CHAPTER 5

CONCLUSION AND SUGGESTION

The fast-food consumption pattern in India has long gone through a series of paramount modifications, as a result of which, the customers have turned out to be extra aware of the options available in the market, and their buying selection is inclined toward the excellent feasible option. In the review of the fast food industry, the competition is tremendously increasing. To survive in the competition, the companies have to recognize the consumers need and their attributes. It has been that changes are made in the pricing system, branding, quality and the availability of the product in the market. Consumer behaviour enables the companies to adopt strategies in conjugation with the individual determinants of consumer behaviour which influences the consumer’s decision making process regarding products and services offered by fast food restaurant. In India, there are various fast food companies operating over many years to meet the demands and requirements of the customers. Implementation of the latest technology, growing communication and infrastructure has made it no more difficult for the companies to grow rapidly in the global market. To operate and succeed in the global market global marketing strategy is a must. When the companies operate in other countries standardization strategy can be used to standardized their logo in order to make it recognizable all over the world but product, price, place, promotion, people, process, and physical evidence has to be adapted as per to customers need and as per to the culture, economy and society they are intended for. The marketing strategy has played a significant role in influencing the consumer in making the consumption decision as the company is offering them the product as per their demand under a good brand name and not hampering their religion or their social culture psychological factor, others factors are also kept in consideration while offering in the market. The purpose of the study was to examine the role of global marketing strategies and its impact on consumer consumption decision in food industry segment regarding multinational fast food restaurant in India. In a survey 400 respondents, some important findings of the study are as follow:
5.1 IMPORTANT FINDINGS OF THE STUDY:

- Sample consist of 400 respondents, the majority of the respondents were male (204 are male, and 196 are female).
- Out of 400 respondents sample was dominated by the respondents ranging in the age group of 20-30 years in the sample.
- The study indicates that maximum respondents were postgraduates and graduates and private sector employees.
- The study indicates that the largest group of monthly income was (More than 65000) with 135 of respondents.
- The study indicates that respondents were asked that whether they would prefer multinational fast food restaurant over local street fast food stall, the majority of the respondent agreed to the statement. Consumer’s preference of multinational fast food restaurant over local street fast food stall was studied across the demographic profile of the respondents. However, chi-square test confirmed that there is no significant relationship between consumer’s preference of multinational fast food restaurant over local fast food restaurant and gender, age, education, and occupation of the respondent but there is a significant relationship between consumer’s preference of multinational fast food restaurant over local fast food restaurant and monthly income.
- It is found that the majority of the respondents indicated that the mealtime usually they prefer visiting fast food restaurant is snack time or dinner time.
- The study indicates that respondents were asked that how frequently they visit fast food restaurant and the majority of the respondent said that they visit fast-food restaurant about 1-2 times in a month whereas followed by 157 of the respondent visit 3-4 times in a month. The frequency of a visit to fast food restaurant was studied across the demographic profile of the respondents. However, chi-square test confirmed that there is no significant relationship between the frequency of a visit to fast food restaurant and gender, age, monthly income of the respondent but there is a significant relationship between the frequency of visit to fast food restaurant and education and occupation of the respondents.
- The study indicates that majority of the respondents prefer visiting multinational fast food restaurant with their friends and family.
• The study reveals that the amount consumers spend in fast food restaurant is about above Rs 750. Spend in fast food a restaurant was studied across the demographic profile of the respondents. However, chi-square test confirmed that there is a significant relationship between respondents spending in fast food restaurant and gender, age, educational qualification, occupation and monthly income of the respondent.

• Majority of the respondents indicated that they visit multinational fast food restaurant to hang out with family and friends and have a quality time.

• The marketing strategy of few multinational fast food companies operating in India was studied, and the study reveals that the multinational firms operating in India have entered the country through a joint venture. Firms are giving local master franchise full control over the menu, and they are studying the local food habits of the Indian consumers and have made changes as per to the needs of the consumers. Consumer’s preference is given the topmost priority. Penetration strategy pricing strategy is adopted by the firms, and they are targeting middle class and upper-middle-class customers of urban areas. Preceding businesses involved in the food industry, i.e., a local supplier of raw material or packaging material, etc. are also benefitted as multinational companies are sourcing and manufacturing all products locally. It will also help them in developing effective value chain. Multinational fast food restaurant chains are operating under the ethics and not implementing any act through which the cultural or social belief of any religion could be hampered. In every aspect of innovating a vegetarian dish to the interior of the restaurant, cultural and social values of the customers is taken care of. This is providing a clear insight of functioning of multinational fast food restaurant chain to the regulatory bodies and government agencies if any act or practice of restaurant chains hampers the cultural and social values of any religion government can intervene. Also, the strategy of the restaurant chain is clear which will add an opportunity for the local players. They can implement the same strategy in order to expand their business nationally as well as globally.

• The variables are categorized under 3 factors social-cultural and psychological factors. Mean of Different Variables of a Social, cultural and Psychological factors were 19.0825. Each factor was studied across the demographic profile of the respondent. One way-ANOVA was used to study the relationship of each
factor across the demographic profile of the respondents. Hence it was found that social factors have no significant relationship across gender age education of the respondents but have a significant relation across occupation and monthly income of the respondents. Cultural factors have no significant relationship across age and monthly income of respondents but have a significant relationship across gender, education, and occupation of the respondents. Psychological factors have a significant relationship across education and occupation but there is no significant relationship across gender, age and monthly income of the respondents.

- The variables were categorized under the 7 elements of marketing mix used for positioning. Various elements of marketing mix used for product positioning were studied across consumer’s preference of multinational fast food restaurant over local street fast food stall. One way-ANOVA test was used. It was found that there is a significant relationship between the product positioning elements i.e., product, price, place, promotion, people and process across consumer preference of multinational fast food restaurant over local street fast food stall whereas there is no significant relationship between physical evidence of the restaurant across consumer preference of multinational fast food restaurant over local street fast food stall.

- Various elements of marketing mix used for product positioning were studied across post buying behaviour of the respondents. One way-ANOVA test was used. Post buying behaviour is the stage where consumers purchase decision is based purely on their satisfaction or dissatisfaction. It was found that there is a significant relationship between all the elements of marketing mix and post buying behaviour which means that all elements are equally important in providing satisfaction and influencing consumer post buying decisions.

- Mean of different variables of the effectiveness of product positioning was estimated. Paired t-test was used to summarize the relationship between effectiveness of product positioning across consumer preference of multinational fast food restaurant over local street fast food stall and post buying behaviour of the respondents. It was found that there is a significant relationship between effectiveness of product positioning across consumer preference of multinational
fast food restaurant over local street fast food stall and post buying behaviour of the respondents.

- All the three strategies i.e. cost leadership strategy, differentiation strategy and focus strategy was studied across consumer buying behaviour. Chi-square test was used. To study consumer buying behaviour few variables were undertaken and each variable was individually studied across three strategies to see if there is a significant relationship or not. Consumer preference of multinational fast food restaurant over local street fast food stall has a significant relationship with cost leadership strategy, differentiation strategy and focus strategy. Similarly, frequencies of a visit to fast food restaurant have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Money spend in fast food restaurant also have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Purpose of visit and overall satisfaction of the customers with the service provided by the multinational fast food restaurant and customers experience up to their expectation have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Mealtime usually preferred for visiting fast food restaurant has a significant relationship with differentiation and focus strategy but across cost leadership strategy it does not have significant relationship which means that mealtime preference is influenced by differentiation strategy and focus strategy adopted by restaurant not with the cost strategy similarly with whom consumer usually prefer visiting fast food restaurant across cost leadership and differentiation strategy as there is no significant relationship but it has significant relationship with focus strategy. Hence it is concluded that micro-localization strategy has a significant effect on consumer buying behaviour therefore null hypothesis is rejected and the alternative hypothesis is accepted.

- Social, cultural and psychological factors were studied across consumer buying behaviour i.e. consumer preference of multinational fast food restaurant over local street fast food stall, mealtime preferred by the consumers when visiting fast food restaurant, frequency consumer’s visit to the fast food restaurant, consumer’s spending in fast food restaurant, purpose of consumers for visiting fast food restaurant, with whom consumers usually prefer visiting fast food restaurant.
restaurant, overall satisfaction of the customers with the service provided by the multinational fast food restaurant and customers experience up to their expectation. Result indicated that there is a significant relationship between social, cultural and psychological factors and consumer buying behaviour. Hence the null hypothesis was rejected and alternative hypothesis was accepted.

- One way ANOVA was used to study effectiveness of product positioning across demographic profile of the respondents. It was found that variables of effectiveness of product positioning has scored highest mean for females. One way ANOVA analysis there is no significant relationship effectiveness of product positioning across gender of respondents. It was found that variables of effectiveness of product positioning has scored highest mean for respondents from age group of above 50 years. One way ANOVA analysis there is no significant relationship effectiveness of product positioning across age of respondents. It was found that variables of effectiveness of product positioning has scored highest mean for respondents who hold PhD degree. Further one way ANOVA analysis indicated that there is a significant relationship effectiveness of product positioning across education of respondents. It was found that variables of effectiveness of product positioning has scored highest mean for respondents who were from other occupation and one way ANOVA analysis indicated that there is no significant relationship effectiveness of product positioning across occupation of respondents. It was found that variables of effectiveness of product positioning has scored highest mean for respondents having monthly income above Rs 65000 and one way ANOVA analysis indicated that there is no significant relationship effectiveness of product positioning across monthly income of respondents. It was concluded that null hypothesis (i.e. effectiveness of product positioning does not vary significantly across demographic characteristics of respondent) is rejected as the effectiveness of product positioning vary across demographic characteristics. Therefore alternative hypothesis is accepted.

5.2 DISCUSSION

As the Indian economy is changing and changes in lifestyle, income, and standard of living can also be seen. With the changing lifestyle, a rapid change and growth have been seen in the fast food industry in India. The Indian consumers have a passion for
visiting fast food restaurant. They have the highest value for taste and quality followed by ambiance and hygiene. Consumer’s age, gender, occupation, education, monthly household income, family size, and distance travelled to store have a significant association with retail format choice decisions. The choice decisions are also varied among shoppers’ demographic attributes. Aruppillai & Phillip (2015) stated that demographic and economic attributes of consumers affect the buying behaviour of the consumer regarding the fast food restaurant. Batte et al. (2007) & Goyal & Singh (2007) stated that in India choice of fast food restaurant depends upon demographic characteristics such as their income level, age, gender, cultural background religion, etc. Swamy, Kumar & Rao (2012) analyzed the buying behaviour of consumers towards instant food products and suggested that the purchase and expenditure on instant food products have a positive relationship with income. Therefore an attempt was made to study consumer buying behaviour across demographic attributes towards multinational fast food restaurants operating in India. To study consumer buying behaviour few variables were included like consumer preference of multinational fast food restaurant over local street fast food stall, meal time usually preferred for visiting fast food restaurant, frequencies of visit to fast food restaurant, with whom consumers usually prefer visiting fast food restaurant, money spend in fast food restaurant, purpose of visit. As every individual’s preference differs with change in their demography hence Chi-square test was carried out to know the degree of association between consumer preferences of multinational fast food restaurant over local street fast food stall was studied across the demography of the respondents. It was found that consumer preference of multinational fast food restaurant over local street fast food stall has no significant relationship with gender, age, education, and occupation of the respondent but it was found that there is a significant relationship between consumer preference of multinational fast food restaurant over local street fast food stall and monthly income. As income is a vital factor that influences an individual preference or choice. Variation in consumer’s income brings change in their attitude, lifestyle or consumption decision. The majority of the respondents usually prefer snack time for visiting fast food restaurant. The respondents indicated that they visit 1-2 times in a month. Frequencies of a visit have no significant relationship with gender, age, and monthly income but there is a significant relationship between frequencies of a visit to fast food restaurant and education and occupation of the respondents. Education influences how individuals see things around them. As now day’s consumers are getting more aware towards health
or fitness related issues, so they are engrossed in consuming healthy food with the highest value of taste and quality with additional information on nutritional value present in the food. Hence it influences the level of the prudence of consumers and affects the frequencies of consumers visit to fast food restaurant. Similarly, occupation also affects consumers visit to fast food restaurant as consumers with various occupations or job profile individual have diverse taste, needs, perception, towards the food product they consume and which impact their choice too. The attitude and esteem emerge from the level of occupation that related consumer’s behaviour towards their visit and consumption from quick service restaurant. Respondents usually prefer visiting fast food restaurant with their friends and family to hang out and have a quality time. The study also revealed that the respondents spend above Rs 750 in fast food restaurant. Every individual has diverse recognition about how much an individual is willing to pay. It was found that money spends in fast food restaurant significant relationship with gender, age, education, occupation and monthly income of the respondents. With the change in demographic change in the need and consumption behaviour of consumers arises, and so do their paying capacity and their willingness to pay also differ. Hence it is concluded that the different demographic variables have different influence on different variables of consumer buying behaviour towards the multinational fast food restaurants.

Medina & Duffy (1998) stated that localization (adaptation) is a necessary change required as per the need of the targeted market as to make the product suitable to the foreign market condition. Therefore multinational fast food restaurants are giving local master franchise full control over the menu. They are studying the local food habits of the Indian consumers, and without hampering the religious sentiments, they have made changes in their menu as per the taste and need of the Indian consumers. Cavusgil et al. (1993) stated that companies use localization (adaptation) strategy to achieve competitive advantage as well as this strategy includes all the product related attributes to influence buyer behaviour differently in each market. Therefore in support of this an attempt was made to know if micro-localization strategy has a significant effect on consumer buying behaviour. The 3 effective competitive advantage strategy adopted by multinational firms while implementing micro localization strategy when firms enter in different countries, cost leadership strategy, differentiation strategy and focus strategy were undertaken. All the three strategies were studied across consumer buying behaviour. To study consumer buying behaviour few variables were undertaken and
each variable was individually studied across three strategies to see if there is a significant relationship or not. Consumer preference of multinational fast food restaurant over local street fast food stall has a significant relationship with cost leadership strategy, differentiation strategy and focus strategy. Similarly, frequencies of a visit to fast food restaurant have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Money spend in fast food restaurant also have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Purpose of visit and overall satisfaction of the customers with the service provided by the multinational fast food restaurant and customers experience up to their expectation have a significant relationship with cost leadership strategy, differentiation strategy, and focus strategy. Mealtime usually preferred for visiting fast food restaurant has a significant relationship with differentiation and focus strategy but across cost leadership strategy it does not have significant relationship which means that mealtime preference is influenced by differentiation strategy and focus strategy adopted by restaurant not with the cost strategy similarly with whom consumer usually prefer visiting fast food restaurant across cost leadership and differentiation strategy as there is no significant relationship but it has significant relationship with focus strategy. Hence it is concluded that micro-localization strategy has a significant effect on consumer buying behaviour.

An individual’s psychology, social factor, and cultural factor are the disciplines most widely employed in studying consumer behaviour. Therefore with this study an attempt was made to study the relationship between social, cultural and psychological factor across demographic of respondents regarding the consumption from multinational fast food restaurant in India. It was found that social factors has no significant relationship with gender, age, and education of respondents but the occupation and monthly income has a significant relationship with social factors because occupation and monthly income indicates the social class or the societal status of an individual which affects the attitude and behaviour of an individual. Similarly, cultural factors have no significant relationship with age and monthly income but there is a significant relationship between cultural factors and gender, education, and occupation of respondents. As these attributes are the ways that teach an individual to live in society and to be an integral part of it. These attributes provide us understanding and importance of the cultural value which affects the consumption decision of an individual. Psychological factors have no
significant relationship with gender, age, and monthly income but education and occupation of an individual help in the developing one’s mental state of mind that drives his action towards consumer buying behaviour. Hence it is concluded that there is a significant relationship between psychological factors and education and occupation of the respondents. Consumer’s buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and cannot be ignored by the marketers as they have to be always considered while trying to understand the complex behaviour of the consumers. To study consumer behaviour, one should begin from the stage when the consumer behaviour was evolved and the different factors which have inspired the discipline (Marsden & Littler, 1998). Therefore in this study all the three factors i.e. social factors, cultural factors and psychological factors were studied across consumer buying behaviour. With the help of the data analysis, it is found that socio-cultural and psychological factors have a significant effect on consumer buying behaviour in multinational fast food restaurant product.

Kotler & Keller, (2009) stated that positioning aim at creating an effective value intention which is customer-oriented. Since the study is in regard to the multinational fast food restaurants and it makes up the significant share in the service industry therefore seven elements used in marketing mix are as follows: product, price, place, promotion, physical evidence, people, and process were undertaken. An attempt was made to study the relationship between various elements of marketing mix used for product positioning across consumer’s preference of multinational fast food restaurant over local street fast food stall and post buying behaviour. The study revealed that there is a significant relationship between the product positioning elements i.e., product, price, place, promotion, people and process across consumer preference of multinational fast food restaurant over local street fast food stall whereas there is no significant relationship between physical evidence of the restaurant across consumer preference of multinational fast food restaurant over local street fast food stall. Post buying behaviour is the stage where consumers purchase decision is based purely on their satisfaction or dissatisfaction. It was found that there is a significant relationship between all the elements of marketing mix and post buying behaviour which means that all elements are equally important in providing satisfaction and influencing consumer post buying decisions.
Further the result indicated that the effectiveness of product positioning vary across demographic characteristics. Therefore this study finding support for existing pieces of literature such as Ries & Trout (1986) stated that positioning is what companies do to the mind of the prospective buyers. Further the study also revealed that there is a significant relationship between the effectiveness of product positioning across consumer preference and post buying behaviour which means that the degree to which companies were successful in positioning.

5.3 SUGGESTIONS

On the basis of the study following suggestions were drawn:

- India is a developing country hence the consumers in India value for money. Price of the product plays a significant role in consumer buying behaviour. From the study, it was found that majority of the respondents stated that the price charged by the multinational fast food chains for the product is not providing them full satisfaction. Value for money concept is lacking. Hence it is suggested that continuous assessment is needed and the prices should be as low as possible.

- As consumers are now days focusing on hygiene factor and prefer having more nutritious food hence the study reveals that fast food outlets must provide additional information on nutritional values and hygiene conditions inside the kitchen. Beside service parameters, fast food providers should focus more on the variety and quality of the food. There is need to communicate the information about hygiene and nutrition value of food.

- Some restaurant has implemented Drive thru concept which is very time-saving concept and consumers do not have to stand in long ques to place their order. Hence the restaurant chains should implement this concept.

- With service quality and a wide variety of food restaurant chains should also focus on restaurant reputation as it directly affects the consumers buying behaviour. Hence, the companies need to put in efforts to build a good reputation and strong brand image.

- Due to the hectic and busy schedule students and private sector employee’s visit mostly fast food restaurant as it meets their requirement in short time period. Therefore with children, the companies should concentrate more on the students and private sector employee oriented marketing strategies.
• With a large group of heterogeneous nature of consumer, fast food companies should conduct consumer behaviour audit and surveys in regular bases in order to enhance their services and to meet the changing need and demand of their customers.

5.4 CONCLUSION

Fast food restaurant both Indian and international have grown over the years in India. By 2020 in India fast food market is expected to be worth US$ 27.57 billion and it’s CAGR of 18% (Research and Market 2015) due to changing consumer behaviour and demography. Their marketing strategies have played a significant role in their success. The fast-food restaurant concept came to India about 19 years ago when the first international brand quick service restaurant McDonald’s arrived in 1996. Many global brands entered in India market after that with the strategy of company-owned stores or the franchise model or mixture of both. Currently, numbers of international fast food restaurant chains are operating in India with specific cuisine and product offering which is fuelling the market of India. This has a positive impact on the economy of the country and giving consumers more choices. Competition rate is also increasing and increasing competition is setting a milestone for the upcoming restaurant chain. Many multinational fast food restaurant chains are serving pizza’s and burger. Sandwiches have indianised their menu to succeed. With the alteration of the menu, serving at the right price is also important. As consumers are getting more aware and adopting a change in lifestyle, consumers are focusing on health and opting for healthier food options. With the healthier and nutritional information, convenience and innovation in technology are increasingly becoming important for customers. Consumers prefer value for money concept i.e. they get best quality food at a convenient place at affordable price.

The marketing strategy adopted by multinational fast food restaurant has played a significant role in influencing the consumer in making the consumption decision as the company is offering them the product as per their demand under a good brand name and not hampering their religion or their social culture psychological factor, others factors are also kept in consideration while offering in the market. The purpose of the study was to examine the role of global marketing strategies and its impact on consumer buying behaviour in food industry segment in regard to multinational fast food restaurant in
India. The study has been taken up with few objectives, i.e., to study and compare the micro-localization strategies of the multinational fast food restaurants in India; to study the socio-cultural and psychological aspects of consumer buying behaviour towards multinational fast food restaurants products; to study product positioning of multinational fast food restaurants in Indian context; to study the effectiveness of product positioning of multinational fast food restaurants in consumer buying behaviour. This research has some inherent errors due to convenient sampling technique which is used for data collection instead of random sampling. The sampling error may have caused some conclusions to be incorrect. In order to minimise the chance of sampling error an adequately bigger sample of minimum 300 respondents are tried to be included. After collection of data, it was edited, coded, fed in the SPSS software. Data was processed using SPSS 22 software and then systematically arranged, tabulated and appropriate analysis was done. Some of the statistical techniques like percentage, chi-square, ANOVA and paired t-test were used to analyze the data.

The data was analyzed in terms of the demographic profile of the respondents, consumer preference between multinational and local street fast food stall, factors that influence their consumption decision, their satisfaction level, frequency, with whom they visit and purpose of restaurant visit and consumer post buying behaviour. The findings revealed that while choosing a restaurant consumers value the quality and taste of the food, price, along with the cleanliness and hygiene in the food production area as well as in the dining area. Consumers give equal importance to the quality of service and variety offered in the menu along with an attractive promotional scheme. Consumers expressed satisfaction with their dining experience resulting in their preference of multinational fast food restaurant over local street food stall. Consumers not only visit to eat but these restaurant chains are a source of entertainment for them and to have quality time with their friends and family. The marketing strategy micro localization strategy adopted by multinational fast food restaurant chains has a significant effect on consumer buying behaviour, but the majority of respondents are not satisfied with the price of restaurant chains. The study also revealed that social-cultural and psychological factors also effects on consumer buying behaviour. Product positioning plays a very important role in consumer present and future purchase decision as it is directly linked. Therefore, it is necessary for fast food chain to consider the consumer desires and expectations as it helps in to maintain sustainable growth and
gaining competitive advantage. Consequently, many restaurants perceived to be the one which delivers value to customers. Knowing customers need and delivering them according to their taste and preference can lead to increase in satisfaction level, sales and raise the brand value and gain market share.

5.5 EXPECTED CONTRIBUTION FROM THE STUDY

As the business is expanding means, going global which means to manage the products and services being offered to more and more target markets around the world. The latest technology and growing communication and Infrastructure have made it no more difficult for the companies to grow rapidly in the global market. To succeed in the global market global marketing strategy is a must. For example, the product offered in the American market or the promotion style used in American market will not be the same in the European market. Companies can standardize their logo to make it recognizable in all over the world, but the product, packaging, advertisement strategy has to adapt as per to customers need and as per to the culture, economy, and society they are intended for. These global marketing strategy has played a significant role in influencing the consumer in making the consumption decision as the company is offering them the product as per their demand under a good brand name and not hampering their religion or their culture, others factors are also kept in consideration while offering in the market.

With this study, we will be able to aid importance to the multinational fast food restaurant with relation to:

- Devising appropriate, competitive and robust marketing strategy in context to the Indian market.
- People’s taste, choice, and other cultural elements vary in different countries directly or indirectly it influences the innovation in product, price or promotion activities of the companies and this study will help to identify how multinational fast food restaurant position themselves in mind of Indian customers.
- Preceding business involved in the food industry will also be benefitted and will help them in developing effective value chain.
- This research can provide insight and sufficient information about the functioning of multinational fast food restaurant to regulatory bodies and
government agencies to keep an eye and close monitoring to ensure social-cultural and moral practices in the market.

- It will also help local fast food players to understand the marketing strategy of multinational fast food players and will help them in globalizing themselves in future.

5.6 FUTURE SCOPE OF THE STUDY

In an international market when there is heterogeneity of market characteristics, it is important to consider all the aspects that are essential in influencing consumer consumption decision. Marketing strategies alone cannot influence the consumer buying behaviour in the absence of other factors. Therefore the marketers should evaluate all the external as well as internal factors at every stage of consumer buying behaviour. In future researchers can research the following issues like a separate study can be conducted to know the effect of pricing policy adopted by multinational fast food restaurant on consumer satisfaction across demography of the consumers. As consumers are now days focusing on hygiene factor and prefer having more nutritious food hence it is hoped that in further studies nutritional aspect would be considered to develop a strong relationship between healthiness of fast food products and consumer buying behaviour. Cultural variations in attitude towards fast food products and awareness of consumer regarding new and innovative product and services can also be studied. In future comparative study can be conducted between local fast food restaurants brands and multinational fast food restaurants brand to understand their marketing strategies. A detail study can be conducted to analyze how brand personality and brand identity factors of multinational fast food restaurants influences consumer post buying behaviour. This will provide insight which will enable the marketers, consumers, and stakeholders to maximize their benefits. Further in future researches in the domain can take samples with least sampling error and unbiased distribution of demographic characteristics of the respondents, which can lead to concrete and more dependable conclusion.