

# Fast-Food Joints in Kolhapur City

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## Abstract

Quick service restaurants are spreading their legs all over the world and Kolhapur is not the exception to it. There are many fast-food outlets across the city and outskirts. The study is conducted in Kolhapur city. It is descriptive research and survey method was used for collection of the data. Feedback was collected from 100 customers in various joints in the city. The most highlighting output of the study is that clienteles are inclined to visit the fast-food outlets in weekends. As per the data, the outlets keep their regular visitors happy by offering them discounts on the menus.

**Keywords:** Fast Food Industry, Junk Food, Quick Service Restaurants, Kolhapur

## INTRODUCTION

The taste of the snacky food is better and the satiety value of these food is higher than other food. Fast food items are considered to be better in all the aspects like texture, color and flavor. The main concern with the fast food is about their nutritional content and ill effects of it on customer's health. In today fast life people ignore the consequences of eating junk food.

Fast food can be prepared in no time and served to customers immediately. It is very profitable business for the entrepreneurs. The investment as compare to other businesses is less and return in instant. These items are fast moving so the wastage also is minimum.

Kolhapur city is growing very fast and so is the fast food industry. You will find many quick service

restaurants in Kolhapur like McDonald's, KFC, Dominos etc.

## Objectives

- To find the current situation for fast food industry in Kolhapur.
- To evaluate consumer's perception and consumption pattern on fast food industry.
- To critically analysis the factors affecting the perception of consumers on fast food in Kolhapur.

## RESEARCH METHODOLOGY

It is descriptive research in nature. Primary and secondary data was collected for the purpose of this research paper.

Primary Data: Questionnaire was prepared and distributed to 100 customers who visit the fast-food outlets. After collecting the feedbacks from the customers, it was tabulated for the purpose of analysis. Respondents were selected from various areas of the city.

Secondary Data: It was collected from the internet, various websites and journals.

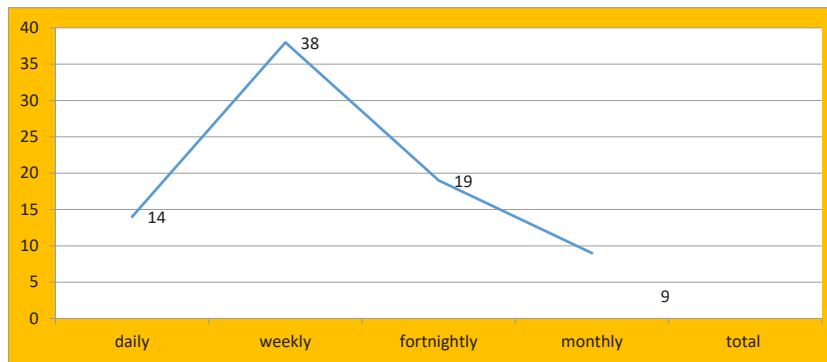
## RESULT AND DISCUSSION

### Frequency of Visit

It is clear from the graph that most of the clienteles visit the fast food outlets weekly and least of them visit fortnightly. Reason might be they get fade up with home cooked food and visit QSR to change the taste buds.

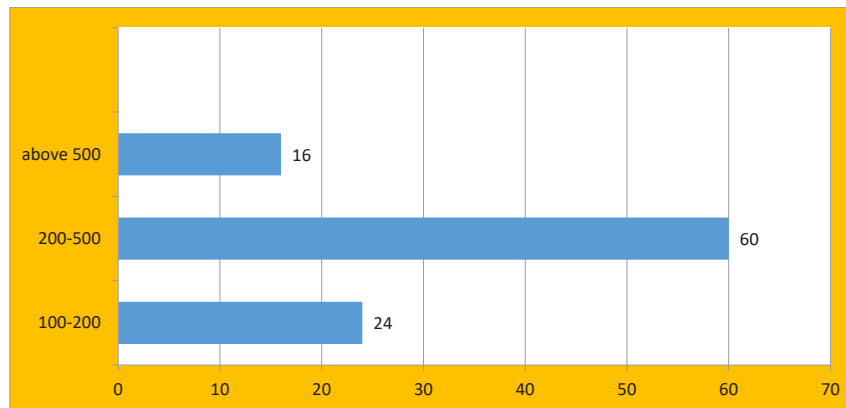
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**Fig. 1**

**Price Range**

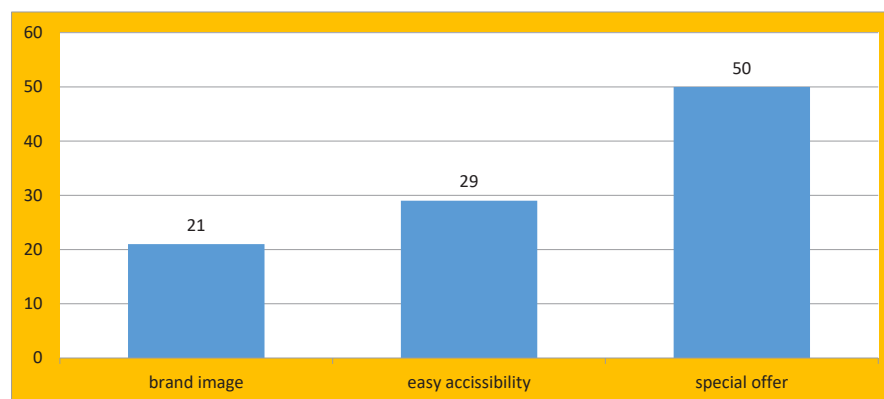


**Fig. 2**

Most the customers are keen to spend money in medium range and few of them says that they will spend money in low range. The customers are from the higher middle class who can afford to spend in that range

**Preferences**

More people are preferring the outlets who gives special offer on menu and some customers prefer the outlets because of the easy accessibility.



**Fig. 3**

### Visiting Hours

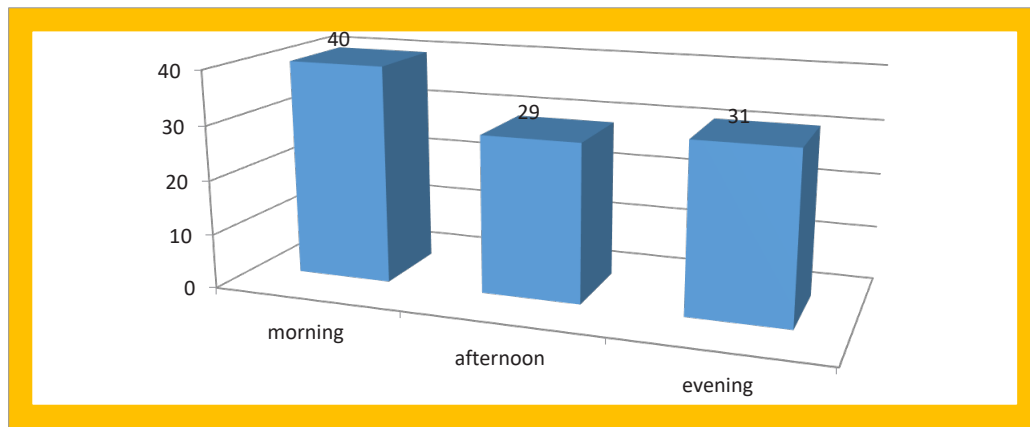


Fig. 4

More customers like to visit the outlets in the morning time and second preference is evening time. In morning time, breakfast items are offered which people have during the breaks in office, schools, colleges and companies.

### Variety of Menu

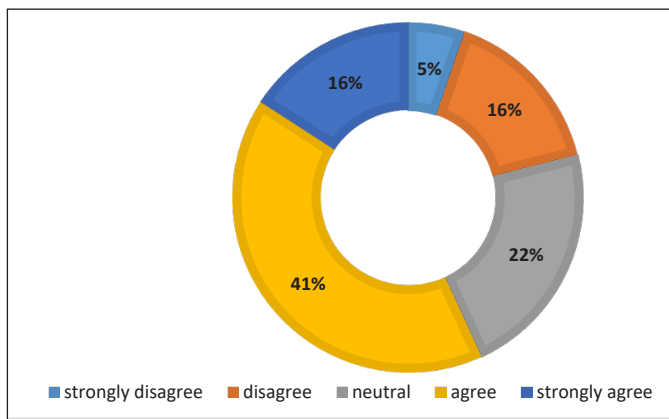


Fig. 5

Most of the customers agreed that variety of the menu is very important while selecting the QSR.

### Service Speed

Respondents are not sure about preference of stores due to service speed. Maybe there are other more important factors than service speed which attracts more customers.

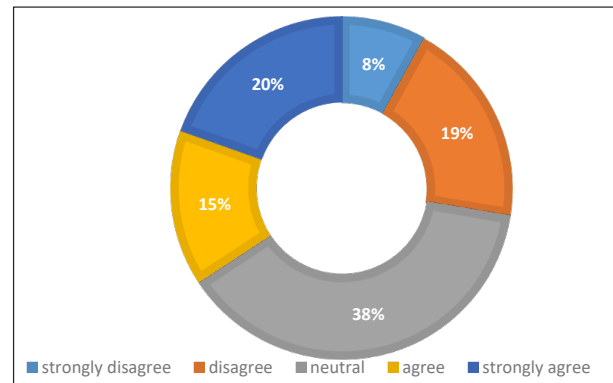


Fig. 6

### Healthy Food

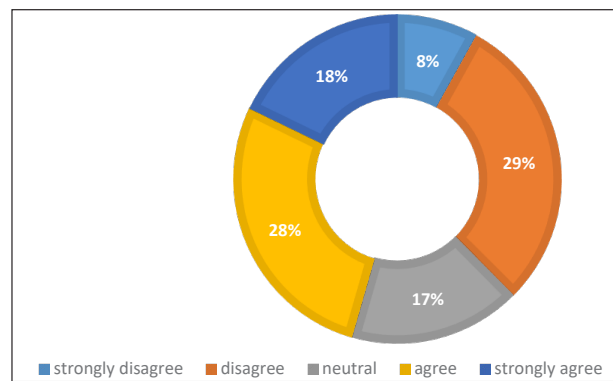
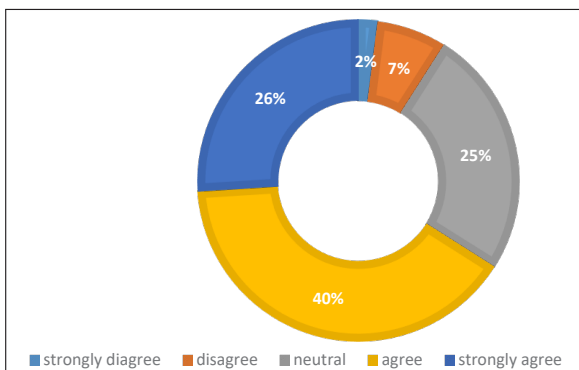


Fig. 7

Some respondents are not very diet conscious. Maybe they like the outlets which serves the tastier food. But there are group of customers whose selection of stores depends upon the calorie content in the food.

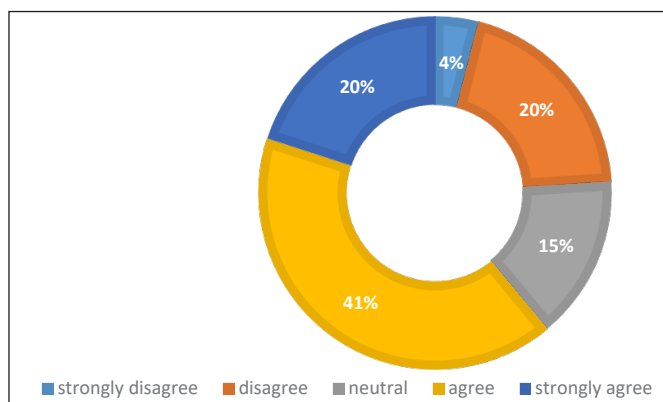
### Cleanliness and Atmosphere



**Fig. 8**

Now a days customers are very conscious about the personal and work hygiene and sanitation. The places which are cleaner and tidier will be more preferred by people. At the same time ambience of the restaurants also has greater impact on flow of customers.

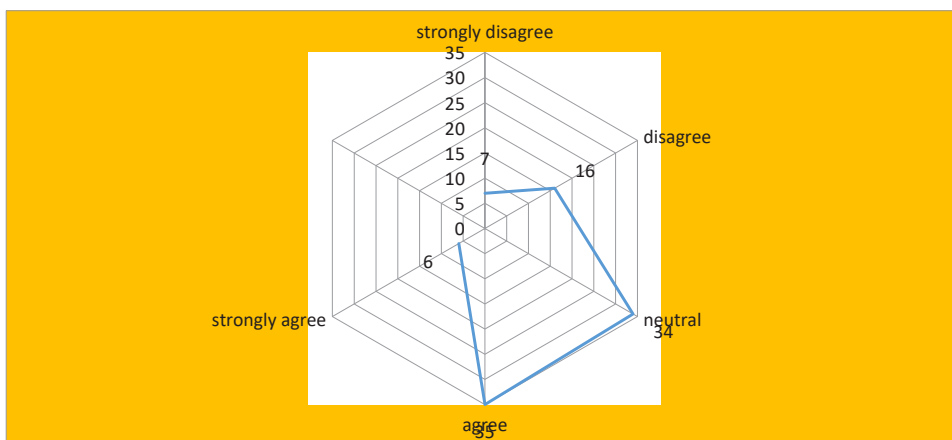
### Delivery Speed



**Fig. 9**

In todays fast life, people do not have ample time to wait for long time. This is the reason that people prefer to visit those places which gives fast deliveries.

### Satisfaction with the Menu Offer

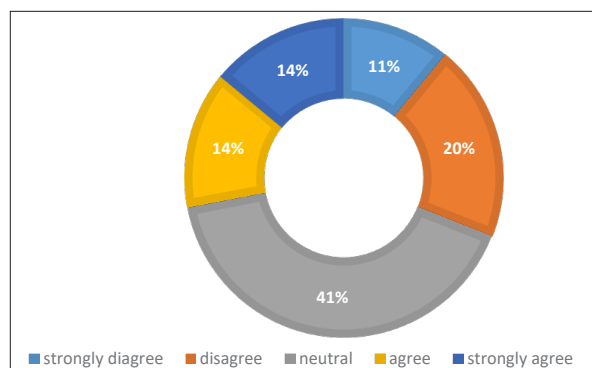


**Fig. 10**

Most of the respondents are happy with the menus offered to them. When in one venture into the business always they do a market survey and accordingly menus are compiled.

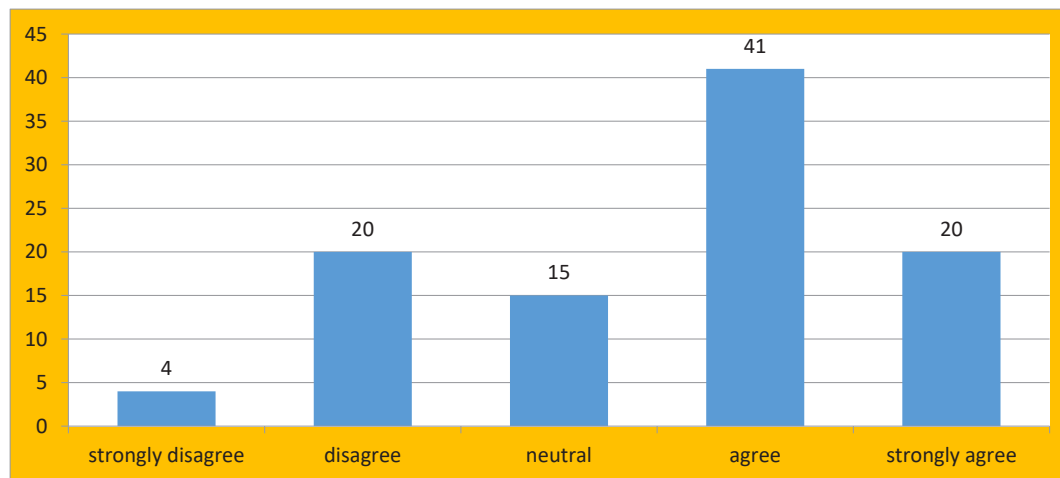
### Facilities Offered

Customers are not sure for selecting outlet because facilities offered. Clients might not have thought of this aspect while visiting the fast food outlets or may be it is provided by most of the outlets.



**Fig. 11**

## Location



**Fig. 12**

This is one of the most important factors for the success of the business. If it is in good locality then anything can be sold. Customers prefer to visit places where the roads are good, not too far, parking space is available etc.

## Advertising Strategy

Most of the respondents are not sure about effect of advertising strategy provided by the store. Few agree that advertising strategy has some impact on the business.

## Special Offers and Discounts

Most of the people prefer stores because of the special offers and discounts given by outlets wherein customers can save money or with same amount can have more variety of food.

## CONCLUSION

Fast food is everyone's favorite food which is loved by small to elderly people all over the universe. Even the Kolhapur is not exception to it. There are many QSRs in Kolhapur. The study is conducted in few fast food restaurants in the city area. The feedbacks were collected from varied population.

The study covers various aspects of food restaurants and customers preferences. Few common findings of the research are that most of the people were affected and

attracted with offer and scheme by the outlets. It has been found out that most of the people in Kolhapur city visit small eating joints for refreshment and enjoy. Consumer selects small eating joints because they all want taste change and economic food. Most of the people who visits small eating joints prefer to spend 15% of their monthly income and more than 500-1000 rupees at a time eating.

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