



Exploring Consumer Behaviour in Fast Food Burgers

Mr. Aryaman Bansod

Student- Final Year, Bachelors of Business Administration (UG)
Dr. Ambedkar Institute of Management Studies and Research, Nagpur.

ABSTRACT

Consumers' behavioural study is crucial for businesses looking to succeed in the fast-food industry in the current competitive environment. Marketers can effectively adjust their approaches to meet the diverse needs and preferences of consumers by having a thorough understanding of taste, pricing strategies, brand perception, and the impact of promotions. Through a comprehensive methodology integrating market research, surveys, and customer feedback, our analysis unveils the nuanced drivers like shaping burger consumption trends. The research's key findings highlight important areas where marketers can improve customer satisfaction and optimize their strategies. Marketers can effectively adjust their approaches to meet the diverse needs and preferences of consumers by having a thorough understanding of taste, pricing strategies, brand perception, and the impact of promotions. Moreover, it is critical to keep one step ahead of the competition in the rapidly evolving world of fast-food burgers.

Keywords: *Consumer Behaviour, Fast Food Industry, Brand Perception, Pricing Strategies*

INTRODUCTION

One of the food industry segments that is expanding the quickest in the globe is the fast food industry. Fast food is defined as food that can be swiftly made and served (Webster Dictionary, 1951). "Food sold in a restaurant or store with preheated or precooked ingredients and served to the customer in a packaged form for take-out/take-away" is how Wikipedia describes fast food. Fast food products are frequently created with components that are engineered to attain a certain flavour or consistency and to keep freshness because to the commercial emphasis on speed, uniformity, and low cost.

Fast Food industry in India

In India, the rise of the fast food sector has somewhat changed the country's urban culinary culture. Following independence, fast food culture prospered in India. In the past, eating at home played a big part in Indian culture. But throughout time, fast food culture became more and more popular due to factors including the rise in nuclear families, economic expansion, rising per capita income, and globalization. In a similar vein, kids turned to fast food as a result of being exposed to western cuisine and global urban lifestyle, which heightened their craving for inexpensive, good fast food.

LITERATURE REVIEW

Shen (2020) explored the impact of consumers' attitudes, subjective norms, and perceived behavioral control on their purchase intention for vegetarian burgers, with vegetarians showing a higher willingness to pay. **Núñez-Fernández (2021)** found that positive anticipated emotions, attitudes, and subjective norms significantly influence purchase intention, with differences between fast food restaurants and mobile apps. **Maziriri (2021)** highlighted the role of multi-sensory dimensions in influencing customer attitudes and satisfaction in South African quick-service restaurants. **Wiatrowski (2021)** identified quality of services, personal preferences, and price as key factors in Polish consumers' choice of street food, with a shift towards eating in street food outlets. These studies collectively underscore the complex interplay of emotions, attitudes, and sensory experiences in shaping consumer behavior in the fast food burger industry.

RESEARCH METHODOLOGY

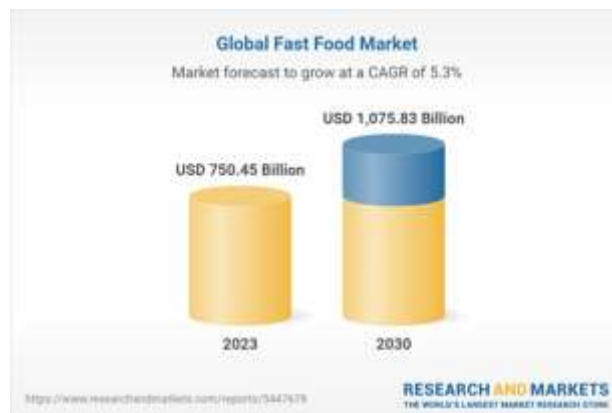
This research paper adopts descriptive research and random sampling method for the study. The collection of primary data by the questionnaire based on a market survey, a sample size of 100 respondents from central India is used while secondary data through printed reports, journal, newspapers and internet articles etc.

OBJECTIVES OF THE STUDY

- To have a comprehensive overview of the burger industry.
- To study Indian customers' preferences, behaviours, and attitudes towards burgers.
- To analyse the Indian burger market, including its size, main players, and trends.

Overview of the burger industry:

The global fast food market is expected to be worth around \$1,075.83 billion by 2030, up from \$750.45 billion in 2023. The global fast food market is expected to grow at a CAGR of 5.28% from 2024 to 2030. The fast food business in India appears to have a bright future. From 2022 to 2027, the Indian quick-service restaurant (QSR) market is expected to grow at a CAGR of 20.47%. As a result, predictions indicate that the market will reach 38.71 billion USD by 2029. McDonald's has established a significant presence in the Indian market, now ranking among the top burger franchises in the nation. With over 300 locations and counting, the brand has demonstrated its capacity to connect with Indian customers. This success is due not just to the brand's renowned products, but also to its ability to innovate and remain ahead of market trends. Burger King and Popeyes franchises in India and Indonesia reported a smaller third-quarter loss on Monday, helped by robust Christmas sales. The company's consolidated net loss fell to 361.8 million rupees (\$4.4 million) in the three months ended December 31, down from 504.2 million rupees a year earlier.



According to industry estimates, the quick-service restaurant (QSR) segment in India is made up of 31% burgers and sandwiches and 28% pizzas. While the disparity is not enormous, the growth rate of burgers and sandwiches is larger (19-22%) than pizzas (13-18%).

Global food chains such as Dominos, McDonalds, KFC, and Pizza Hut dominated India's structured fast food business. These prominent chain restaurants effectively catered to the country's populace by offering unique meals alongside their normal menus.

DATA ANALYSIS

| AGE GROUP | RESPONSES | PERCENT |
|----------------|------------|-------------|
| Below 18 years | 10 | 10% |
| 18-24 years | 54 | 54% |
| 25-34 years | 25 | 25% |
| 35-44 years | 11 | 11% |
| 45-54 years | 0 | 0% |
| 55 and above | 0 | 0% |
| TOTAL | 100 | 100% |

| GENDER | RESPONSES | PERCENT |
|--------------------------|------------------|----------------|
| Male | 75 | 75% |
| Female | 25 | 25% |
| Prefer not to say | 0 | 0% |
| TOTAL | 100 | 100% |

| | | | |
|--|---|------------------|----------------|
| 1) How often do you consume burgers in a month? | CONSUMPTION | RESPONSES | PERCENT |
| | Rarely | 14 | 14% |
| | Once a month | 48 | 48% |
| | 2-3 times a month | 17 | 17% |
| | Once a week | 11 | 11% |
| | 2-3 times a week | 10 | 10% |
| | More than 3 times a week | 0 | 0% |
| 2) What is your preferred type of burger? | CONSUMPTION | RESPONSES | PERCENT |
| | Vegetarian | 26 | 26% |
| | Non-vegetarian | 18 | 18% |
| | Both Vegetarian and Non-vegetarian | 56 | 56% |
| 3) Where do you usually purchase burgers? | PLACE | RESPONSES | PERCENT |
| | International fast-food chains (e.g., McDonald's, Burger King, KFC) | 55 | 55% |
| | Local burger joints (e.g. Burger Bar) | 17 | 17% |
| | Bakery Stores | 14 | 14% |
| | Homemade | 14 | 14% |

| | | | |
|---|--------------------------------------|------------------|----------------|
| 4) What factors influence your choice of a burger place? | FACTORS | RESPONSES | PERCENT |
| | Taste | 89 | 89% |
| | Price | 87 | 87% |
| | Brand Reputation | 59 | 59% |
| | Convenience | 29 | 29% |
| | Local Flavour Ingredients | 13 | 13% |
| 5) When you enjoy a burger, do you typically pair it with any complementary items or sides? | COMPLEMENTARY ITEMS | RESPONSES | PERCENT |
| | French Fries | 57 | 57% |
| | Onion Rings | 22 | 22% |
| | Soft Drinks | 48 | 48% |
| | Milkshakes | 8 | 8% |
| | None, I usually only have the burger | 29 | 29% |
| 6) How satisfied are you with the current burger offerings in the market? | SATISFACTION | RESPONSES | PERCENT |
| | 1 (Very Dissatisfied) | 1 | 1% |
| | 2 (Below Average) | 1 | 1% |
| | 3 (Average) | 11 | 11% |
| | 4 (Above Average) | 53 | 53% |
| | 5 (Very Satisfied) | 34 | 34% |
| 7) On average, how much do you spend when purchasing a burger? Please consider the cost of the burger alone without including additional items. | PRICE | RESPONSES | PERCENT |
| | ₹39 - ₹99 | 21 | 21% |
| | ₹100 - ₹199 | 42 | 42% |
| | ₹200 - ₹299 | 16 | 16% |
| | ₹300 - ₹399 | 11 | 11% |

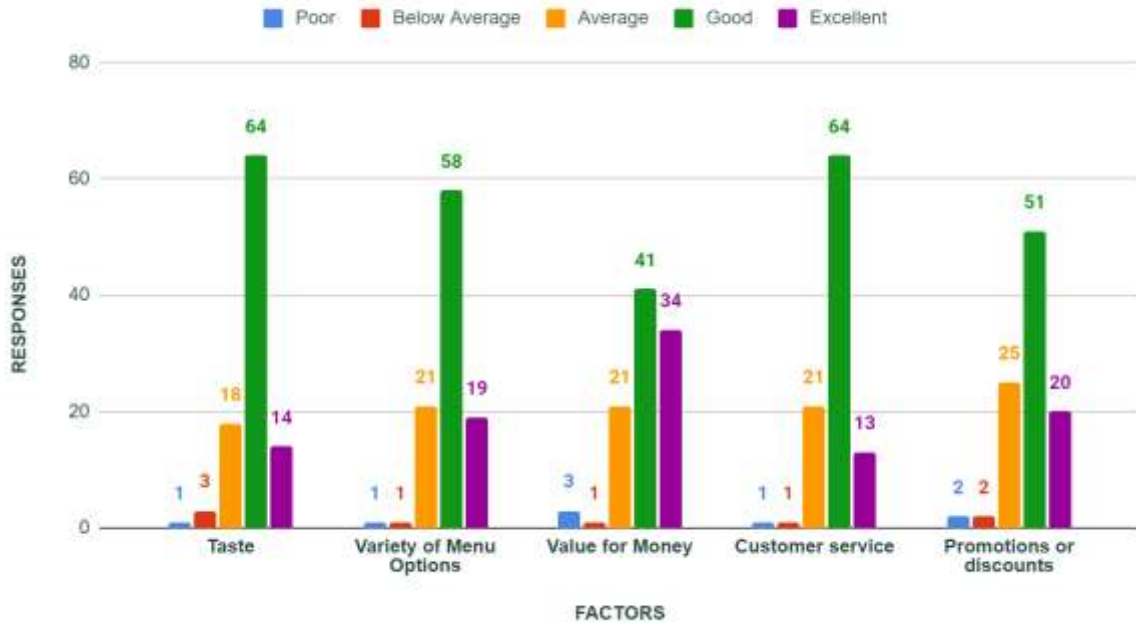
| | | | |
|---|---|------------------|----------------|
| | ₹400 and above | 10 | 10% |
| 8) On what occasions do you most commonly consume burgers? | OCCASIONS | RESPONSES | PERCENT |
| | Lunch | 13 | 13% |
| | Dinner | 13 | 13% |
| | Snack between meals | 56 | 56% |
| | Special occasions (parties, celebrations, etc.) | 18 | 18% |
| 9) What size of burger do you typically prefer? | SIZE | RESPONSES | PERCENT |
| | Regular size | 12 | 12% |
| | Medium size | 15 | 15% |
| | Large size | 13 | 13% |
| | Whichever Suits Your Budget | 60 | 60% |
| 10) How often does advertising influence your decision to try a new burger product? | INFLUENCE | RESPONSES | PERCENT |
| | Very often | 16 | 16% |
| | Occasionally | 68 | 68% |
| | Rarely | 16 | 16% |
| 11) Are you more likely to try a burger if it's recommended by friends, family, or online reviews? | ANSWER | RESPONSES | PERCENT |
| | Yes | 22 | 22% |
| | No | 21 | 21% |
| | It Depends | 57 | 57% |
| 12) Do you think the popularity of burgers in India has changed over the years? If yes, in what ways? | WAYS | RESPONSES | PERCENT |
| | Increased Availability | 63 | 63% |
| | Diverse Menu Offerings | 54 | 54% |

| | | | |
|--|-----------------------------------|------------------|----------------|
| | Influence of International Chains | 33 | 33% |
| | Incorporation of Local Flavours | 14 | 14% |
| | Cultural Acceptance | 29 | 29% |
| | Rise in Online Ordering | 74 | 74% |
| 13) Do your burger preferences change based on the season (e.g., summer vs. winter)? | ANSWER | RESPONSES | PERCENT |
| | Yes | 16 | 16% |
| | No | 66 | 66% |
| | I'm not sure | 18 | 18% |

14) If you have experienced burgers from different international fast-food chains, please compare them based on the following factors.

| McDonald | | | | | |
|-------------------------|------|---------------|---------|------|-----------|
| FACTORS | Poor | Below Average | Average | Good | Excellent |
| Taste | 1 | 3 | 18 | 64 | 14 |
| Variety of Menu Options | 1 | 1 | 21 | 58 | 19 |
| Value for Money | 3 | 1 | 21 | 41 | 34 |
| Customer service | 1 | 1 | 21 | 64 | 13 |
| Promotions or discounts | 2 | 2 | 25 | 51 | 20 |

McDonald's:

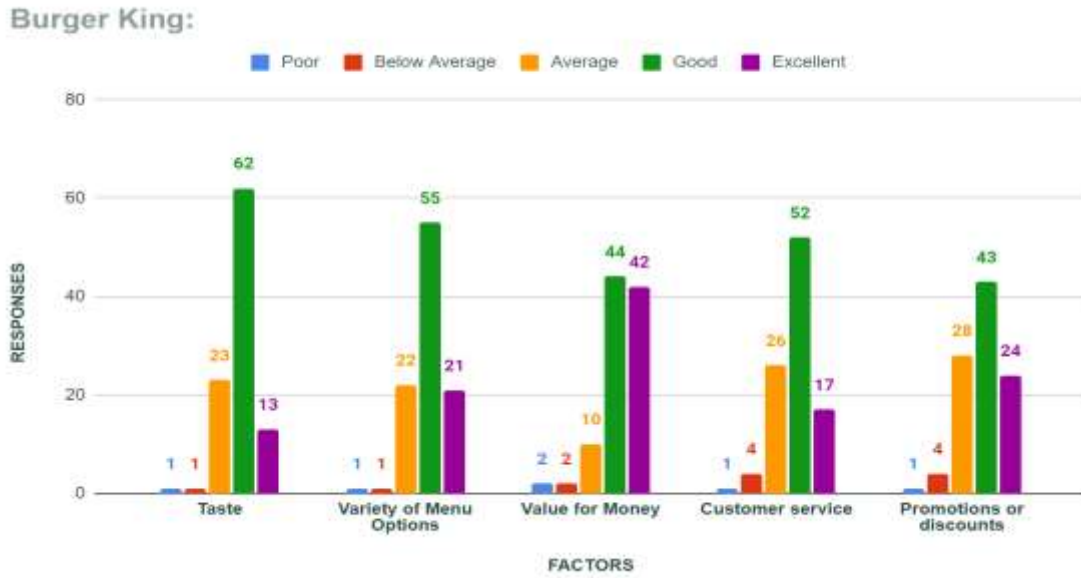


Interpretation

Customers rate several elements at McDonald's on a scale of "Poor" to "Excellent." McDonald's consumers typically favor the brand, with Taste and Customer Service earning the most acclaim. However, there is room for improvement in terms of perceived value for money, which suggests that some customers may believe the prices do not entirely meet their expectations.

15) If you have experienced burgers from different international fast-food chains, please compare them based on the following factors.

| Burger King | | | | | |
|-------------------------|------|---------------|---------|------|-----------|
| FACTORS | Poor | Below Average | Average | Good | Excellent |
| Taste | 1 | 1 | 23 | 62 | 13 |
| Variety of Menu Options | 1 | 1 | 22 | 55 | 21 |
| Value for Money | 2 | 2 | 10 | 44 | 42 |
| Customer service | 1 | 4 | 26 | 52 | 17 |
| Promotions or discounts | 1 | 4 | 28 | 43 | 24 |

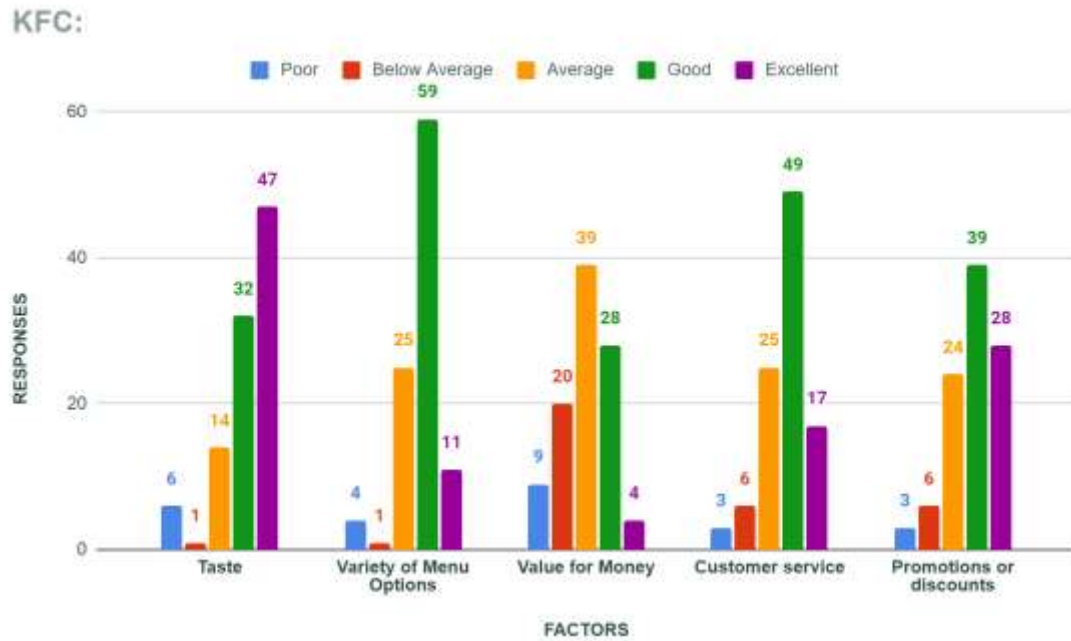


Interpretation

Customer ratings for several areas of Burger King range from "poor" to "excellent." Overall, Burger King obtains excellent evaluations on a variety of factors. The majority of consumers rank the taste, variety of menu options, and promotions or discounts as adequate or better. However, there is potential for improvement in value for money and customer service, as some consumers are dissatisfied with these areas.

16) If you have experienced burgers from different international fast-food chains, please compare them based on the following factors.

| KFC | | | | | |
|-------------------------|------|---------------|---------|------|-----------|
| FACTORS | Poor | Below Average | Average | Good | Excellent |
| Taste | 6 | 1 | 14 | 32 | 47 |
| Variety of Menu Options | 4 | 1 | 25 | 59 | 11 |
| Value for Money | 9 | 20 | 39 | 28 | 4 |
| Customer service | 3 | 6 | 25 | 49 | 17 |
| Promotions or discounts | 3 | 6 | 24 | 39 | 28 |



Interpretation

According to consumer feedback, KFC excels in taste and menu diversity, with many customers giving them high marks. However, there are worries about value for money, since a large proportion of customers believe it falls short in this aspect. Customer service and promotional offerings receive mixed evaluations, with some consumers considering them good and others rating them average.

Findings

1. Respondents consume burgers on average once each month, with uncommon consumption coming in second place.
2. There's a variety in frequency, with fewer respondents consuming burgers 2-3 times a month, once a week, or 2-3 times a week.
3. Most respondents choose both vegetarian and non-vegetarian options, showing a need for nutritional flexibility.
4. Respondents preferred international fast-food chains such as McDonald's, Burger King, and KFC.
5. Local eateries, bakery businesses, and handmade options account for 45%, suggesting a penchant for variety and artisanal offerings alongside global companies.
6. Respondents prioritize taste and price, with brand reputation following closely behind. Convenience and local flavour elements have a reduced influence.
7. French fries are the most common food, followed by soft drinks and onion rings. 29% prefer to eat their burger without any additional sides.
8. Most respondents assess current burger offers as Above Average or Very Satisfied, reflecting good attitude overall.
9. A majority of consumers pay between ₹100 and ₹299 on burgers, showing a range of price ranges. 21% spend between ₹39-₹99, indicating affordability is a big consideration.
10. Burgers are typically consumed as a snack between meals and on special occasions.
11. A majority of participants choose a size depending on their budget, with 40% having specific size preferences.
12. 68% of respondents occasionally consider advertising, while 57% rely on recommendations from friends, family, or internet reviews to make selections. There is a section (16%) for whom advertising has a considerable influence on their decision-making.
13. Factors driving burger popularity include online ordering, increasing availability, and numerous menu options.
14. The majority of respondents' burger preferences remain consistent over seasons.
15. McDonald's, Burger King, and KFC have positive evaluations, especially for flavour.
16. All chains have room for development, especially in terms of perceived value and customer service.

Conclusion:

In conclusion, the research findings underscore the enduring popularity of burgers among respondents in India. According to the research, burgers are a popular option among respondents, with the majority eating them once each month. There is a liking for both vegetarian and non-vegetarian alternatives, which are primarily purchased from multinational fast food restaurants. Taste and pricing are important considerations when deciding where to buy burgers. Fries and soft drinks are typical complements, and customers are generally pleased with the burger selections. Prices typically range from ₹100 to ₹199. Burgers are frequently consumed as snacks, with varying size preferences. While advertising plays a role in shaping consumer choices, personal recommendations carry greater weight, highlighting the importance of word-of-mouth influence. Moreover, the integration of internet ordering and expansive menu selections contribute to the sustained success of burgers in the market.

Burgers' success is due in part to internet ordering and numerous menu selections. While seasonal tastes remain stable, consistent quality is vital across major brands such as McDonald's, Burger King, and KFC, however value for money and customer service might be improved. In summary, burgers' continued success in India may be due to its tasty appeal, convenience, and adaptability to changing customer tastes. As a result, they continue to play an important role in the culinary scene, providing as a go-to option for many people around the country.

Acknowledgement:

The researcher wants to thank Prof. Chaitanya A. Sakhare, Assistant Professor, Dr. Ambedkar Institute of Management Studies and Research, Nagpur, for his support and guidance during the accomplishment of research paper.

Reference

- Bhattacharjya, H.; Reang, T. Safety of street foods in Agartala, North East India. *Public Health* **2014**, 128, 746–748.
- Choudhury, M.; Mahanta, L.; Goswami, J.; Minakshi, M.; Pegoo, B. Socio-economic profile and food safety knowledge and practice of street food vendors in the city of Guwahati, Assam, India. *Food Control* 2011, 22, 196–203
- Gupta, V.; Downs, S.M.; Ghosh-Jerathj, S.; Lock, K.; Singh, A. Unhealthy fat in street and snack foods in low-socioeconomics settings in India: A case study of the food environments of rural villages and an urban slum. *J. Nutr. Educ. Behav.* 2016, 48,269–279.
- Maziriri, E.T., Rukuni, T.F., & Chuchu, T. (2021). Factors influencing food consumption satisfaction and purchase decisions of restaurant consumers. *Cogent Business & Management*, 8.
- Núñez-Fernández, M., Pérez-Villarreal, H.H., & Mayett-Moreno, Y. (2021). Comparing Models with Positive Anticipated Emotions, Food Values, Attitudes and Subjective Norms as Influential Factors in Fast-Food Purchase Intention during the COVID-19 Pandemic in Two Channels: Restaurants and Mobile Apps. *Sustainability*.
- Shen, Y., & Chen, H. (2020). Exploring Consumers' Purchase Intention of an Innovation of the Agri-Food Industry: A Case of Artificial Meat. *Foods*, 9.
- Wiatrowski, M.D., Czarniecka-Skubina, E., & Trafialek, J. (2021). Consumer Eating Behavior and Opinions about the Food Safety of Street Food in Poland. *Nutrients*, 13.
- <https://www.sparkleminds.com/2023/12/21/fast-food-business-growth-strategies-sparkleminds/#:~:text=Adapt%20Marketing%20Strategies%20Locally:%20To%20attract%20the,special%20deals%20exclusively%20for%20a%20limited%20time.>
- <https://www.franchisebazar.com/blog/why-mcdonalds-is-the-best-burger-franchise-in-india-in-2024>
- <https://www.reuters.com/world/india/burger-kings-india-operator-posts-narrower-q3-loss-sales-jump-2024-01-29/>
- <https://www.globenewswire.com/en/news-release/2024/03/01/2838744/28124/en/Fast-Food-Market-Size-Global-Forecast-Report-2023-2024-and-2030-Industry-Trends-Share-Growth-Insight-Impact-of-Inflation-Company-Analysis.html>
- <https://www.financialexpress.com/business/industry-fast-food-shows-a-divide-as-burger-sales-outdo-pizzas-3201774/>
- <https://www.statista.com/statistics/675387/market-value-of-quick-service-chain-restaurants-in-india/#statisticContainer>