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## A Study of comparative brand analysis of fast food outlets in Patna

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**Abstract :** *There has been a phenomenal growth in the preference of the people of Patna in visiting the branded fast food joints. With the change in lifestyle many more branded fast food joints have come up to cater to the expectations of those who are fond of visiting the fast food joints. With the proliferation of fast food joints that have mushroomed in the nooks and corners of the city, it must be very intricate for the customers to select the food joints and develop the preference for the same. This study is an attempt to analyze how the different branded fast food joints are perceived by the target customers in order to understand and appreciate the under currents of consumer behaviour and preference relating to the branded fast food joints in Patna.*

**Key Words :** *Fast Foods, Brand and Comparative analysis.*

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### Introduction :

Fast food products and services are very common today in the urban market and have an equal importance in the smaller cities and towns of our country. In the modern era of busy and hectic life, people have no time to prepare their food as they leave their homes early in the morning and spend most of their time at work place. So they depend on instant fast food which is readily available in hotels and restaurants. Delicious and tempting taste of junk food has become the prime choice of younger generation. As a matter of fact fast food services have become commonly acceptable to all walks of life in Patna with the advent of various fast food joints and restaurants like Domino's, Smokin Joes, Yo! China, Bollywood Treats, Cafe Olive, Fire 'N' Ice, Mausam Munch etc. This has made fast food market extremely competitive. The study attempts to analyze the comparative assessment in terms of the market standing of fast food outlets in Patna.

### Objectives of the Research:

The research study aims to achieve the following objectives:

- To identify and analyze the perception of the masses towards fast food products and services.
- To identify and assess the level of awareness towards fast food services.
- To understand the behaviour of the consumers with regard to fast food outlets.
- To identify and assess the factors affecting the selection of fast food for the purpose of consumption and satisfaction.

### Hypotheses :

The hypotheses of our research study are as follows:-

- The population of Patna has developed a habit of dining out.
- People of Patna visit fast food outlets more on weekends.
- Food quality and ambience are the most important consideration for the people of Patna to avail the fast food services.
- Patnaites who dine out are not very price sensitive.

### Methodology Adopted:

This research study has been structured on the basis of the primary and secondary data sources. In primary data source system, structured schedule was used to gather responses from a sample size of 100 respondents belonging to different age groups, income groups and covered the cross sections of the society. The sampling method was stratified random sampling. The responses regarding the ratings of the services were analyzed by weighted average method.

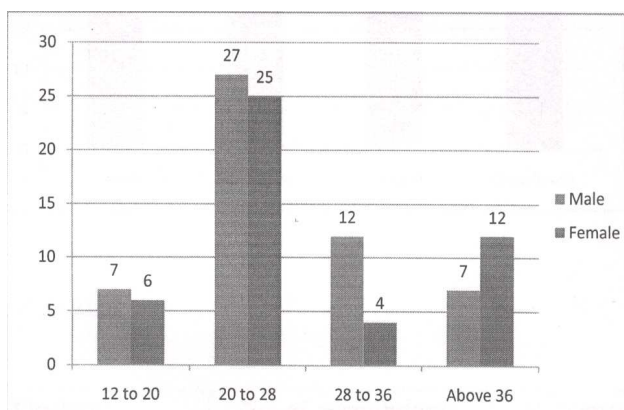
### Major findings of the study:

The major findings are given below.

#### 1. Habit of dining out in relation to Age & Gender

Age Group	Male	Female	Percentage (%)
12 to 20	7	6	13%
20 to 28	27	25	52%
28 to 36	12	4	16%
Above 36	7	12	19%

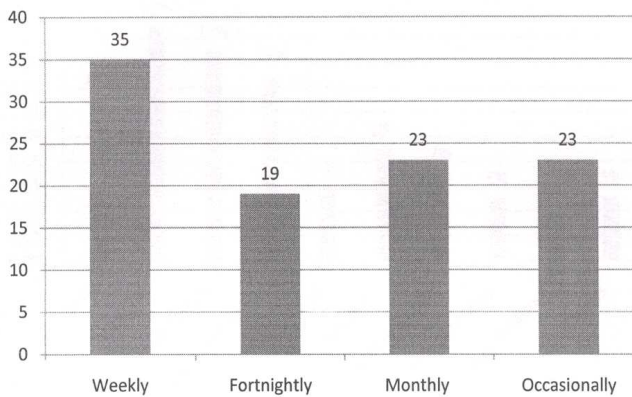
Significant number of respondents belong to the age group of 20-28 as today's younger generation is very much prone to fast foods. The age group between 28-36 and above 36 was also attracted towards fast food. The study shows that both men and women like to dine out.



#### 2. Frequency of visits

Options	No. of respondents	Percentage (%)
Weekly	35	35%
Fortnightly	19	19%
Monthly	23	23%
Occasionally	23	23%

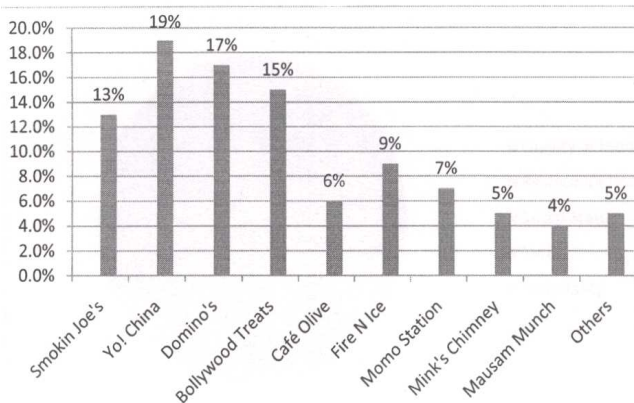
Through our research study, we found that predominant number of respondents visit branded fast food outlets on a weekly basis or on weekends because of their busy schedule. Most of the respondents also visit the branded fast food outlets monthly on occasionally.



### 3. Outlets visit

Outlets	No. of respondents	Percentage (%)
Smokin Joe's	59	13%
Yo! China	87	19%
Domino's	78	17%
Bollywood Treats	67	15%
Cafe Olive	29	6%
Fire Nlce	39	9%
Momo Station	32	7%
Mink's Chimney	20	5%
Mausam Munch	19	4%
Others	20	5%

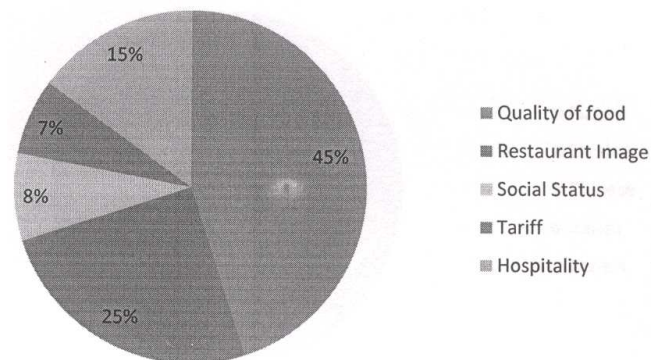
The above table shows that **Yo! China, Dominos, Bollywood Treats & Smokin Joe's** were the most visited branded fast food outlets by the respondents of Patna in comparison to other branded outlets which are present in Patna.



### 4. Reasons behind visiting outlets

Options	No. of respondents	Percentage (%)
Quality of food	45	45%
Restaurant Image	25	25%
Social Status	8	8%
Tariff	7	7%
Hospitality	15	15%

This observation shows that 45% of the respondents visit the branded fast food joints due to its food quality. 25% of the respondents visit the branded fast food outlets due to the goodwill and the image of the outlets. They are not concerned with the social status and tariff of the branded fast food outlets.



### 5. Preference of fast food

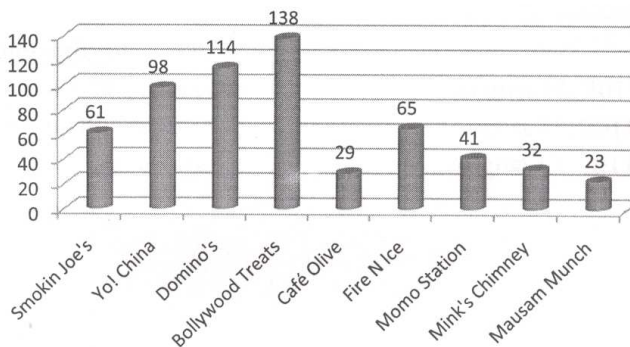
Options	No. of respondents	Percentage (%)
Pizza	27	27%
Sandwich	12	12%
Chinese	41	41%
Italian	12	12%
Others	8	8%

The above information shows that majority of the respondents i.e 41% prefer to have Chinese in the branded fast food outlets. They are least interested in having pizza, sandwich and Italian.

### 6. Rating of services offered

Outlets	Excellent	Good	In-different	Bad	Poor	Weighted Average
Smokin Joe's	10	41	15	0	0	61
Yo! China	26	46	8	0	0	98
Domino's	42	30	9	0	0	114
Bollywood Treats	52	34	9	0	0	138
Cafe Olive	17	15	15	8	5	29
Fire 'N' Ice	21	32	23	1	4	65
Momo Station	14	15	8	2	0	41
Mink's Chimney	8	16	9	0	0	32
Mausam Munch	3	23	16	2	2	23

The study shows that Domino's and Bollywood Treats offer the best services and today the respondents are very much particular about availing the best available services. The branded fast food outlets which have been rated above average were Smokin Joe's & Yo! China. However Cafe Olive and Mausam Munch have been rated very poorly by the respondents.



### Conclusion :

The research which focused on the analysis of a comparative study of the branded fast food outlets attempted to figure out the perceptions and preferences of the respondents. It was figured out that the trend for visiting branded fast food joints is very much on the rise and in fact has become an integral part of the life style for most of Patnaites. Some major observations relating to the study were that Yo! China, Domino's and Bollywood Treats were the most favoured ones and on an average were visited once in a week during 6:00 pm to 10:00 pm. The food quality, ambience and the

services were the major criteria for selecting the branded fast food joints, despite the realization that fast food is unhealthy and leads to obesity. It was found that the hypotheses which were taken has been proved through the study.

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