchase on the recommendation of family members, 35% consumers buys on the recommendation of their friends respectively.

Q. No. 17: After watching the advertisement of any fast-food outlets  
what is the impact on you about these?

- Eat some branded product     Visit/see these shops  
 Know about these                 We do not want to visit

**FIGURE- XVII ADVERTISEMENT EFFECTS**

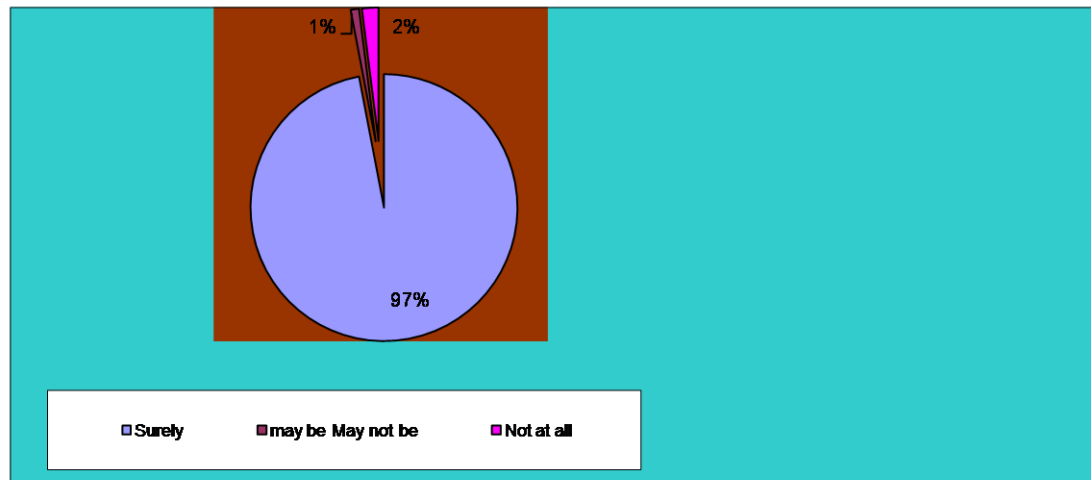


Source: Data Collected from Questionnaire

Advertisement has most effective effect on the consumer mind. They purchase products after watching the advertisements. 60% say they influence by advertisements, 25% say that they visit outlets after watching advertisements, 5% says that they get knowledge about food products from advertisement, whereas 10% says they don't want ad's for buys food items.

Q. No. 18: Would you like to try the product of any outlets if they open their franchisee near your place?

- Surely     May be     May not be     Not at all



**FIGURE- XVIII APPROACHABILITY**

Source: Data Collected from Questionnaire

97% consumers say that they like to try the product from outlets if their franchisee is open near you.

### **FINDINGS**

The fast food market environment is changing fast with increasing competition. Even in this competitive environment in Chandigarh has good reputation in the fast food world. It is finding that customers are interested to buy fast food products. Mainly fast food products are preferred by the college guys and professionals.

### **SUGGESTIONS**

Though today fast food outlets has a good image in the market but still the company needs to take some steps so as to increase the market share in this competitive environment. Though it could be marked as a good point that in such a competitive market these fast food outlets is able to maintain its Market shares but still it can make some improvements of change in the existing system to improve so as to at least maintain their market shares in coming future. More outlets should be opened so as to cater the need of huge population of Chandigarh.

The outlets are required to be more spacious than they are at present.

There should be a more range (price) of products to cater people from middle class.

The company should focus more on its advertisements, as not much customers have seen any promotional scheme from the company.

**LIMITATIONS**

- The great care has been taken in order to make the STUDY meaningful & realistic. But still it is not free from following little limitation:
- Time constraint.
- The universe of the STUDY is large. It is impossible to represent the behavior of whole Chandigarh on the basis of 100 respondents.
- The sample size was restricted (Only 100 respondent).
- Unwillingness of the consumers to spare time for the survey process.

**CONCLUSION**

The conclusion on the basis of above findings is as follows: -

- The company has a good variety of products
- Most of the customers interviewed were old & regular customers.
- Most of the customers visit the outlets more than once a month.
- Most of the customers consider Price, Brand name, Quality for the Eatables.
- Most of the customers of products are of age-group 17-30.
- HT & Times of India are the most common news papers among for the advertisements.
- Most of the customer's have 3-6 members in their family.
- Majority of the customers are married & have children.
- Majority of the customers are satisfied with the services & products of fast food outlets.

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