PREFACE

Food is important part of our lives, therefore it is important to understand the way it is grown, processed and transported. Food industry incorporates different activities from manufacturing to consumption stage of food products and services across globe. In India food industry is a rising sector that has gained eminence in recent years. With the rise abundant opportunities and changing market structure has given substantial push to the industry’s growth. Due to the fluctuation in the consumer need and consumption habit in India fast food industry has gone through a lot of modification which results in increasing consumer’s awareness regarding different options available in market. Consumer buying decision is also affected as excellent feasible options are available. To survive in the market companies need to understand and study consumers need’s and their attributes as it helps them in formulating new strategies which help companies in achieving their short term and long term objectives. In India many fast food companies are operating from many years therefore it has been perceived that by interpreting consumer behaviour the companies can elevate the consumer satisfaction by making changes in their operating activities as per the needs and wants of the consumers. To grow and succeed in the global market companies develop global marketing strategies with the implementation of latest technology, growing infrastructure and communication. When companies operate in other nation standardization strategy can be used to standardized their brand elements in order to make it recognizable all over the world whereas elements of marketing mix i.e. product, price, place, promotion, people, process and physical evidence has to be adapted as per the consumers needs and as per to the economy, cultural and social values of the market they intend to.

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.
To achieve the above stated objective, a survey of 400 respondents was collected conveniently. 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 analyse the data.

The present study is divided into five chapters. The first chapter is the introduction to the study and it covers overview of food industry, consumer buying behaviour, food industry in India, fast food restaurants in India, consumer buying behaviour in reference to fast food restaurants in India and global marketing strategy. It also covers rationale of the study and significance of the study. The second chapter summarized review of related literature. Objectives and research methodology is presented in third chapter. Analysis of the survey is done in the fourth chapter. Some of the conclusion and suggestion derived from the study is presented in the fifth chapter.

It is hoped that the project will be able to achieve its stated objectives.

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