GLOBAL PERSPECTIVE OF FAST FOOD CONSUMPTION:
A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

Indian fast food industry has witnessed significant growth and changes over past few years, driven by changing market trends, consumer expectations, demographics, growing population base, rapid urbanization which is expected to spur in future as well. This will shape the demand for convenience food and further lead to growth of fast food chains globally. In tune with such considerations, this paper is an attempt to summarize the trends of fast food consumption from different perspectives. With the growing influence of western culture and inclusion of fast food in regular diet, eating out practice is no more an exception now. Indeed to meet this escalating trend of fast food consumption, food retailers are continuously improving their offerings. Also evidenced by Prasad and Aryasari (2010) that due to global shift in dietary practice, fast food retailers have introduced a lot in menu as per the local taste and in accordance with eating habits, tastes & preferences.

The existing literature has predominantly signifies the studies on young consumers as the major target segment for fast food retailers. To name few: Goyal and Singh (2007) evidenced that food habits of youngsters is influenced by factors like environment at home, educational background, availability and accessibility of fast food providers and social environment in their surroundings. This paper facilitates several useful results in respect of fast food consumption and the predictors of fast food consumption are represent in global perspective which comprise Indian as well International factors.

Keywords: Demographics, Urbanization, Food Diversity, Dietary Practice.
Introduction:
Fast food eateries are generally known as Quick Service Restaurants (QSRs) where the accessibility of food is accomplished with no bother of long hold up. The word Quick Service Restaurant has additionally been cited by CRISIL Research Report as fast food cuisine characterized by minimal table service and a fixed menu. The food or ingredients are set up in mass ahead of time and is bundled to arrange. Consumption of fast food varies according to the fluctuated classifications of buyers.

The rising trend of eating fast food is a critical characteristic of Indian buyers. The proliferation of this eating practice is intensified to the point that it has spread the whole extent of Indians demographic profile. The accessibility of fast food is not restricted within the four walls of multinational chains such as McDonald’s, Pizza Hut, Dominos, Subway, KFC etc. To be sure the school cafeterias, college canteens, airplane terminals, doctor's facility cafeterias and so forth offer a few or other type of fast food and soda pops. Aside from this, few fast food eateries or restaurants offer and publicize child's dinners that are generally inexpensive and free. This pattern is primarily capable to incorporate fast food as natural piece of Indian society also proportionate with occupied way of life of 21st century. However the expanding dependence on fast food eateries and frequently consistent visit limit the customers from creating good dieting rehearse. Abundance intake of fast food may address the health concerns and interest for a quick consideration. Moreover the food chain industry attracted various critics in terms of increasing incidence of overweight and obesity. However this calls for promotion of healthy eating and as industry increases its awareness towards corporate social responsibility and societal aspects, the major players in food chain industry begins to discover the theme of healthy eating which they have to incorporate in their strategic planning and management of marketing efforts as quoted by Mikkelsen (2005).

Comprehensive Literature Review:
Currently Indian QSR worth almost Rs. 60 billion which is expected to grow by 26 % each year to reach Rs. 117 billion by 2017 fuelled by arrival of more multinational chains and strengthening local players. Recent times have seen realmove in the conduct of consumers, as they now prefer to have fast food overcustomary and home cooked food, dissimilar to the pattern that was common in India previously. With the reference to various studies, there are distinctive variables that drive consumers’ to fast food.

Results of Prabhavathi, et al. (2014) supported that young consumer lifestyle is composed of taste, convenience and alternate food items which can be inferred as major reasons to consumers’ fast food.

Research has demonstrated that service quality has been progressively perceived as a basic component in the achievement of any business (parasuraman et al, 1988) and the fast food industry is no exemption. Likewise, service quality and satisfaction could influence consumers’ likelihood to recommend a FFR (Fast Food Restaurant) to others. Salami & Ajobo (2012) supported the growth of fast food culture from Nigerian perspective. The reasons attributed are: increasing affluence, rapid urbanization, and changing lifestyles among citizens. Though a significant number of the fastfood chains offers similar or undifferentiated products, but the way and manner their services are provided is critical to gain competitive edge. Through this study consumer perception about fast food restaurant has been judged through five dimensions of quality: tangibility, assurance, responsiveness, reliability, and empathy. The study uncovered that all the dimensions were significant to influence the customers’ perceptions about the quality of FFRs (Fast Food Restaurants).

Fast food consumption has been significantly increasing due to the supportive demographics and cultural influence. As there are numerous variables which are contributing in growing trend of fast food consumption. Karamat Ayasha (2012) also supported the rapid growth of fast food industry. The contributing factors are: consumer preference of fine dining, availability of discount offers, take away facility and delivery of food at required place. However, study of Karamat portrayed results from perspective of college students and employed people. Where on the one side, college students incline towards fast food in view of convenience and easy accessibility, on the other side employed people prefer to visit food chains in light of occupied work routines.

The same number of different markets, the fast food showcase everywhere throughout the world, including Bangladesh, has been developing quick and turning out to be much prevalent (Tabassum and Rahman, 2012; Islam and Ullah, 2010). Alongside this positive advancement in the fast food market, the food habit and overall consumption pattern of the inhabitants of every country of the world has likewise been changing with comparable pace (de Rezende and de Avelar, 2012; Park, 2004). The boom in fast food industry has additionally been supported by the effects of Ashraf, et al. (2014). There were five components that decide consumer satisfaction in fast food.
restaurants - quality of food, quality of service, variety of food, environment of the outlets and location convenience. McPhail (2011) made an endeavor to comprehend the fast food consumption behaviour of young people in Canada and touched base at the conclusion that low costs of these menu things run well with the pocket cash they get from the elders. Fast food restaurants are the spots where these youngsters are permitted to visit without much concern and addressing from guardians. Notwithstanding, these same youths talk about and contend of adhering to a good diet. On the difference, their partners in UK are entirely aware of not eating much in fast food restaurants. They consider that acting along these lines would conflict with their point of growing up into great natives. Social and cultural influences, including nationality condition their behavior. Study of Farhana & Islam (2011) has an addition in portraying picture of fast food consumption. Their study indicates that individuals like to eat fast food in the restaurant and have a tendency to consume fast food. For the most part they take meal outside at the time of lunch and early afternoon considering cost, state of mind, accessibility of various types of food, the convenience of taking food outside, and location. They additionally have an inclination to eat at a specific restaurant and like to travel and pay more to the restaurant to have meal. That demonstrates the loyalty status and brand inclination of the customers.

While concentrating on consumer behaviour towards fast food in Qatar, Al-Saai & Zeitun examined that fast food has great entrance rate and reachability in Qatar. Investing quality family time, play area and presents for kids are the critical attributes inside a restaurant that draw these customers with children, it can be inferred that presence of children in the family is undoubtedly impact the choice of the whole family to visit a fast food restaurant. Quick and convenient service are the essential purposes behind favoring fast food. The teens and tweens consider having fast food as a way of taking time out with their companions and additionally family. Individual interests and reasonableness which include attributes such as taste of food, mood and round the clock availability are essential considerations for choice on fast food restaurant. Cuisine availability is the other powerful element. Consequently, aftereffects of this study encourages dietary example at fast food outlets from shifted demographics.

**Glocalization - “Think Global Act Local”:**

With the up-surgence in the global competitive scenario, fast food companies are cater to different approaches of international marketing. At the outset “Think Global Act Local” is among the most prevalent practice. This practice is commonly known as “Glocalization”. Glocalization serves as a means of combining the idea of globalization with that of local considerations. Food diversity is an inherent characteristic of Indian diversified culture comprising of various locales and states inside. The major consideration of multinational fast food chains is to promote their products or services in a way that can be easily receptive by target customers’. However, as far as promotion of glocalized menu is concerned the companies should take a route via advertisements to establish foothold in local markets as evidenced by Metin & Kizgin (2015).

Simi & Matusitz (2015) analyzed the US fast food restaurant franchise, Subway as far as how well this chain has adjusted to the glocalization hypothesis. The study depended on a supposition that glocalization encourages different adjustments to make in a product which permits it to succeed in various customs. However resulting changes has been risen up out of this study in terms of: restaurant ambience, adoption of cultural values, alterations in advertising practices and changes in use of online networking.

Sharma Deepti (2013) examined that Glocalization is a strategic route adopted by organizations determined to lead and conquer markets beyond their cultural and geographical boundaries. Organizations that have figured out how to proficiently adjust and synergize their center worldwide vision opposite their cross outskirt market particular dreams and mission have accomplished initiative locally as well as universally. Getting the vibe for glocalization in India is currently seen as a productive way to deal with construct brand picture and an approach to create long-term brand loyalty.

Glocalization ought to shape an imperative perspective in the expansion plans of the Global Food firms. Glocalization attributes the success of a global product totally to localization of the product as indicated by the particular needs of that area. Many companies when a choice to dispatch in different locations all the while is taken with no earlier estimation of the degree of adaptation needed. The multinational food companies have to be particularly sensitive to these issues since difficulties confronted in this industry because of the cultural differences are more critical and unpredictable when contrasted with the other industries (Prakash & Singh 2011).
Promotional Activities:

In today’s era, competitive environment is all around to stay in-competitive market, communication is one of the approaches to achieve customers. Communication is additionally one of the tools to accomplish organizational objectives. Teichert, et al. (2015) inspected that at long last, young consumers frequently choose well-known brands, e.g., because of broad communications or the advice of friends. Regardless, the kids immediately distinguished it because of dynamic advertising support given by broad communications, specifically, by TV. Findings indicate strong interaction effects between brand and advertisement related factors which in turn strongly influence consumers’ perceptions. Customers often form their perceptions of fast-food brands through advertising as well as word-of-mouth communication, exposure to promotion (on behalf) of fast-food restaurants, past individual experiences from different sources [Kara, et al. 1997]. The other way around, fast-food marketing strategies should be founded on a sound a-priori understanding of consumers’ perceptions and their inclinations for fast food outlets. Marketing strategies additionally need to consider how these variables differ across markets and countries. This constitutes a dilemma for marketing, as market research cannot provide the needed information before market entry. To give a case: Especially young people and kids are regularly restricted in their capacity to explain their inclinations and forecast their responses to advertising offers [Connell, et al. 2014].

As far as a discount and taste factor, the consumers’ consider the accessibility of discount in fast food outlets. Usually these discounts are offered as group discounts i.e. arranging an agathering or get-together at reduced price package etc. Consumers consider this alternative when picking fast food items. They may not promptly utilize this factor but rather it puts the fast food shop in their consideration set for later utilize (Islam and Ullah 2010). Fast-food marketing with respect to advertising, price promotion is a more common and pervasive way of raising demand. Our results show that promotional activity by fast food vendors is effective in both increasing the market share of the promoting firm, and in expanding the demand for fast food in general (Richards & Padilla 2009). Quickening trend of fast food consumption will offer more growth opportunities for marketers in terms of creating fruitful marketing techniques for fast-food restaurants. In this manner, need-oriented marketing strategies of fast-food sector empower them to be more focused in this fast-changing business environment (Kara, et al. 1995).

Online Food Ordering:

E-Marketing is picking up a fast force in promoting a product or service. With the advent of 21st century, customers are more tech savvy and prefer to buy products and services online. This gives the customers massive advantages: firstly a bother free shopping, besides it spares times and thirdly it is convenient. Managing relationships with customer turns into an essential responsibility of the fast food outlets, with extensive consideration being given to relationship advertising, CRM and e-CRM. Advertising procedures can’t overlook the electronic part to maintain relationship with customers. It is trusted that e-CRM can be an imperative way in encouraging relationships with customers and empowering fast food chains in creating beneficial connections as stated by (Rakesh and Khare, 2011). The period of 21st century has likewise set apart with its own particular demands to the fast food industry. With proliferation of smartphones and friendly computer devices there has been significant increase in takeout ordering using such devices. Moreover consumers have specific food choices which require fast food retailers to customize their food offerings as well to introduce innovative food choices in their menu. India's dynamic turn towards globalization augment uphorizon which brings new eating habits as well new dietary patterns driven by desire for status and convenience as evidenced by Mish (2007).

The changes in the way of life of Indian consumers have prompted a quick development in fast food retail outlets in the nation in the previous couple of years. With the quick changing demographics and economic environment of the country, customer relationship management (CRM) and e-CRM (electronic CRM) are ready to develop with numerous business moving online not because of decision, but rather because of need (Feinberg & Kadam 2002).

Discussion:

By and large, the studies incorporated into this review propose that predominance of fast food consumption is essentially common in young consumers’ as their dietary habits are predictable and such group is more prone to eat outside for varied purposes. However at international front, with growing trend of overweight and obesity healthier menu is also demandable. To meet this requisite, fast food retailers are required to comprise healthy as well nutritious promotion in their marketing efforts and strategic planning. The common thread among all reviews depict the uprising picture of fast food market across the globe.
Talking about consumers, it has been a noticeable trend that food consumption pattern of families has changed dramatically with times owing to the growing influence of western culture and societal influence. Consumers’ have started dining out and moved on to accept different varieties of delicious food from the world. Further, studies indicate a radical change in the consumption pattern of consumers, who have traditionally been known for their price sensitiveness. The driving factors comprise: taste of food, round the clock availability, play area for kids, preference for fine dining, discount offers, take-away facility etc. Additionally, inclination of consumers’ is so intense that they love to cover long distance indeed to eat at a specific restaurant and their favorite food. This is remarkably an instance of loyalty and brand sensitiveness.

Limitations:
There is an ample scope to direct further study on the inclination variables utilized by the workplace goers, housewives and visitors in purchasing fast food to figure out whether there are any more basic or unique factors prevailing among these diverse groups that may be imperative in settling on choices with respect to the decision of fast food items globally. The studies covered so far are more about growth of fast food industry, factors responsible for increasing consumption of fast food in varied aspects. Moreover there is dearth of literature with regard to awareness of nutrition information, promotion of healthy meals and ways to create a growth trend of fast food chains in small cities and towns. As well with the prevalence of ease and convenience, online platform is much common irrespective of nature of an industry. As far as fast food market is concerned, quite less number of studies focused on online food deliveries which also has immense potential to grow in upcoming years.

These days, global corporations face troublesome choices with respect to what marketing strategy to adopt. Global marketing strategies aim to maximize standardization, homogenization and coordination of advertising activities over business sectors all through the world. (Kotler, 2009) However, global marketers must address various issues in their marketing strategy to ensure their brand will be successful around the world. Case of such issues incorporate differences in the economic, political, social and cultural environment around the globe. With growing intensity in global competition, companies need to resort to various strategies at international aspects. This need to bring parity in cultural, social and economic differences from local perspective. However after extensive review, it has been observed that few studies emphasized on glocal marketing techniques. As, glocalization is a new wave that will definitely lead to continuous improvement in terms of product quality and innovations. Fast food marketing in major studies covered in terms of advertisement and word of mouth, still other aspects website promotions, in-store displays and SMS are least touch. As discount and offers are quite influential tools in deciding about food purchase and this subject also possess scope for further research.

Conclusion & Implications for Future Research:
This article has presented a detailed guide to developing a systematic literature review. The steps have been delineated so as to assure a rigorous review, one that is valid in its goal of producing a comprehensive summation and discussion of the existing literature on a research question of interest. We have emphasized the need for such a review to be explicit in describing the procedures followed, to the extent that the results could be reproduced by independent researchers carrying out the same review process.

The Indian fast food industry has seen high development strides in the previous years, with expanding discretionary income; exposure to a number of cuisines; and customers' eagerness to explore a blend of both Western and nearby menu. It has not only provided convenience to people who transport amongst home and work for a greater part of the day additionally wiped out the prerequisite of customary cutlery. This industry right now flourishes with international appeal endorsed by niche chains. The advancement of nutritious and healthier replacements for the conventional servings at fast food eateries has changed into mass promotion of portable foods. In the event that the difficulties are met with genuine contemplations, the Indian fast food industry is expected to accomplish wonderful turning points in the coming years. Increasing inclination of people to eat outside (restaurants) will be the real main thrust behind the anticipated development. Plus, healthy food options and low-price menu will likewise add to its development.

On the competitive front, the fast food market in India is balanced for quick development and higher effectiveness with the entry of international food chains. It has likewise been watched that with the expanding prominence of eating out in India, restaurant operators need to protect their offer of enhanced customer spending by offering a wide range of cuisines. This gives a noteworthy chance to players in the food and beverage industry. Major players in this
References:


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