

# Evaluating Fast Foods Quality Impact on Consumer Preference in Bangalore District

Dr. Gururaj F Duragannavar <sup>1\*</sup>, Dr. Lasya K R <sup>2</sup>, Dr. Meeramani N <sup>3</sup>, Dr. Narayanaswamy B V <sup>4</sup>, Mrs. Shobha Dyamanagoudr<sup>5</sup>,

<sup>1\*</sup>Chief Librarian, Surana College, Bangalore. [0000-0002-9903-3755] E-Mail: fd.gururaj@gmail.com; gururaj.lib@suranacollege.edu.in  
<sup>2</sup>Associate Professor, Department of Management Studies, [0000-0002-0571-3304] Surana College, Bangalore.  
E-Mail: lasya.mba@suranacollege.edu.in  
<sup>3</sup>Librarian, Jain (Deemed to be University) Bangalore. E-Mail: n.meeramani@jainuniversity.a.c.in [0000-0002-0329-7474]  
<sup>4</sup>Librarian, Surana Evening College, Bangalore [0000-0001-9805-539X] bvnswymylisc@gmail.com  
<sup>5</sup>Asst. Librarian, Surana College, Bangalore E-Mail: shobha.dya@gmail.com

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ARTICLE INFO	ABSTRACT
<p><b>Submission:</b> 10 April 2024 <b>Revision:</b> 28 April 2024 <b>Accepted:</b> 15 May 2024 <b>Published:</b> June 2024</p>	<p>The Indian economy has traditionally been centred around home-cooked food, known for its nutritional value. This preference for traditional cuisine posed a significant challenge for global fast-food chains attempting to establish their businesses in India. However, in recent times, there has been a notable shift in lifestyle patterns, leading to an increased demand for fast food. As a result, the fast-food industry has emerged as one of the leading sectors in the Indian economy. Globalization has played a significant role in this transformation, as it brought various branded fast-food chains to India in the form of franchises. This paper highlights the impact of the fast-food industry on the Indian economy. A questionnaire was prepared and circulated among 150 respondents out of which we found 103 respondents filled all the questions which were considered for the statistical analysis. The collected questionnaire was tabulated and tested using SPSS software. Single-factor ANOVA test is applied to analyse the data.</p> <p><b>Keywords:</b> Consumer Perception, Consumer Satisfaction, Consumer Preference, Brand Loyalty.</p>

## INTRODUCTION:

Food quality plays a vital role in shaping consumer preferences, especially in the context of fast food. Fast food has become an integral part of urban culture, offering convenience and quick meals for individuals with busy lifestyles. In a bustling city like Bangalore, known for its vibrant food scene, the quality of fast food becomes even more significant as consumers have plenty of options to choose from. The term “food quality” encompasses various aspects such as taste, freshness, nutritional value, hygiene, ingredients, and overall satisfaction derived from the dining experience. Consumers today are increasingly conscious about their health and well-being, and they prioritize high-quality food choices to meet their expectations. Bangalore, often referred to as the Silicon Valley of India, is home to a diverse population comprising tech-savvy professionals, students, and families. This cosmopolitan city embraces a rich blend of cultures and cuisines, which translates into a wide range of fast-food offerings.

From traditional South Indian snacks to international fast-food chains, Bangalore presents a unique landscape where food quality becomes a determining factor for consumer preference. Fast food establishments in Bangalore face the challenge of meeting the growing demands for taste, convenience, and quality simultaneously. Consumers expect not only the speed of service but also the assurance that the food they consume meets certain standards. With the increasing awareness of health-related issues and a shift towards healthier eating habits. Moreover, the rise of social media platforms and online review platforms has empowered consumers to share their experiences and opinions about food quality more easily. Positive reviews and word-of-mouth recommendations can significantly influence consumer preferences, while negative feedback can have an impact on the reputation of fast-food establishments.

In this context, understanding the impact of food quality on consumer preferences in the fast-food industry in Bangalore becomes crucial for both consumers and businesses. By examining the factors that influence food quality perception, such as taste, freshness, hygiene practices and ingredient sourcing, fast food establishments can enhance their offerings and cater to the evolving needs and expectations of consumers. Fast food, as a concept, originated in the United States in the early 20th century, and its popularity quickly spread worldwide. Initially, fast food establishments focused on delivering quick and affordable meals, often compromising on quality and nutrition.

However, in recent years, there has been a growing demand for healthier fast-food alternatives, leading to a shift in the industry's practices. Today, consumers expect fast food to not only be convenient but also meet their health and quality standards. Bangalore, with its cosmopolitan culture and diverse population, has become a thriving market for fast-food chains. International brands like MC Donald's, KFC and many other brands coexist with local fast-food joints, offering a variety of cuisines and options to the city's diverse consumer preferences. The presence of numerous food delivery platforms has further fuelled the growth of the fast-food industry in Bangalore, making it easier for consumers to access their favourite meals with just a few taps on their smartphones. The primary objective of this study is to examine the impact of food quality on consumer preferences in the fast-food sector of Bangalore. By understanding the factors that influence consumer choices, fast-food establishments can make informed decisions about their menu offerings and marketing strategies. This research aims to provide insights into the specific aspects of food quality that are most influential in shaping consumer preferences and to identify opportunities for improving the overall quality of fast food in Bangalore.

### REVIEW OF LITERATURE:

According to **A Jaiswal – imgelem, (2022)** the consumption of fast food and a rise in the rates of obesity and overweight individuals. To address this issue, a study was conducted to examine the impact of a nutrition education intervention on the consumption of Western-style fast food (WFF) among Indian children and their parents in a community-based setting. The study shed light on the relationship between nutrition education, WFF consumption and the attitudes and practices of Indian children and their parents. It emphasized the need to educate children about healthy eating habits and highlighted the potential for future research and nutrition education initiatives that consider the perspectives of families.

**NJ Slack, G Singh, J Ali, R Lata, K Mudaliar British Food, (2021)** explored how the quality of service in fast-food restaurants, specifically focusing on food quality, physical environment quality, impacts customer perceptions of value, satisfaction and their intentions to behave in a certain way. The findings of the study indicated that when considering the combined effect of the different dimensions of service quality, food quality and the physical environment quality and the physical environment quality of the restaurant were identified as significant factors influencing customer perceived value. However, employee service quality did not show a significant impact on customer perceived value within the fast-food restaurant context. In the past two decades, India has experienced significant economic development, accompanied by the influence of Western culture and lifestyle. These factors, along with the expansion of the Indian workforce and an increase in disposable income, have led to notable changes in the food consumption habits of the Indian population. Fast food brands have taken advantage of these changes in the Indian market, resulting in a sharp increase in fast food consumption, particularly among the younger generation. However, the frequent consumption of fast food has raised concerns about its impact on health (Jain-IJSSER, (2020)

The objective was to examine the preferences of customers at fast food outlets such as KFC, McDonald's, Pizza Hut, and Subway. Convenience sampling was employed as the data collection method. The results of the study revealed that fast food customers place significant importance on various factors, including food taste, healthy food options, nutritional value, hygienic food service, reasonable pricing, food safety, and other food-related services. However, factors such as menu variety, prompt food service, food presentation attractiveness, and innovation in fast food were found to be of lesser importance to customers. The study identified performance gaps in terms of fast-food quality. These gaps represent areas where the actual service or product delivery fell short of customer expectations (DP Sudhagar - International Journal of Business 2017).

Research builds upon previous studies conducted in the field of fast-food restaurant marketing. The target population for this research comprises actual customers of fast-food restaurants. The analysis of the collected data follows established methodologies such as confirmatory factor analysis, structural equation modelling and path analysis. By employing these techniques, the study aims to uncover the factors that have an impact on customer satisfaction, as well as to identify the dimensions of service quality and their rankings within the fast-food restaurant context. This research contributes to the existing knowledge by exploring the specific context of fast-food restaurants and providing insights into the factors that impact customer satisfaction (A Namin – Journal of Retailing and Consumer Services, (2017).

**D Panwar, S Patra (2017)** (Journal of Arts, Science & Commerce, 2017) studied multinational fast-food companies expanding their operations into various markets, they have increasingly formed key partnerships with local food companies. This trend has had a significant impact on the competitive landscape of the global food industry. When multinational fast-food companies enter a new market that is different from their domestic market, they typically have two main options for marketing their products and services. They can either follow a similar strategy to the one used in their home market or adapt their strategy to fit the characteristics of the host country. This study aims to examine the marketing strategies employed by multinational fast-food companies in the Indian market and analyse the effects of these strategies. The Indian fast-food industry has experienced significant growth and changes in recent years due to various factors such as changing market trends, consumer expectations demographics and rapid urbanization. These factors are expected to continue driving the growth of the fast-food chain globally. This paper aims to provide an overview of the trends in fast food consumption from different perspectives. This paper presents valuable insights into fast-food consumption and examines the predictors of fast-food consumption from a global perspective, including both Indian and international factors. These studies have found that factors such as the home environment, educational background, availability and accessibility of fast-food providers and social environment influence the food habits of young people (S Mathur, PK Patodiya-Indian Journal of Management (2016).

The fast-food industry has experienced rapid growth worldwide, including in India. This growth can be attributed to factors such as the increasing number of nuclear families, economic development, rising per capita income and the influence of globalization. The emergence of fast-food culture in India has gained significant prominence as a result. According to a study conducted, it was found that the average number of visits made by the respondents to fast food establishments was three times per month. The study also highlighted that young consumers are primarily driven by factors such as taste, convenience, and the desire for alternative food options when consuming fast food (Y Prabhavathi. N T Krishna Kishore, M. Ramesh Kumar (2014). The focus was on understanding the association between the density of fast-food restaurants and the prevalence of obesity in developed countries. However, there is limited knowledge about this relationship in developing countries undergoing rapid urbanization. Furthermore, the study aimed to investigate how differences in neighbourhood income influence the patronage of fast-food outlets, specifically among Indians residing in high-low-income neighbourhoods. The study sought to explore the variations in fast food preferences, perceptions and patronage among individuals living in different income neighbourhoods in India. The researchers aimed to understand the impact of a neighbourhood's income on fast food consumption patterns and determine if there were differences in the choices made by individuals based on their economic background (CR Aloia, D Gasevic, S Yusuf, K Teo, A Chockalinga Nutrition journal, 2013).

The research identified different factors that impact the preferences of specific consumer groups. The dual-income income families, convenience emerged as a crucial factor affecting their food choices. With both partners working, convenience was prioritized to accommodate their busy lifestyles. These families sought quick and easily accessible options that could fit into their schedules and alleviate the burden of cooking meals from scratch. Moreover, it emphasizes that fast-food companies must consider the health implications of their products to remain competitive and meet evolving consumer expectations in the future (R Anand - Society and Business Review, 2011). British Food Journal-2007 emphasized the importance of effectively communicating information about hygiene and nutritional value to build trust among consumers regarding the food providers by fast-food establishments. The study identified three dimensions of attributes related to fast-food outlets: service and delivery, product, and quality. To determine these dimensions, factor analysis was conducted, resulting in the identification of seven attributes. The ratings of the two fast outlets differed significantly across these attributes. Notably, MC Donald's scored higher than the other outlet in all attributes except variety.

### RESEARCH METHODOLOGY:

The research methodology employed for this study aimed to evaluate the impact of fast food quality on consumer preference in Bangalore District. The methodology involved the following steps: 1. Survey Questionnaire Design: A questionnaire was prepared to capture the opinions and preferences of the consumers regarding fast food quality. The questionnaire included questions related to taste, freshness, nutritional value, hygiene, brand loyalty, and overall satisfaction derived from the dining experience. 2. Data Collection: The survey questionnaire was circulated among 150 respondents in Bangalore District. Out of these, 103 respondents filled out all the questions, and their responses were considered for the statistical analysis. 3. Data Analysis: The collected questionnaire data was tabulated and analyzed using SPSS (Statistical Package for the Social Sciences) software. The single-factor ANOVA (Analysis of Variance) test was applied to analyze the data and draw inferences regarding the impact of fast food quality on consumer preference. 4. Literature Review: A comprehensive review of existing literature and research studies related to fast food quality, consumer perception, satisfaction, and brand loyalty was conducted to provide a theoretical framework for the study and to gain insights into similar studies conducted in other regions. 5. Statistical Analysis: Quantitative data analysis was performed to identify any correlations or patterns between different factors such as taste,

freshness, and consumer preference for particular fast-food establishments. 6. Conclusion and Recommendations: Based on the findings of the data analysis, conclusions were drawn regarding the impact of fast food quality on consumer preference in Bangalore District. Recommendations for fast food establishments were formulated to enhance their offerings and cater to the evolving needs and expectations of consumers in the region. The research methodology aimed to provide valuable insights into the factors influencing consumer preference for fast food in Bangalore District and contribute to the understanding of the fast-food industry's impact on consumer choices and satisfaction.

### STATEMENT OF THE PROBLEM:

Fast food consumption has become increasingly popular in urban areas, and Bangalore, known as India's Silicon Valley, is no exception to this trend. As the fast-food industry continues to grow, understanding the factors influencing consumer preference becomes crucial for businesses to succeed in this competitive market. One significant factor that has a profound effect on consumer choices is the quality of food. However, there is a lack of comprehensive research focusing specifically on the impact of food quality on consumer preference for fast food in Bangalore. This research gap presents a significant problem as it tests the ability of fast-food businesses to tailor their offerings to meet consumer demands effectively. The findings will not only benefit fast-food businesses in tailoring their offerings but also contribute to the overall understanding of consumer behaviour in the context of the fast-food industry in Bangalore.

### NEED FOR THE STUDY:

The fast-food industry in Bangalore is experiencing significant growth, driven by factors such as changing lifestyles, increasing disposable income, and urbanization. Understanding the factors that influence consumer preference, particularly food quality, is crucial for fast food businesses to stay competitive and the evolving demands of consumers. The quality of food plays a crucial role in consumer satisfaction and loyalty. Satisfied customers are more likely to become repeat customers recommend the business to others and build long-term relationships with customers. Why consumers prefer more fast food. Understanding the overall food quality of the fast food. To know the effects on health and society.

### RESEARCH QUESTIONS:

- What specific factors of food quality significantly influence consumer preference for fast food in Bangalore?
- How does food quality impact the repeat purchase behaviour of consumers for fast food in Bangalore?

### OBJECTIVES OF THE STUDY:

- To identify the impact of the hygiene of fast food on consumer purchase decisions.
- To analyse the fast-food consumption pattern by the consumers.
- To assess the factors of food quality that significantly affect consumer preference for fast food in Bangalore.

### Plan of Analysis

To analyse the Statistical Tool by using the ANOVA Method.

ANOVA is a statistical formula used to compare variances across the mean of different groups.

### HYPOTHESIS OF THE STUDY:

H<sub>0</sub>: There is no significant relationship between preference and nutritional value.

H<sub>1</sub>: There is a significant relationship between preference and nutritional value.

#### ANOVA: Single Factor

TABLE:

Groups	Count	Sum	Average	Variance
Why do you think to buy fastfood?	103	250	2.427184	2.776509
Do you like fast food more than Indian food?	103	208	2.019417	1.136874
Do you eat fast food often?	103	233	2.262136	1.391395

#### ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	8.666667	3	2.888889	0.628408	0.182772	1.134209
Within Groups	541.0874	305	1.774057			
Total	549.754	308				

### INTERPRETATION:

In the given ANOVA analysis, the preference for fast food was based on three questions asked to a group of

participants. The between-groups variation measures the differences in the means of the responses across the groups being compared. The p-value tests the null hypothesis that there are significant differences between the group means. we accept the null hypothesis. The F crit represents the critical F-value at a specific significance level. In this case, the p-value is 0.182772, which is greater than the typical significance level of 0.05. Therefore, we conclude that there is a significant difference in preference for fast food based on the questions asked. The F-value (0.628408) is smaller than the critical F-value (1.134209). However, there is notable variation in preference within each question group.

#### Anova: Single Factor

TABLE 3.26 SUMMARY

Groups	Count	Sum	Average	Variance
Is fast food being good for the health?	103	368	3.572816	0.474548
Do you check the nutritional value before choosing the fast food?	103	239	2.320388	0.431639
Are you on balanced diet?	103	242	2.349515	0.494289

#### ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	105.2621	4	26.31553	1.36627	0.06E-22	1.041345
Within Groups	255.0485	304	0.838975			
Total	360.3107	308				

#### INTERPRETATION:

In the given ANOVA analysis, we examine the opinions and behaviours related to nutrition and health based on three questions asked to a group of participants. Therefore, we accept the null hypothesis, indicating that there are significant differences in opinions and behaviours related to nutrition and health based on the questions asked the F-value (1.36627) is significantly larger than the critical F-value (1.041345). The within-group variation is relatively small compared to the between-group variation, as indicated by the SS and MS values. This suggests that there is less variability in opinions and behaviours within each question group, compared to the differences observed between the groups. Overall, based on the given ANOVA results, we can conclude that there are significant differences in opinions and behaviours related to nutrition and health based on the questions asked. These differences indicate that participants' perspectives and actions regarding the healthiness of fast food, checking nutritional value and maintaining a balanced diet vary significantly.

#### SUMMARY OF FINDING:

Taste was identified as the first and most important factor influencing food quality preferences. Consumers expressed a strong preference for flavourful food. A considerable proportion of consumers indicated that nutritional value plays a significant role in their decision-making process. Health-conscious individuals actively seek out fast food options that offer healthier ingredients and transparent nutritional information. These findings emphasize the importance of maintaining high food quality standards in the fast-food industry in Bangalore. Fast food establishments need to prioritize taste, hygiene, and nutritional value to meet the evolving demands and expectations of consumers. Emphasizing the quality of the food can help build a positive brand image and attract a loyal customer base.

With the growing trend of health consciousness among consumers, fast-food establishments should offer healthier menu options. Incorporating fresh, locally sourced ingredients, reducing the use of unhealthy additives, and providing balanced meal choices can attract health-conscious consumers. By prioritizing food quality, fast food establishments can differentiate themselves, attract a loyal customer base and adapt to the evolving needs and expectations of consumers in Bangalore.

#### CONCLUSION AND RECOMMENDATIONS:

This research paper examines the impact of food quality on consumer preferences, with a special preference for the fast-food industry in Bangalore. The study explores the significance of food quality in consumer choices and investigates the factors that consumers consider while making their decisions. Food quality plays an important role in shaping consumer preferences with taste, hygiene and nutritional value emerging as critical determinants. The quantitative survey gathered data on consumer preferences, including factors influencing food quality perceptions and their impact on decision-making.

The questionnaires provided deeper insights into the specific aspects of food quality that consumers consider important and their overall experiences with fast-food establishments. Most respondents indicated that food quality was critical to their decision-making process. Freshness, taste, hygiene, and nutritional value were

identified as the primary determinants of food quality. As health consciousness grows among consumers, fast food establishments should offer healthier menu options and communicate nutritional information. Incorporating fresh, locally sourced ingredients, reducing the use of unhealthy additives, and promoting balanced meals.

This study recommends the following points:

- Fast food establishments should prioritize sourcing high-quality, fresh ingredients from trusted suppliers. Establishing strong relationships with local farmers and suppliers can ensure a consistent supply of fresh and high-quality ingredients can also appeal to consumers who value freshness and support local businesses.
- Establishing quality control measures is crucial to maintaining food quality standards. Regular inspections and audits should be conducted to ensure that all ingredients and products meet the desired quality criteria. Implementing comprehensive quality control protocols throughout the food preparation and handling processes can help minimize the risk of contamination and ensure consistent food quality.
- For health-conscious consumers, fast food establishments should provide clear and transparent nutritional information for their menu items. This includes disclosing calorie content, allergen information and ingredient details. Displaying nutritional information prominently on menus, websites, or mobile applications can empower consumers to make informed choices and promote trust and loyalty.
- By implementing these recommendations, fast food establishments in Bangalore can enhance their food quality, meet consumer expectations, and establish a competitive edge in the market. Prioritizing food quality not only attracts and retains customers but also contributes to the long-term success and sustainability of the business.

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