INTRODUCTION

A Fast Food Restaurant, also known as a Quick Service Restaurant (QSR) within the industry, is a specific type of restaurant characterized both by its fast food cuisine and by minimal table service. Food served in fast food restaurants typically caters to a "meat-sweet diet" and is offered from a limited menu; is cooked in bulk in advance and kept hot; is finished and packaged to order; and is usually available ready to take away, though seating may be provided. Indian fast food market is estimated to double from the current Rs.3,400crore in the next three years, largely driven by demand from smaller cities, says a report by Crisil. ―The QSR market will more than double to around Rs 7,000 crore by 2015-16 from Rs 3,400 in 2012-13, driven largely by new store additions,‖ the report said, adding most of the new stores will come up in the tier smaller cities. ―Over the next three years, new store additions will increase by 16-18 per cent annually, propelled by the rapid expansion of global players into smaller cities,‖ Crisil said. ―McDonald's and Domino's Pizza have shown over the years that consumers are comfortable with Western fast food. To provide more value offerings to the consumers, restaurants have been coming up with low price point products or increased discounts and promotions. Dominos, the pizza chain, is giving buy-one-get-one free offer, combo offers, complementary items, free gifts and many more which is drawing more and more customers for the food store. The report also finds that the amount spent by the middle income households on QSR is likely to be higher in smaller cities compared to the metropolitan cities.

The fast food industry, originally conceived in Southern California during the 1940s, not only altered the eating habits of Americans, but also those in many other countries around the world, including Asian countries (Schlosser, 2001).Fast food chains had been, innovative and forceful at inviting customers out of their kitchens up to fast food centres. (Cullen, 1994)stated in his work, titled ―Time, tastes and technology: the economic evolution of eating out‖ interpreted that the rising Americanization of eating out had tracked a culture of fast food and provided more importance to convenience and eating out behaviour due to such certain reasons, dramatic changes occurred in fast food consumption of Asian countries (Shetty, 2002).Structural changes in the demand

for food in Asia have projected that Asian countries had been undergoing transformations in their economies supported by rapid urbanization and this trend would continue in the years to come (Huang and Howarth, 1996)

METHODOLOGY OF THE STUDY

The study is a case study conducted based on fast food restaurants in Kannur area. Data for the study were collected from both Primary and Secondary sources

Source of Data

Primary Data

Questionnaire is prepared and personal interview was conducted. The structured interview method was undertaken.

Secondary Data

It was collected from reports and articles from newspapers and magazines as well as from the internet.

LIMITATIONS OF THE STUDY

- Time constraint was a major limitation of the study.
- Some of the respondents were non co-operative to fill the questionnaire.
- In spite of cross verification cent percent accuracy cannot be ensured.
- Due to the dispersed nature of the respondent’s data collection was difficult.

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