Abstract: - Fast Food Industry in India became the best ever rising business in the preceding decade when number of global companies entered the marketplace in order to enlarge their market share and region of operations. However, the chief challenges that appeared amongst the retailers were intellectual barriers, dissimilarity in consumption behavior and spiritual barriers whereas lack of knowledge, small spending power was others. However, with the initiation of globalization and liberalization of economy, key changes were noticed in terms of education level, employment, saving and GDP rate in the economy. This led to additional purchasing power in the customers that began to try the new customer durables and consume outspakes in metro cities and towns. This too impacted on the sales and expansion of fast food retailers who developed their purchaser association policy and promotion mix more over and over again to gain competitive benefit in the markets. As a consequence, the domestic and worldwide retailers extend their operations to main cities and towns crosswise the country in a little phase of time, yet still there was dissimilarity in the promotion policy of global retailers in conditions of advertising initiatives they launched in the western countries. The main objective of the study is to study about the leading food chains of India and to .The research study thus focused on exploring theories and models of consumer behavior, capacity of client devotion and client association policy and efficiency of promotion strategies of domestic and worldwide retailers in the marketplace.

Key Words:-Fast, Food, India, Economy, Consumer, Globalization

Introduction: - In today's world, Fast food is impressive that almost everybody, right from children to the oldies, loves, and discussion about fast food, and the state of a fast food is approximately unavoidable. Fast food is one of the world’s fastest rising food types. Fast foods are rapid, rationally priced, and willingly accessible alternatives to home cooked foodstuff. While suitable and inexpensive for a busy way of life, fast foods are normally high in salt, fat, sugar, calories, and saturated fat. As per "the free dictionary" fast food is “low-cost food, such as hamburgers and fried chicken, ready and served quickly”. The expansion in nuclear families, mainly in metropolitan India, exposure to global media and Western cooking and an rising number of women joining the workforce has guide us to a new period of eating-'fast food’. Not similar to in urbanized countries where planned retail chains are driving the changes in the food chain, in India, planned food service resolve the guide for driving change in the small to middle term. These will consequence in the configuration of capacities for warehousing and logistics of freezing and frozen products. The procedure has by now begun. Organization of a fast food chain is not as simple as it seems. Running the supply sequence is a mission serious function and all the chief players are alert in their approach. The major cause behind the accomplishment of the cosmopolitan chains is their know-how in manufactured goods expansion, sourcing practices, superiority standards, service levels and consistent in use procedures in their restaurants, a power that they have build up Fast food business in India. Control that they have develop Fast food Industry in India. The study includes a variety of steps that are normally used by an examiner for studying their difficulty along with the reason behind them. It is essential for the researcher to know not only methods but also the Methods.

Research Objectives:-
1. To study about the leading food chains of India.
2. To study about the consumer behaviour towards the fast food industry in India
3. To study the comparative analysis of the consumption pattern of some of the major fast food chains prevailing in India

Research Methodology: The study is mainly conducted using primary sources of information or data which were collected with the help of the questionnaire cum schedule from 200 respondents. The personal interview technique has also been used to collect the information. In order to supplement the primary data, secondary data has been collected from various sources such as statistical abstracts, Government documents, research journals and magazines and unpublished research reports.

Statement Of The Problem: The study examines the Consumer behavior towards fast food industry in India and consumption pattern of some of the major fast food chains in India.

Leading Food Chains of India
McDonald's is the world's leading series of hamburger fast food eatery, serving around 68 million customers each day in 119 countries across more than 36,000 outlets. Started in the United States in 1940, the company began as a barbecue eating place operated by Richard and Maurice McDonald. In 1948, they restructured their trade as a hamburger place using making line ideology. Entrepreneur Ray Kroc attached the corporation as a authorization agent in 1955. He consequently purchased the series from the McDonald brothers and oversaw its universal growth. McDonald's first and foremost sells hamburgers, cheeseburgers, chicken, french fries, breakfast items, soft drinks, milkshakes, and
In reaction to varying buyer tastes, the company has extended its set of choices to include salads, fish, wraps, smoothies, fruit and seasoned fries.

**Domino's** is an American restaurant series and worldwide franchise pizza deliverance company headoffice at the Domino Farms Office Park (the campus being owned by Domino's Pizza co-founder Tom Monaghan). Founded in 1960, Domino's is the large pizza sequence in the United States (after Pizza Hut) and the major worldwide, with more than 10,000 corporate. Domino's Pizza be sold to Bain Capital in 1998 and went public in 2004. The Domino's list of options varies by region. The existing Domino's set of choices in the United States features a diversity of Italian-American entrees and side dishes. Pizza is the main focus, with conventional, specialty, and custom pizzas available in a combination of outside layer styles and toppings. In 2011, Domino's launched artisan-style pizza. Additional entrees comprise pasta, bread bowls, and oven-baked sandwiches. The list of options offers chicken side dishes, breadsticks, as well as beverages and desserts.

Pizza Hut Inc is an American eatery chain and worldwide franchise, trading as Pizza Hut, recognized for Italian-American cuisine together with pizza and pasta as well as side dishes and desserts it, is a supplementary of Yum! Brands, Inc., the world's leading fast-food eatery company. The company had above 6,000 Pizza Hut locations in the United States in 2015and 5,139 extra locations in 94 other countries and territories, building up a total of 11,139 branches worldwide. Pizza Hut's international company comprise Canada and Mexico in North America, India, Pakistan, Australia, Sweden, Honduras, Costa Rica, Guatemala, Colombia, Bangladesh, Peru, Turkey Ecuador, El Salvador Venezuela and Nicaragua, and its Asian presence includes the Philippines, Thailand, Japan, Malaysia, Vietnam, Indonesia, Myanmar, China, Hong Kong, South Korea, and Macau. Pizza Hut was one of the initial American franchises to open in Iraq. Pizza Hut experiments with innovative products. Pizza Hut has particularly sold these: "puffy crust" pizza; "Hand-Tossed", more like conventional pizzeria crusts; Thin 'N Crispy, a slim, crisp bread.

**KFC Kentucky Fried Chicken (KFC)** is the world's second biggest restaurant series (as calculated by sales) after McDonald's, with 18,875 channeles in 118 countries as of 2013. The company is a supplementary of Yum! Brands, a restaurant group that too owns the Pizza Hut as well as Taco Bell chains.

KFC's inventive product is pressure fried chicken pieces, tested with Sanders' formula of 11 herbs and spices. The constituents of the formula stand for a prominent operate secret. Bigger portions of fried chicken are give out in a cardboard "container", which has expand into a well known characteristic of the series since it was primary introduced by franchisee Pete Harman in 1957. As the early 1990s, KFC has extended its list of options to present other chicken foodstuffs such as chicken burgers and wraps, such as French fries and desserts, coleslaw, and soft drinks, the afterward frequently supplied by PepsiCo. KFC is known for its presented motto "Finger Lickin' Good".

**Subway** is an American fast food eatery franchise that first and foremost sells submarine sandwiches (subs) and salads. It is owned as well as functioned by Doctor's Associates Inc. (trademarked as Subway IP Inc.) Subway is one of the greatest ever increasing franchises in the world, with 44,672 eatery in 112 countries and territories as of March 15, 2016. The United States on their own has 27,058 outlets. It is the major single-brand restaurant series and the biggest restaurant machinist in the world.

Subway's intercontinental head office is in Milford, Connecticut; five regional centers hold Subway's international operations. The local offices for European franchises are situated in Netherlands; Amsterdam, the Australian and New Zealand locations are supported from Australia; the Asian sites are supported from offices situated in Lebanon, Beirut, and Singapore; and the Latin American maintain center is in Florida Miami. Subway's center product is the submarine sandwich (or "sub"). In totaling to these, the series also sells salad, wraps, and baked goods. Whereas a number of menu stuff differ between countries and markets.

**Burger King, often abbreviated as BK**, is an American worldwide series of hamburger fast food eatery headquartered in unincorporated Miami-Dade County, Florida, United States. The corporation began in 1953 as Insta-Burger King, a Jacksonville, Florida-based eatery chain. Over the subsequently semi century, the corporation would change hands four times, with its third set of owners, a partnership of Bain Capital, TPG Capital, and Goldman Sachs Capital Partners, taking it public in 2002. In late 2010, 3G Capital of Brazil acquired a bulk stake in BK in a deal appreciated at US$3.26 billion. The fresh owners promptly initiated a reformation of the company to turn around its fortunes. 3G, all along with partner Berkshire Hathaway, ultimately amalgamated the business with Canadian-based doughnut chain Tim Hortons below the auspices of a new Canadian-based parent business, Restaurant Brands International. BK began growing the breadth of its list of options by adding up the Whopper sandwich in 1957.

**Haldiram's** is a main Indian sweets and snacks maker based in Nagpur, Maharashtra, India. The corporation has built-up plants in Nagpur, Kolkata; New Delhi, Bikaner. Haldiram's has its personal retail chain supplies and a range of eatery in Nagpur, Delhi and Kolkata. In modern times, Haldiram's products are sell to other nations to several nations internationally, including United Kingdom, United States, Sri Lanka, Canada, Australia, New Zealand, United Arab Emirates, Australia, Japan, Thailand and others.

Haldiram's was established in 1937 by Shivkisan Agrawal as a retail sweets and namkeen shop. Haldiram's has more than 100 products. Its products comprise frozen foods such as, ice cream frozen meals and kulfi, cookies, sweets, sharbat, savories, chips and other snacks. Haldiram's also make fruit-flavored beverages plus dairy products. Since 2010 the company also produces ready-to-eat food. In the 1990s, the production potato-based foods were enabled by the introduction of machinery from the United States intended for this reason.

**Bikanerval** is an Indian sweets and snacks producer based in Delhi, India. The company was established in 1950, as a retail sweets and namkeen store in Bikaner, Rajasthan. Bikanerval has its own channel and series of restaurants in
Delhi. Now, Bikanervala foodstuffs are send abroad to numerous countries internationally.

PRODUCTS: Chips, Gift packs, Papad, Sharbats, Snacks, sweet, Bakery, Namekeens Cookies, Pickles.

Analysis & Interpretation of data

Q:1 What is your gender?

Figure 1.1

INTERPRETATION

- The respondents who filled up the questionnaire comprised of 55% of males, 44.5% of females and 0.5% of others.
- The authenticity of the answers is questionable

Q2: What is your age?

Figure 1.2

INTERPRETATION

- The majority of the respondents were of the age groups 18-24 and 36-50 with an equal percentage of 34.2%.
- Age group 25-35 made up 20.1% of the respondents followed by above 50 and 12-17

Q3: Do you enjoy fast food?

Figure 1.3

INTERPRETATION

- With this question we can interpret that 80.5% of the respondents liked having fast food.
- Whereas only 19.5% of the respondents did not enjoy having fast food. This may be because of health consciousness and other factors.

Q4: How often do you eat fast food?

Figure 1.4
INTERPRETATION

- 36.5% said that they ate fast food once a week and only 14% of the respondents said that they ate fast food everyday.

- People who ate fast food once a month and not very often made up 25.5% and 24% respectively.

Q5: Which meal of the day do you normally prefer to have fast food?

INTERPRETATION

- 39.1% of the respondents prefer having fast food between the meals. The reason for this result might be the easy and handy portions of the fast food which makes our brains find it unappetizing for a whole meal.

- 31.5% of the respondents prefer it at the time of dinner followed by 25.4% people preferring it at lunch. A minimal amount of people prefer starting their day with fast food.

Q6: How much do you spend on fast food on an average?

INTERPRETATION

- On an average 32.2% of the respondents spend Rs. 200-400 at one meal followed by 27.1% of the respondents spending Rs. 100-200 on one meal of fast food.

- 28.2% of the respondents spend more than Rs.400 on one meal of fast food followed by 12.6% of the people spending less than Rs.100 on one meal for their fast food.

Q7: Has fast food become basic need of you?

INTERPRETATION

- 39.1% of the respondents prefer having fast food between the meals. The reason for this result might be the easy and handy portions of the fast food which makes our brains find it unappetizing for a whole meal.
Has fast food become a basic need for you?
(199 responses)

- Only 18.1% of the respondents said that fast food has become a basic need for them.
- 89.1% of the respondents said that fast food is not a basic need for them.

Q8: Which is your favourite fast food joint in India?

INTERPRETATION

- McDonald’s being a prevalent brand in India has a majority with 23.7% respondents with Haldiram’s catching up with 21.7% of the respondents.
- In the next line falling Subway, Domino’s and Pizza Hut with 16.2%, 15.2% and 10.1% respectively.

Why is the above chosen option your favorite fast food joint?

INTERPRETATION

- The respondents chose their favourite fast food joints mostly because they like the taste.
- From the other factors they chose the reason that the service is quick as well as a good variety is offered.
- The inexpensiveness or the deals and discounts did not affect their choice that much.

Q9: Why is above chosen fast food joint is your favourite option?

INTERPRETATION

- From the above data we can infer that the nutritional value of the food affects a little on their consumption habits.
- 39.7% people put the nutritional value a huge factor to influence their consumption habits.
- Only 16.6% of the respondents said that the nutritional value did not affect their consumption habits.

Findings:

- Respondents in their youth, i.e., in the age between 18-50 ate fast food more than other age groups.
- A majority of the population enjoys eating fast food.
Respondents mostly eat once a week followed by once a month and not very often. Very few people eat fast food every day.

Respondents prefer eating fast food between the meals and for dinner more than lunch. Very few people prefer eating fast food for breakfast.

A majority of the respondents spend Rs. 100-400 on an average, followed by an amount of Rs. 400. Only 12.6% of the respondents spend less than Rs. 100 on their fast food meals.

18.1% of the respondents said that fast food has become a basic need for them. 81.9% said that it has not become a basic need for them.

In the order of preference, the respondents’ favorite fast food joints are: McDonald’s, Haldiram’s, Subway, Domino’s, Pizza Hut, Burger King, KFC, and Bikanervala.

The respondents chose their favorite fast food joints mostly because they like the taste. From the other factors they chose the reason that the service is quick as well as a good variety is offered. The inexpensiveness or the deals and discounts did not affect their choice that much.

The nutritional value of the food matters to the majority of the respondents.

Conclusion
Fast food is something almost everybody enjoys fast food. The reasons may be because it is quick, offers a lot of variety, and most importantly, it is tasty. It gives a change from the routine meals. Most people like eating fast food for a change so they prefer eating it once a week or once a month and not every day. Fast food is usually not a healthy option.

Most of the people are average spenders with an expense of Rs. 100-400 on one meal, followed by people spending more that Rs. 400 on one fast food meal. This may be because it is quick but appetizing food. So, people don’t want to spend too much on one meal of fast food. Although for most of the people fast food has not become a basic need there are some people for whom it has indeed become a basic necessity. This may be because of addiction to fast food, lack of opportunity to get home cooked food or there may be other reasons.

McDonald’s has been the favorite fast food joint in India for a very long time. It has been able to expand a great deal in the Indian subcontinent. It sustains its share in the Indian market even today followed by Haldiram’s catching up very fast. Haldiram’s being an Indian chain has been able to capture its customer base very well with its services and strategies. Other major favorites’ being Subway, Domino’s and Pizza Hut. People in India are getting more aware of the health hazards that come with eating fast food. Therefore a majority of the people are health conscious. For them nutrition matters more than the taste of the food.

References:
[9] Image source: Google Search Engines