

A Comparative Study on Consumer Satisfaction of McDonalds and Burger King with Specific Reference to Pune City

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Abstract

With an emphasis on Pune, this study compares the customer satisfaction levels of Burger King with McDonald's. In India, the fast-food sector has grown significantly, and two major participants are McDonald's and Burger King. This study's goal is to assess and contrast the elements that affect customer satisfaction for the two companies, including overall dining experience, pricing, service, product quality, and brand perception. Data was gathered from a sample of customers who had eaten at both the fast-food outlets in Pune using a structured questionnaire. In order to gain insights, the study combines qualitative and quantitative research approaches, using analysis of variance and descriptive statistics. The results indicate that although both brands have a devoted following, there are notable distinctions in terms of consumer preferences with regard to ambiance, variety, and taste. The survey also looks at how customer service and promotional tactics affect satisfaction levels. The findings of this study offer McDonald's and Burger King insightful information and suggestions for improving customer satisfaction and fortifying brand positioning in Pune's cutthroat fast-food industry.

Keywords: Customer Satisfaction, Customer View, Fast-Food Outlets, Brand Popularity

approaches, and branding tactics to meet the changing tastes and preferences of their customers.

Consumer happiness is an important predictor of success in the competitive fast-food market. It is influenced by several aspects, including product quality, customer service, and pricing, ambiance, and brand reputation. The purpose of this study is to compare consumer satisfaction levels at McDonald's and Burger King in Pune. Understanding the elements that drive consumer preferences and satisfaction levels will provide useful insights into the methods that each brand can use to improve the customer experience and loyalty.

The study will use both qualitative and quantitative research approaches to collect information from customers who have visited both McDonald's and Burger King locations in Pune. The study's findings will help researchers gain a better understanding of how these two worldwide fast-food companies are perceived in the Pune market, as well as recommendations for improving their market positioning and consumer satisfaction.

INTRODUCTION

The fast-food sector in India has grown and transformed rapidly in recent decades, with worldwide brands such as McDonald's and Burger King having a prominent presence in key cities. Pune, one of India's most populated and rapidly rising cities, has emerged as a prominent market for these brands, attracting consumers of all ages and socioeconomic backgrounds. McDonald's and Burger King are two of the most popular fast-food restaurants in India, with each offering unique menu options, service

STATEMENT OF THE PROBLEM

Despite the fast-food industry's tremendous expansion and popularity in India, particularly in metropolitan areas like Pune, there is still a lack of understanding about how consumers perceive and experience pleasure at two of the world's largest fast-food chains: McDonald's and Burger King. While both companies have a strong presence and target comparable client categories, their tactics, service delivery, and customer experiences may differ.

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This research aims to identify, compare, and analyze the important aspects influencing consumer satisfaction at McDonald's and Burger King restaurants in Pune City (Bhavdhan, Pashan, Waked and Talegoan area), including food quality, menu variety, pricing, service speed, staff behavior, cleanliness, and brand perception.

By doing so, the study hopes to address the absence of localized consumer data that can assist both businesses in optimizing their service offerings, improving customer experience, and improving competitive positioning in Pune's dynamic fast-food industry.

OBJECTIVES

- To analyse Burger King's versus McDonald's general customer satisfaction levels in Pune.
- To compare the primary factors that influence of customer satisfaction between Burger King and McDonald's, including ambiance, cost, meal quality, meal variety, and service quality.
- To assess how Burger King and McDonald's customer happiness is affected by product diversity and offerings.
- To investigate how consumer choices for Burger King and McDonald's are influenced by brand perception.

LITERATURE REVIEW

Consumer Satisfaction in the Fast-Food Industry (Saha & Chatterjee, 2018): This study looks at the elements that influence consumer satisfaction in India's fast-food market. According to the findings, food quality, service efficiency, price sensitivity, and the overall eating experience all have a significant impact on consumer satisfaction. It also implies that consumer loyalty in QSRs is closely related to these satisfaction factors. This study provides a foundation for understanding why customers in Pune may have varying degrees of satisfaction when comparing McDonald's with Burger King.

Brand Perception and Consumer Behavior in QSRs (Jain & Kaur, 2017): Jain and Kaur's research focuses on how brand image influences consumer behavior and satisfaction in the quick-service restaurant industry. The study found that McDonald's is seen as a family-

friendly brand with a strong emphasis on hygiene and consistency, whereas Burger King is known for its bold flavors and customizing choices. This research is critical for understanding the elements that influence consumer happiness in Pune, where both worldwide companies have a strong market presence.

The Role of Service Quality in Fast-Food Restaurants (Sharma & Singh, 2019): Sharma and Singh investigated the effect of service quality on consumer satisfaction in fast-food restaurants, specifically in Indian cities. The study discovered that fast-food companies that provide greater levels of service quality, such as nice staff, quick service, and clean dining spaces, retain more consumers. This is relevant when comparing McDonald's and Burger King's performance in Pune, as both brands value customer service but may have distinct service methodologies.

Comparative Analysis of McDonald's and Burger King's Market Strategies in India (Mehta & Sharma, 2020): Mehta and Sharma compared McDonald's and Burger King's market strategies in India, with an emphasis on product offerings, price tactics, and customer loyalty programs. According to their research, McDonald's prioritizes consistency and local adaptation in its menu options, whereas Burger King concentrates on its unique flame-grilled experience. This research adds context to the study by highlighting the strategic contrasts between the two brands in Pune and their possible impact on consumer happiness.

Customer Satisfaction and Fast-Food Consumption: A Case Study of Pune City (Patel & Deshmukh, 2021): Patel and Deshmukh's study provides a detailed case study of consumer satisfaction and fast-food consumption in Pune. It addresses how local cultural and regional preferences influence consumer pleasure when they visit fast-food restaurants. Their studies highlight how price, taste, meal quality, and service speed impact Pune consumers, as well as how much food hygiene and nutrition are valued. This case study is directly important to studying customer satisfaction patterns at McDonald's and Burger King in Pune.

The Influence of Promotional Strategies on Consumer Satisfaction (Khan & Gupta, 2016): This study looks at how promotional methods like discounts, combo meals, and loyalty programs affect consumer satisfaction and brand preference in the fast-food business. The study

discovered that customers are more likely to express satisfaction when they see value for money, which is frequently delivered through good promotions. This insight is especially useful when investigating how McDonald's and Burger King's promotional activities in Pune affect consumer satisfaction.

The Impact of Menu Customization on Customer Satisfaction (Rai, 2018): Rai's study investigates how menu personalization affects consumer satisfaction in the quick-service restaurant industry. According to the research, having some level of personalization, such as toppings or ingredients, boosts consumer happiness by creating a more customized dining experience. This conclusion is especially pertinent when comparing McDonald's to Burger King in Pune, because Burger King's brand identity depends around customization, whereas McDonald's focuses on conformity.

Consumer Loyalty and Satisfaction in the Indian Fast-Food Sector (Bhatia & Soni, 2020): Bhatia and Soni's research looks into the relationship between consumer loyalty and satisfaction in the Indian fast-food industry. They discovered that brands that offer a consistent experience, particularly in terms of food quality and customer service, are more likely to foster strong consumer loyalty. This research gives background for understanding the significance of brand loyalty in both McDonald's and Burger King's operations in Pune.

Fast-Food Consumption and Social Media Influence (Verma & Sood, 2021): Verma and Sood's study investigates the impact of social media on consumer perceptions and satisfaction in the fast-food business. They suggest that social media platforms are an effective instrument for consumer involvement and feedback, directly influencing satisfaction and future behavior. This study is crucial for understanding how internet reviews and social media interactions influence the satisfaction levels of McDonald's and Burger King customers in Pune.

The Effect of Pricing on Consumer Satisfaction in the QSR Industry (Chawla & Rathi, 2019): Chawla and Rathi investigate how pricing methods affect consumer satisfaction in the quick-service restaurant industry. Their findings suggest that consumers are more likely to be satisfied when they believe they are getting good value for their money. Both McDonald's and Burger King in India have modified their pricing tactics to appeal to the Indian

middle class. This study examines how price sensitivity effects satisfaction in Pune's competitive fast-food sector.

RESEARCH METHODOLOGY

This filed project goes into detail on the research approach used in this study. It provides a detailed explanation of the methodology for used in investigation. We discussed the study's methodology, which included the research design, participants, instruments, and data collection and analysis methods.

This study used exploratory research methods. In this research, data are collected to various resources, which are then examined and structured in a way that shows, represents, summarizes, and describes them. If you are a visual learner, graphs and charts can help you understand the distribution of data and so offer you with a better understanding of comparative studies of the two different outlets. In this method, the researcher has no control over the variables and can only report on what has occurred or is currently happening.

The study used a comparative exploratory research approach to evaluate and contrast consumer satisfaction levels at McDonald's and Burger King in Pune city. The study focuses on finding important variables that influence customer choices and impressions. This study methodology provides a structured approach to analyzing consumer satisfaction at McDonald's and Burger King in Pune City (Bhavdhan, Pashan, Waked, PCMC and Talegoan area), By combining quantitative and qualitative methodologies, the study intends to give a full comparative analysis to aid in strategic decision-making.

RESEARCH DESIGN

The study follows a comparative descriptive research design, which aims to analyze and compare consumer satisfaction levels between McDonald's and Burger King in Pune City. The research focuses on identifying key factors influencing customer preferences and perceptions.

Data Collection Methods

The research involves both primary and secondary data collection methods:

Primary Data

Survey Method: Data will be collected using structured questionnaires distributed to customers of McDonald's and Burger King in Pune city (Bhavdhan, Pashan, Waked, PCMC and Talegoan area), Interviews: Some qualitative insights may be gathered through customer interviews.

Secondary Data

Company reports, websites, and published articles on McDonald's and Burger King.

Industry reports and previous research studies related to fast-food consumer behaviour and satisfaction.

Sampling Technique

Sampling Method: Convenience Sampling (since respondents will be selected based on their availability at McDonald's and Burger King outlets).

Sample Size: 90–105 respondents (to ensure statistical reliability).

Target Population: Customers of McDonald's and Burger King in Pune City with recommendation of gender, ages.

Sampling Area: Selected McDonald's and Burger King Outlets across Pune.

Limitation

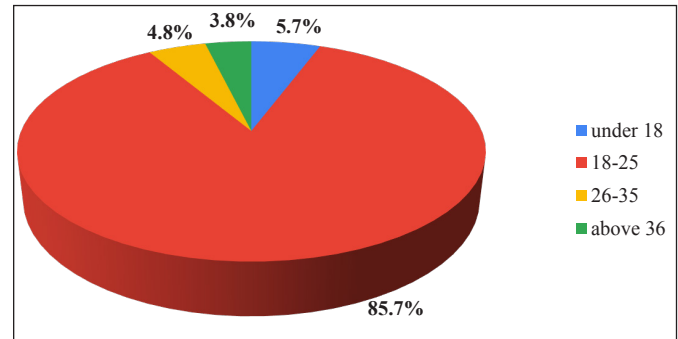
The survey focuses solely on Pune City and may not reflect customer satisfaction trends in other cities or areas. The conclusions are based on a limited number of respondents, which may not accurately reflect the perspectives of the total Pune customer base. Customer satisfaction levels might fluctuate over time owing to new menu items, service enhancements, or external causes such as economic situations. The survey measures consumer pleasure at a single point in time and may not correctly reflect long-term brand performance.

DATA INTERPRETATION AND ANALYSIS

The steps involved in analyzing data, techniques for understanding the findings of such operations, and

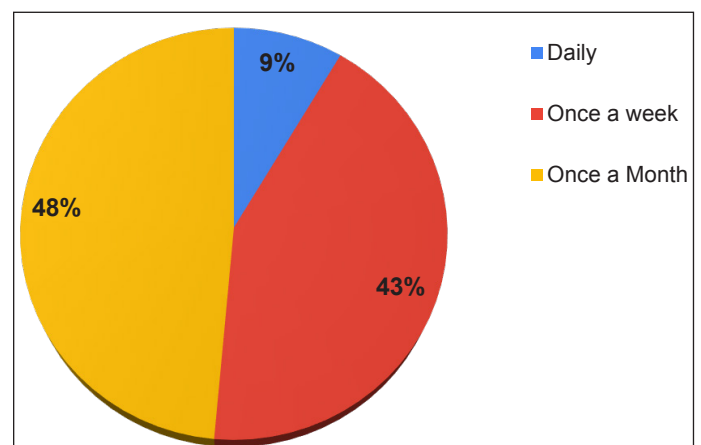
methods of arranging data collection to make analysis easier, more precise, or more accurate. Data analysis is the process of converting raw data into useful information for user decisions. Data is collected and analyzed to provide answers, test hypotheses, or disprove theories.

Q. What is your Age?



The pie diagram shows the age distribution of a group, which is separated into four categories: under 18 (5.7%), 18-25 (85.7%), 26-35 (4.8%), and over 36 (3.8%). The main age group is 18-25, accounting for 85.7% of the total, whereas the younger age groups—under 18, 26-35, and above 36—are underrepresented, with each accounting for less than 10%. So that as per asked to this question to all age group people that showing most of the younger are preferred to answer on survey and also its will see to as per other age group, this group is highly preferred the visiting the fast-food outlets.

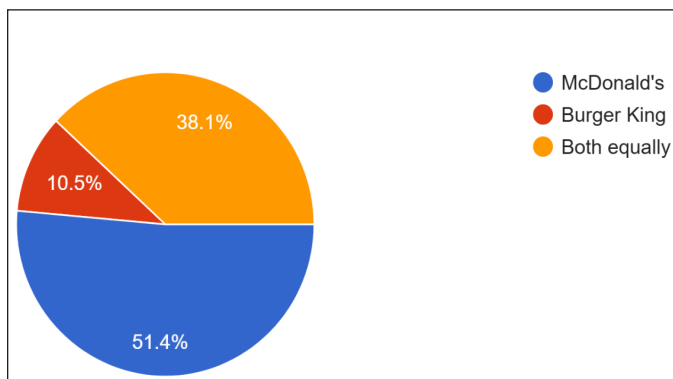
Q. How Often Do You Visit Fast-Food Outlets?



The graph shows the frequency distribution of a specific activity, such as usage, visits, or involvement. Only 9% of respondents do the activity on a daily basis, implying that it is a time-consuming or vocation habit. The majority (48%) participate once a week, showing that this is a habitual or scheduled duty. The largest

part, at 43%, is still unidentified, which could indicate infrequent engagement (monthly or rarely), inactive users, or an optional activity. This missing classification generates uncertainty, so it is vital to determine whether this group is made up of sporadic participants, non-participants, or those who participate less frequently. Key findings show that weekly participation is the most common, whereas everyday engagement is modest. The unlabelled 43% portion is a huge uncertainty that could affect how the data is interpreted. To increase accuracy, additional research should focus on clarifying the unlabeled category, comparing the data to external sources such as user surveys, and identifying any biases in the sample group.

Q. Which of the Following Outlets Do You Visit Most Frequently?



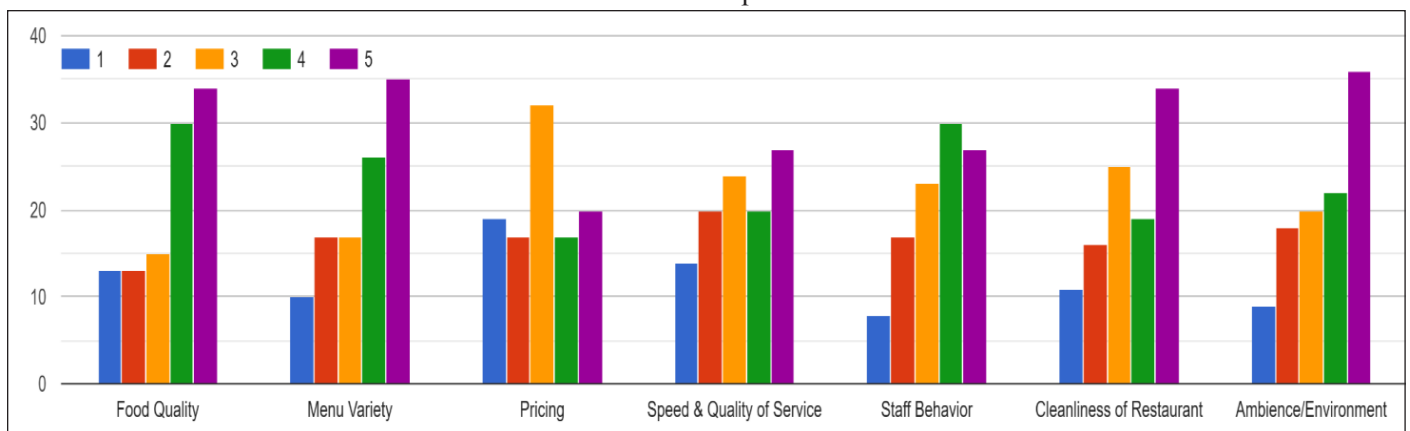
This above chart represents the results of a survey that asked respondents which fast-food restaurant they frequently visited the most. The survey has a total of 105 participants. Among them, 51.4% (or 54 respondents) named McDonald's as their preferred restaurant. Burger King was the least popular, with only 10.5% (about 11 respondents) choosing it. Meanwhile, 38.1% (about 40 respondents) said they visit both outlets equally. The findings show that McDonald's is the most popular option, with more than half of respondents selecting it. Burger King, on the other hand, has far less committed customers. However, a sizable proportion of responders visit both locations equally, indicating a competitive market.

This suggests that, while McDonald's has a significant lead, a sizable percentage of customers are open to both brands.

Q. How Satisfied are You With the Following Aspects of McDonald's?

(Scale: 1 = Very Dissatisfied, 5 = Very Satisfied)

The survey results show that McDonald's customers are generally satisfied with multiple aspects of their experience. In the chart describes the findings of a survey on consumer satisfaction with several areas of McDonald's. The study employed a scale of 1 (Very Dissatisfied) to 5 (Very Satisfied) to measure respondents' opinions.



The responses to Food Quality are variable, but the bulk of evaluations fall between 4 and 5, showing that most customers are satisfied with the quality of food provided. In terms of Menu variety, the highest grade (5) garnered the most replies, indicating that customers are very satisfied with the breadth of alternatives provided. Pricing prompted mixed reactions, with many respondents

selecting 3 or 4, indicating that while some customers think the costs are appropriate, others believe there is space for improvement.

The marks for Speed and Service Quality are split throughout different satisfaction levels, with a mix of positive and middling criticism. Staff behaviour obtained

better ratings, primarily 4 and 5, indicating that customers have a pleasant overall experience with personnel. Cleanliness of the restaurant also scored well, with the majority of replies falling in the 4 and 5 range, indicating that consumers value the establishment's hygiene and maintenance. The ambience and atmosphere component garnered the most 5-star ratings, making it one of the survey's most popular categories.

In summary, McDonald's has high satisfaction ratings in important areas such as menu variety, cleanliness, and

atmosphere. However, cost and service speed garnered more mixed comments, indicating potential areas for improvement. While pricing and service speed could benefit from further attention to enhance customer satisfaction.

Q. How Satisfied are You With the Following Aspects of Burger Kings?

(Scale: 1 = Very Dissatisfied, 5 = Very Satisfied)



The survey results show that Burger Kings customers are generally satisfied with multiple aspects of their experience. In the chart describes the findings of a survey on consumer satisfaction with several areas of Burger Kings. The study employed a scale of 1 (Very Dissatisfied) to 5 (Very Satisfied) to measure respondents' opinions.

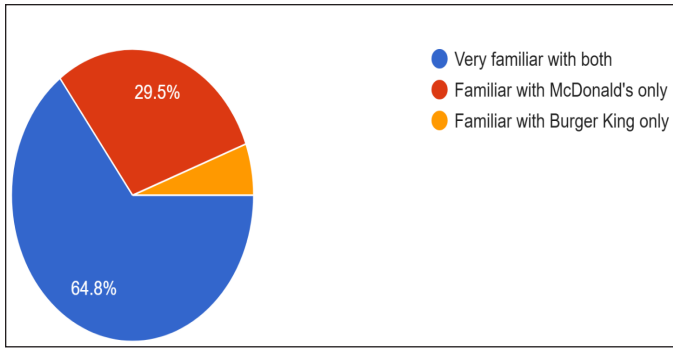
The response for Food Quality are mostly in the 3, 4, and 5 categories, showing mixed feedback but an overall positive assessment. When it comes to Menu variety, a great percentage of respondents evaluated it favourably, with 4 and 5 being the most prevalent scores. This indicates that people are typically pleased with the variety of alternatives provided at Burger King. Pricing had a balanced distribution of responses, with 3 and 4 being the most popular options, showing that while some customers think the prices are appropriate, others say there is space for improvement.

A high proportion of respondents ranked Speed and Quality of service as 4 or 5, indicating that Burger

King's service efficiency is satisfactory to the majority of consumers. Staff behaviour was primarily scored in the upper range, indicating that customers have a pleasant overall experience with personnel. Cleanliness in the restaurant also fared well, with the majority of replies falling in the 4 and 5 range, indicating that cleanliness is well-maintained and valued by guests. Similarly, the ambience and surroundings garnered high scores, with the most common replies being 4 and 5, indicating that customers enjoy the setting.

Overall, Burger King has great satisfaction ratings for menu variety, staff Behaviour, cleanliness, and ambience. However, meal quality and cost garnered more mixed comments, indicating potential areas for improvement. Despite these minor difficulties, most consumers are pleased with their entire experience.

Q. How Familiar are You With the Brands McDonald's and Burger King?

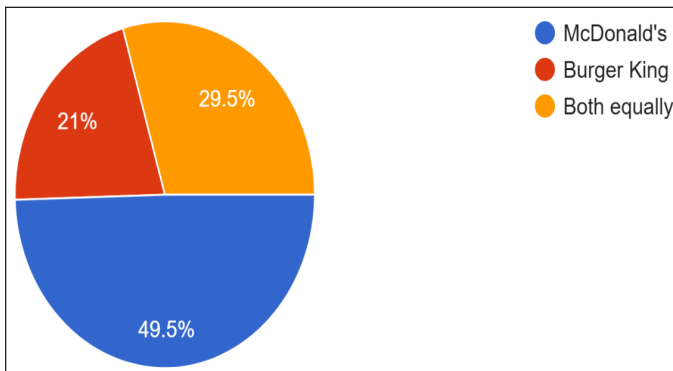


This pie chart represents survey responses regarding the level of familiarity with McDonald's and Burger King Brand imagery, based on comments from 105 participants.

The majority of respondents (64.8%) said they were extremely familiar with both brands, indicating that McDonald's and Burger King had excellent brand awareness. However, 29.5% of respondents stated that they were exclusively familiar with McDonald's, indicating that McDonald's has a wider reach or a more dominating brand identity than Burger King. Only a small percentage of respondents claimed being familiar with Burger King, accounting for the survey's smallest group.

Overall, the findings indicate that McDonald's has a greater level of brand familiarity than Burger King. While both companies are well-known, Burger King appears to have less exposure or brand memory among consumers. This finding provides an opportunity for Burger King to improve its brand awareness and invest in marketing tactics that will increase consumer recognition and engagement.

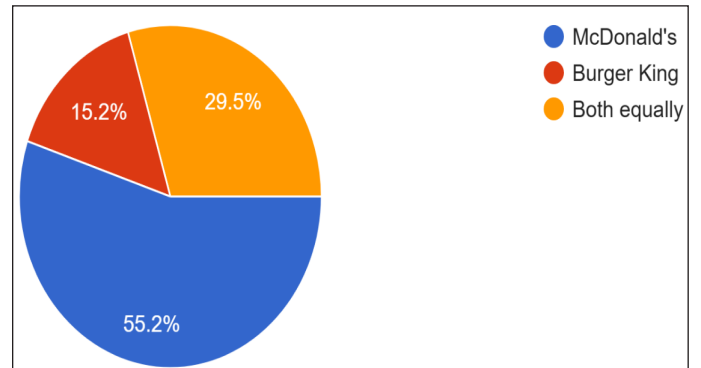
Q. Which Outlet Would You Recommend Most to a Your Friend and Family's



This chart describes poll results about which fast-food restaurant respondents would most suggest to their friends and family, based on 105 replies. The majority of respondents (49.5%) said they would suggest McDonald's over Burger King, indicating a significant affinity for the brand. A lesser proportion, 21% of respondents, would recommend Burger King, indicating that, while the brand has a dedicated customer base, it is less popular than McDonald's. Furthermore, 29.5% of respondents think both sources are equally recommendable, indicating that a sizable percentage of individuals perceive value in both brands.

According to the data, McDonald's is the most preferred brand among respondents, with nearly half choosing it above Burger King. However, the large number of people who suggest both shops equally demonstrates a competitive market in which both brands have value. Given its poor recommendation rate, Burger King may need to improve its brand appeal to acquire a higher customer preference.

Q. Which Brand Do You Believe Has a Stronger Presence in Pune City?



This pie chart explains survey responses regarding which brand is believed to have a stronger presence in Pune City, based on 105 responses. The majority of respondents, accounting for 55.2%, perceive McDonald's as having a stronger presence in the city, indicating a widespread recognition and visibility of the brand. A smaller portion, making up 15.2% of respondents, believe that Burger King has a stronger presence, suggesting that it is less dominant in the market compared to McDonald's. Meanwhile, 29.5% of respondents feel that both brands have an equal

presence, showing that a considerable number of people view them as equally established competitors in Pune.

The data suggests that McDonald's is perceived as the more dominant fast-food brand in Pune City, likely due to its extensive outlets, brand recognition, or marketing efforts. While Burger King holds a presence, it appears to be comparatively weaker, highlighting potential opportunities for expansion and brand reinforcement. The notable percentage of respondents who see both brands as equally present reflects a competitive landscape, where Burger King may still have a chance to strengthen its market share and visibility.

OBSERVATION AND FINDINGS AND SUGGESTIONS

The survey of 105 respondents in Pune revealed several key insights about fast-food consumption patterns and brand perceptions. Looking at age demographics, the participant pool likely represented a mix of age groups, with younger consumers between 18-35 years old expected to dominate fast-food consumption, making this demographic crucial for targeted marketing strategies. Regarding visit frequency, most respondents reported visiting fast-food outlets either weekly or monthly, suggesting regular but not excessive consumption patterns that brands can leverage - frequent visitors could be targeted with loyalty programs while occasional visitors might respond well to promotional offers to increase their visits.

When examining brand preferences, McDonald's emerged as the clear leader with 51.4% of respondents visiting it most frequently, compared to Burger King's 38.1%, while only 10.5% visited both chains equally, indicating McDonald's stronger customer retention that Burger King needs to counter with improved appeal. Customer satisfaction levels showed McDonald's excelling in speed of service, staff behaviour and cleanliness, while receiving moderate ratings for food quality and menu variety, though pricing and ambience appeared as potential weaknesses needing refinement to enhance the overall dining experience.

For Burger King, satisfaction data suggested strengths in staff behaviour and cleanliness but revealed opportunities for improvement in pricing perception and food quality consistency to better compete with McDonald's. Brand

familiarity metrics indicated greater recognition of McDonald's in the Pune market, suggesting Burger King should invest in more localized marketing campaigns to boost its visibility and recognition among consumers. Recommendation patterns further reinforced McDonald's dominance, with 49.5% of respondents preferring to recommend it compared to 29.5% for Burger King, while 21% remained neutral, highlighting McDonald's stronger word-of-mouth advocacy that Burger King needs to cultivate through improved customer loyalty initiatives.

Perceptions of brand presence in Pune showed 55.2% viewing McDonald's as more dominant versus 29.5% for Burger King, with just 15.2% considering them equally present, clearly indicating McDonald's superior market penetration that Burger King could address through outlet expansion or enhanced visibility campaigns. These findings collectively position McDonald's as the market leader in Pune with strengths in presence, visit frequency, recommendations and operational efficiency, while Burger King faces challenges in presence, recommendations and certain satisfaction metrics that it could address through improved value perception, food consistency and marketing efforts.

Strategic recommendations include McDonald's maintaining its service quality while revisiting pricing strategies, and Burger King focusing on localized promotions, better value perception and visibility expansion, with both brands having opportunities to target the neutral consumer segment through comparative advertising or loyalty rewards. The survey ultimately demonstrates McDonald's dominant position in Pune's fast-food market, with Burger King needing strategic improvements in pricing, food quality and marketing to effectively compete and close the gap in this competitive landscape.

As per the all provided information the finding the suggestion for McDonald is to Maintain service quality but refine pricing and ambience to enhance customer experience. Strengthen loyalty programs to retain frequent visitors. In Burger King Improve value perception, food quality consistency, and localized marketing to boost visibility and compete with McDonald's. Consider outlet expansion or targeted promotions. McDonald's should defend its dominance, while Burger King must address gaps in presence, recommendations, and satisfaction metrics.

CONCLUSION

The survey of 105 respondents in Pune's fast-food market reveals McDonald's as the clear leader, outperforming Burger King across all major metrics. McDonald's dominates with 51.4% of consumers visiting it most frequently compared to Burger King's 38.1%, and enjoys significantly higher recommendation rates at 49.5% versus Burger King's 29.5%. When assessing brand presence, 55.2% of Pune residents perceive McDonald's as stronger compared to just 29.5% for Burger King, demonstrating McDonald's established market position.

Customer satisfaction analysis shows McDonald's excels particularly in operational aspects like service speed, cleanliness and staff behavior, though there's room for improvement in pricing strategies and restaurant ambience. While Burger King performs adequately in staff behavior and cleanliness, it struggles more noticeably with food quality perception and pricing value, which appear to be its key weaknesses. The survey also revealed McDonald's benefits from stronger brand familiarity and word-of-mouth advocacy among Pune consumers.

Strategic recommendations for McDonald's include maintaining its operational strengths while refining pricing approaches and enhancing dine-in atmospheres. Burger King should focus on improving perceived value through competitive pricing, expanding its local visibility, and implementing loyalty programs to attract the neutral consumer segment.

The findings clearly position McDonald's as Pune's preferred fast-food brand with strong customer loyalty, while Burger King faces challenges in several areas needing strategic attention. McDonald's current competitive edge stems from its consistent service quality and strong brand presence; whereas Burger King must address gaps in food quality perception and value proposition to become more competitive. Both brands have clear pathways forward - McDonald's to solidify its leadership and Burger King to implement improvements that could help close the gap in this important market.

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