



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: