

**General Management Project**

**A report on the comparative analysis of consumer behaviour on fast food industry pre-covid and post-covid in Mumbai.**

**Submitted in partial fulfilment for the award of the degree of  
Master of Management Studies (MMS)  
(under University of Mumbai)**

**Submitted By**  
Suryakumar Kannan  
(Roll No. 191104)  
**Under the Guidance of**

**DR. SHAHEDA SHEIKH**  
**2019-21**



**MAHATMA EDUCATION SOCIETY'S**

**PILLAI INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, SECTOR-16, NEW  
PANVEL-410206**

**CERTIFICATE**

This is to certify that project titled “A report on the comparative analysis of consumer behaviour on fast food industry pre-covid and post-covid in Mumbai.” is successfully completed by Mr. Suryakumar Kannan during the IV Semester, in partial fulfilment of the Master's Degree in Management Studies recognized by the University of Mumbai for the academic year 2019-2021 through Pillai Institute of Management Studies and Research, New Panvel - 410206.

This project work is original and not submitted earlier for the award of any degree / diploma or associateship of any other University / Institution.

**Name of the Guide: Dr. Shaheed Sheikh**

**Date:** \_\_\_\_\_

**(Signature of the Guide)**

**DECLARATION**

I hereby declare that this Project Report submitted by me to the Pillai Institute of Management and Research, New Panvel - 410206., is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma/ certificate or published any time before.

**Name of the Student: Suryakumar Kannan**

**Roll No.: 191104**

**Signature of the Student**

## TABLE OF CONTENT

SR.NO	PARTICULAR	PAGE
<b>1</b>	<b>CHAPTER-1 INTRODUCTION OF TOPIC</b>	<b>6</b>
	1.1 INTRODUCTION	6
	1.2 SITUATIONAL ANALYSIS	7
	1.3 NEED OF THE STUDY	7
	1.4 AIM OF THE STUDY	7
	1.5 OBJECTIVE OF THE STUDY	7
	1.6 SCOPE OF THE STUDY	7
	1.7 LIMITATIONS OF THE STUDY	7
<b>2</b>	<b>CHAPTER-2 REVIEW OF LITERATURE</b>	<b>8</b>
<b>3</b>	<b>CHAPTER 3 RESEARCH METHODOLOGY</b>	<b>11</b>
	3.1 RESEARCH DESIGN	11
	3.1.1 TYPE OF RESEARCH	11
	3.1.2 RESEARCH METHOD	11
	3.1.2 POPULATION OF THE STUDY	11
	3.1.3 DATA COLLECTION METHODS	11
	3.2 SAMPLING DESIGN	11
	3.2.1 SAMPLE OF THE STUDY	11
	3.2.2 SAMPLING TECHNIQUE	11

<b>4</b>	<b>CHAPTER- 4 COMPANY/INDUSTRY PROFILE</b>	<b>12</b>
<b>5</b>	<b>CHAPTER 5- DATA REPRESENTATION &amp; ANALYSIS</b>	<b>14</b>
<b>6</b>	<b>CHAPTER 6 – RESULTS &amp; DISCUSSIONS OF THE STUDY</b>	<b>32</b>
<b>7</b>	<b>CHAPTER 7 - CONCLUSION</b>	<b>34</b>
<b>8</b>	<b>CHAPTER 8 - RECOMMENDATIONS &amp; SUGGESTIONS</b>	<b>35</b>
	<b>BIBLIOGRAPHY &amp; REFERENCES</b>	<b>36</b>
	<b>APPENDICES</b>	<b>37</b>

## **Chapter 1 : Introduction**

### **1.1 Introduction:**

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

Understanding consumers' buying behaviour is one of the elements that helps in achieving marketing goals, without this understanding it makes gaining more customers difficult. Especially in today's competitive world. It also helps when customers will buy more from the business. Their buying behaviour is one of the elements which must be understood for a better view of the customer profile. Customers base their buying decisions on both rational and emotional reasons.

This study is a comparative analysis of consumer behaviour on fast food industry pre - COVID-19 and post - COVID-19 in Mumbai region. The COVID-19 crisis has affected all the sectors equally and it is one of the biggest pandemics that humans have faced. With a sudden announcement of a world-wide lockdown, it became very difficult for all the industries existing in the market to survive. Similarly, the food industry also had to shut down owing to the situation when COVID-19 was at its peak. Through this study, the researcher aims to understand the effect of COVID-19 on the fast-food industry in Mumbai region and to make a comparison between the consumer behaviour of the fast-food industry pre-COVID-19 versus post - COVID-19.

### **1.2 Situational Analysis:**

- How has the consumer behaviour towards the fast food industry changed post – COVID -19 in Mumbai region?

### **1.3 Need of Study:**

Owing to one of the most difficult years that humankind has faced - 2020, which brought a global pandemic of COVID-19 with itself, this study becomes important in terms of understanding the consumer behaviour towards the fast food industry pre-COVID-19 and

post-COVID-19. This study throws light on the significant difference that COVID-19 has brought to the fast food industry in the Mumbai region.

#### **1.4 Aim of the study:**

The aim of the study is to understand the consumer behaviour towards the food industry pre-COVID-19 and post-COVID-19 in Mumbai region, This study aims to facilitate the understanding of the effect of COVID-19 on consumer behaviour in the Mumbai region.

#### **1.5 Objectives of the study:**

1. To study the consumer behaviour on fast food industry pre - COVID-19 in Mumbai region. 2.

To study the consumer behaviour on fast food industry post - COVID-19 in Mumbai region.

3. Comparative analysis of consumer behaviour on fast food industry pre - COVID-19 and post - COVID-19 in Mumbai region.

#### **1.6 Scope of the Study:**

The scope of the study is to figure out the consumer behaviour towards fast food industry pre-COVID-19 and post-COVID-19 in Mumbai region. It will help the industrialists to understand their consumers and their behaviour in a much more detailed fashion thus helping them to gain a better view of their own business.

#### **1.7 Limitations of the Study:**

1. The study covers only the Mumbai region and not a wider area. 2. The

study is conducted online thus avoiding a face to face interview.

## Chapter 2 : Review of Literature

### 2.1 Background

- In the study conducted by Islam (2011), titled Exploring consumer behaviour in the context of the fast-food industry in Dhaka city, the researcher found that there is a relationship of attributes related perception and quality and value related perception with overall customer service. The study found that people are more loyal to their favourite restaurants than exploring any other restaurants. The study also found that the relationship of customers' attributes related perception, quality and value related perception and convenience related perception with income, age and overall customer service for fast food restaurants.
- In a paper by Arora et al (2020), titled A global view of how consumer behaviour is changing amid COVID-19, the authors suggest that COVID-19 has affected consumer behaviour in 5 key ways (shift to value and essentials, flight to digital and omnichannel, a shock to loyalty, health and caring economy, and homebody economy) which would be a long-lasting effect. The study also found that consumers have shifted to more mindful shopping, with some trading down for value, most consumers outside China believe a return to normal will take more than four months, there is a positive growth in India when it comes to the food industry. The final finding of the study was that most consumers are still not engaging in 'normal' out-of-home activities.
- In a book by Frewer et al (2007), titled Understanding consumers of food products, the authors suggest that by providing a wide variety of and diversity of disciplinary approaches, to the existing and emerging issues and problems of the food industry, is the only key to meet the consumer needs and to expect a new consumer behaviour. The authors suggest that it is important to understand the cultural and diversity aspects in order to understand consumer behaviour.
- In a paper by Thilmany et al (2008), titled Going Local: Exploring Consumer Behavior and Motivations for Direct Food Purchases, the authors talk about the decisions taken by the consumers to go local and the study incorporates the concept of public goods, recognizing consumer objectives maybe more complex than simple self interested behaviour. This particular paper basically talks about how consumers react to and by what they are motivated to buy the local products that are sold by the local stakeholders.
- In a study conducted by Paul et al (2012) titled Consumer behavior and purchase intention for organic food, the main objective of this study is to understand the behavior of ecological consumers and their intention to purchase organic food. The study aims to determine the factors influencing consumer behavior towards organic food. The method used for the data collection was a face-to-face interview, using a structured questionnaire, with closed-ended questions. In total, 463 respondents participated in the survey. It was

decided to use various multivariate analyses like multiple regressions, factor analysis and cluster analysis with large sample size. The results indicate that health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. Overall satisfaction of consumers for organic food is more than inorganic food but the satisfaction level varies due to different factors. This study suggests that retailers can develop effective marketing programs and strategies to influence consumers positively. They can emphasize the health benefits and quality of organic food. They can make these products easily available to attract consumers to buy organic food. This study provides valuable insight into consumer behavior regarding organic food by examining the factors that influence consumers' intention to purchase organic food, within the Indian context. The lessons can also be replicated in other countries for marketing organic foods.

- In a study conducted by Park (2004) titled Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea, its discussed that the Korean fast food industry has grown rapidly since the 1988 Seoul Olympic Games. There are now 1500 fast food restaurants in Korea. This study investigated the relationships between consumer values of eating-out and the importance of fast food restaurant attributes in Korea. Using a questionnaire, 279 fast food restaurant patrons were surveyed. The results showed that consumer values of eating-out divided into two factors; hedonic and utilitarian. The hedonic value of eating-out had positive correlation with mood, quick service, cleanliness, food taste, employee kindness, and facilities, the utilitarian value centered on reasonable price, quick service, and promotional incentives. Also, the hedonic value more influenced buying frequency than the utilitarian. This study presents empirical evidence showing that Korean consumers choose fast food restaurants more by hedonic, not utilitarian, values of eating-out. Consequently, fast food restaurant marketers in Korea should consider hedonic aspects as the most important factors in attracting customers. Limitations and further research issues are suggested.
- In a study conducted by Ashraf et al (2014) titled Consumer Behavior in Fast Food Marketing in Bangladesh: A Case Study, the authors talk about the main objective of the study is to identify the determinants that influence consumer satisfaction in fast food marketing in Bangladesh. Data was collected from the students in a private industry in Dhaka city. Principal component factor analysis and SEM are employed for analyzing data. The results indicate that among the six explanatory variables, five are observed to statistically significantly influence consumer satisfaction in the fast food industry. These variables are food quality, service quality, food variety, outlet environment and convenient location.
- In a study conducted by Gilbert et al (2004) titled Measuring customer satisfaction in the fast food industry: a cross-national approach, the authors discuss that In today's ever-increasing globalization of services and brands, service-oriented businesses need to attend to the satisfaction of their customers both domestically and abroad while transcending unique

cultural differences from country to country. This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally-franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting. Should future research support this study's findings, the measurement of cross-cultural service satisfaction among franchised brands and services could aid business managers' efforts to assess the quality of the services they provide across national boundaries and on a more real time, practical basis.

## **Chapter 3: Research Methodology:**

### **3.1 Research Design**

The research for this particular study is quantitative in nature and also follows the descriptive design. The comparison between both situations is well described in this study. The descriptive design was chosen in order to understand the how, what, when and where questions of the research rather than only understanding why two variables were Correlated.

#### **3.1.1 Type of Research**

The research for this particular study is primary in nature. The data for this research collected by the researcher himself and was also analysed by the researcher.

#### **3.1.2 Research Method**

The research method used in this research is the survey method. The researcher sent the questionnaire to the participants via Google Form.

#### **3.1.2 The population of the Study**

The population of the study would be all the consumers of the food industry in Mumbai Region.

#### **3.1.3 Data Collection Methods**

The data for this study would be collected using a questionnaire that would be circulated using Google forms.

### **3.2 Sampling Design**

The sampling design for this study would be simple random sampling.

#### **3.2.1 Sample of the Study**

The sample of the study would be 217 consumers of the food industry living in the Mumbai region.

#### **3.2.2 Sampling Technique**

The sampling design for this study would be purposive sampling as the study only requires the consumers of the food industry living in the Mumbai region.

## Chapter 4 - Company/Industry Profile

Fast food is one of the world's fastest growing food types. India is seeing rapid growth in the fast food and restaurant industries. It now accounts for roughly half of all restaurant revenues in the developed countries and continues to expand. The trend is radically changing the way people eat in India. In light of rising discretionary cash flow, changing buyer conduct and good socioeconomics, India is seeing a colossal development in its fast food and restaurant industries. Extra reasons incorporate openness to western cooking, the rising number of family units and development in the quantity of utilized ladies, which are additionally essentially affecting the eating out patterns and development of the fast food industry in the country. For a country that is specific about its food and essentially attached to home prepared and fresh food, this pattern is showing the globalization of India and increment of new business sectors not seen in India previously. With an expanding number of individuals eating out the business offers significant freedoms to the players to catch a bigger consumer base. Because of the pattern, all the worldwide food players like Pizza Hut, Dominos, McDonalds and KFC are putting away tremendous amounts of cash to get a portion of this profoundly rewarding business sector.

Pizza Hut for instance, is one of the lead brands of Yum! Brands, Inc., which likewise has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut has 143 stores across 34 urban areas in India. A report by Research on India has discovered that generally, the Indian buyers have been eating at side of the road restaurants, dhabas and stalls which actually possess a significant portion of the disorderly area, where fast food has been eaten customarily. Be that as it may, with the adjustments in the economy of the country and infusion of current work from the West, the non-home food market has now changed.

Fast food item is one such advantageous food item that can be overcome with ease anyplace, whenever. Consequently, the bustling way of life being received by a greater part of clients clears the route for fast food items to fill regarding volume deals. Expansion in prevalence of drive-thru eateries, otherwise called the brisk help cafés, supports the development of the worldwide fast food market. Among the arising economies, China, India, and Brazil rule as far as fast food utilization, inferable from their enormous populace base and development in number of QSRs like McDonalds, Burger King, Subway, and Dunkin' Donuts.

Based on type, the Asian/Latin American food has been the most favored inexpensive food among buyers, because of its flavors and ingredients including the items. Subsequently, the Asian/Latin American food fragment was esteemed \$155.5 billion and is required to develop with a CAGR of 3.4% from 2020 to 2027, to reach \$203.6 billion by 2027. Notwithstanding, the burger/sandwich section is required to develop at the most elevated rate during the inexpensive food market gauge period. This is ascribed to increment in shopper interest for taste and inclinations of the food.

Based on end-consumer, the speedy help eateries portion is overwhelming on the lookout, which accounts for 42.59% of the offer in the worldwide fast food market in 2019 and is required to hold its predominance all through the conjecture period. Snappy help eateries are the most liked by the buyers. With the expanding interest for new, delicious, and engaging food at moderate expense, the interest for speedy help restaurants are expanding. Besides, holding the sound and characteristic fixings alongside keeping up the taste likewise

supports the market development.

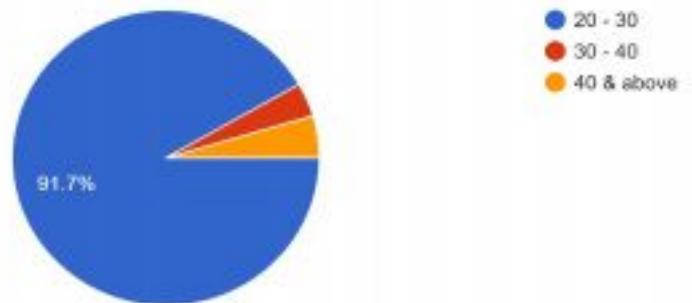
Based on area, North America was the unmistakable market in 2019 and represented the greatest offer in the worldwide fast food market. This is ascribed to the maximum usage of fast food in the U.S., Canada, and Mexico. Shoppers in the locale are pulled in by the fast food with new flavors, surfaces, and higher nourishment of the fast food and has prompted the development of the market in the district. Furthermore, North America is required to observe a most elevated CAGR of 3.4%, attributable to ascend in extra cash and occupied way of life of the purchasers because of higher business and expansion in number of working ladies in the locale.

## Chapter 5: Data Representation and Data Analysis

### DATA FROM QUESTIONNAIRE

#### 1. Age

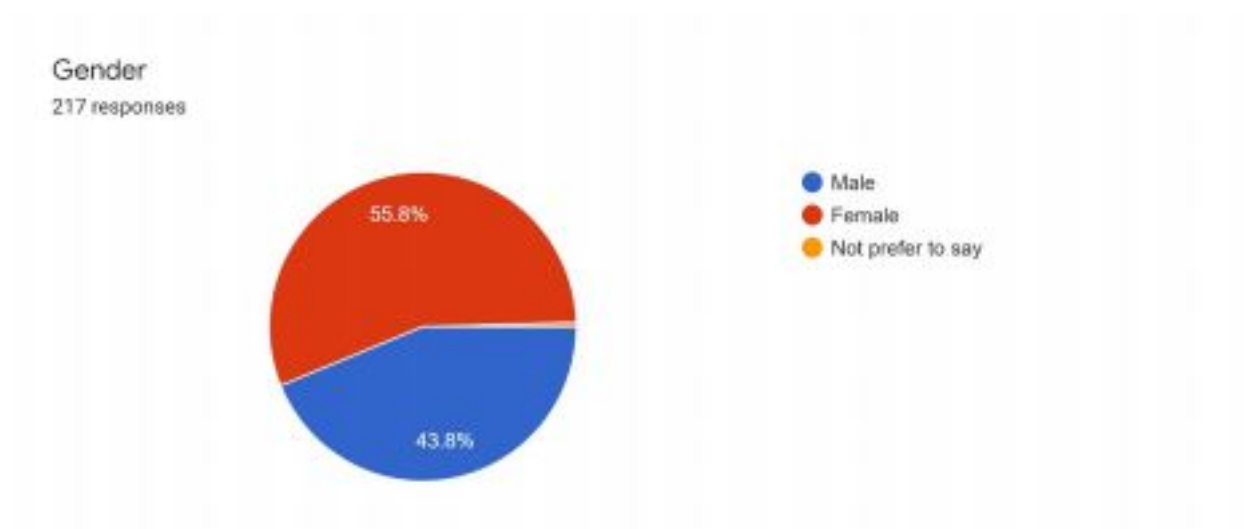
Age  
217 responses



**Fig 1 - Age**

**Out of 217 responses 199 respondents fall in the age group “between 20 - 30”. We can say they are our target audience because they are the people who are consuming fast food more than other age groups.**

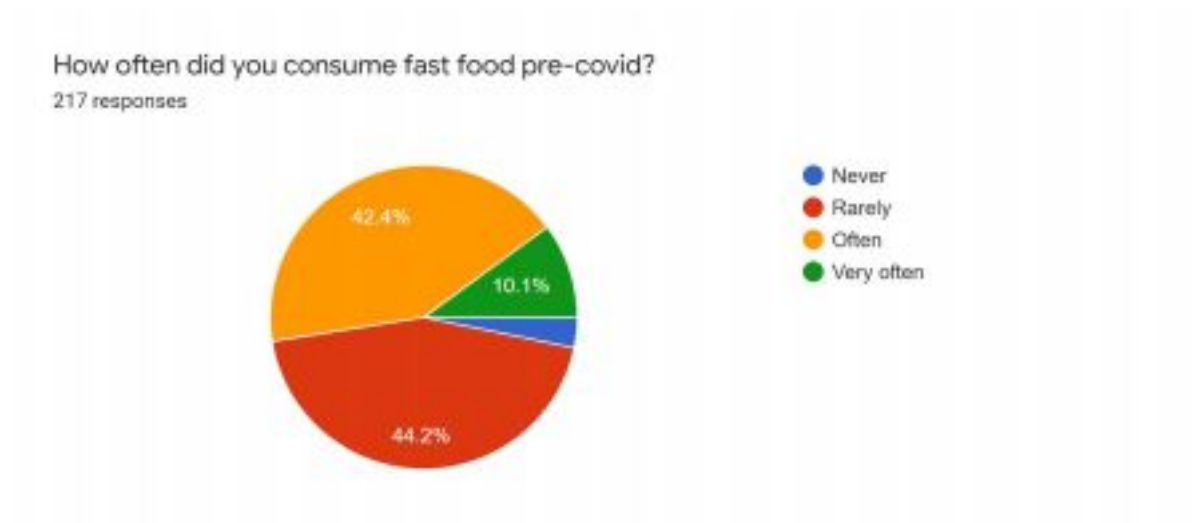
## 2. Gender



**Fig 2 -Gender**

**Out of 217 respondents 121 respondents are females and 95 respondents are males.  
Pre - Covid**

### 3. How often did you consume fast food pre-covid?

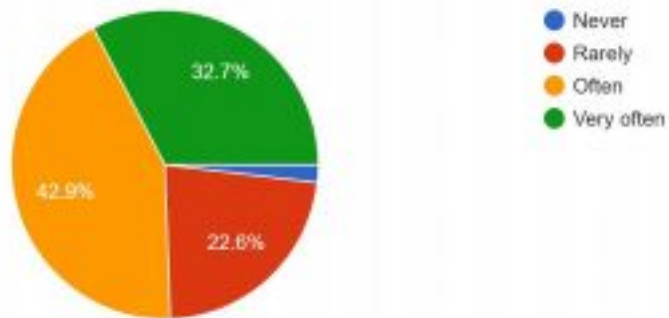


**Fig 3 - Consumption of fast food**

**44.2% of the respondents used to consume fast food Rarely and 42.4% of respondents used to consume fast food Often. So we can say that the majority of people used to consume fast food either rarely or often Pre - Covid 19.**

#### 4. How often were you concerned about the hygiene of the place of consumption?

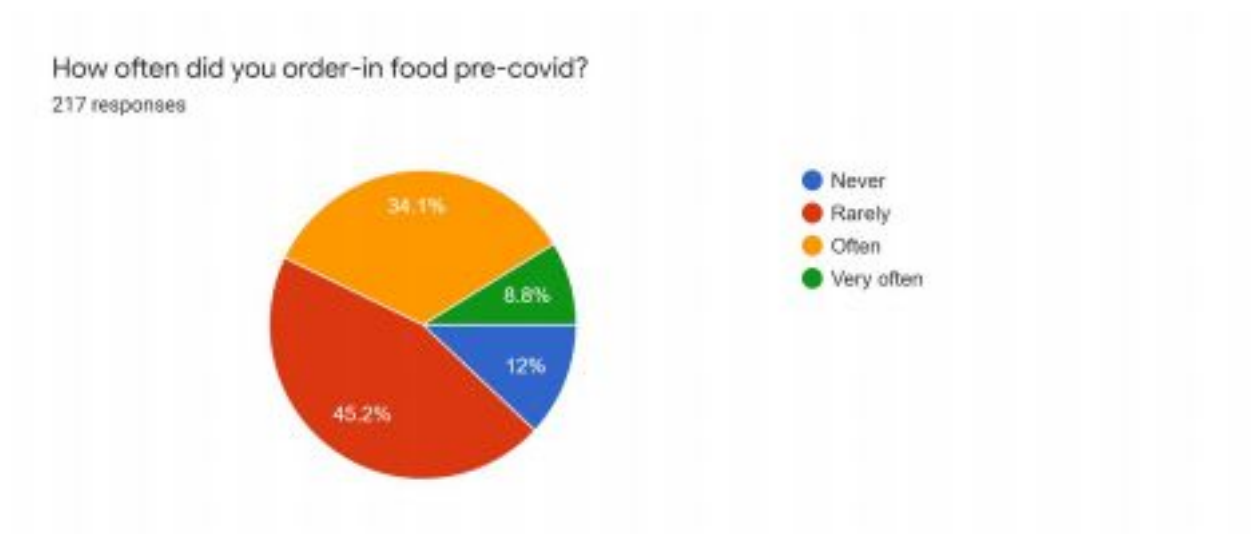
How often were you concerned about the hygiene of the place of consumption?  
217 responses



**Fig 4 - Hygiene of the place of consumption**

**42.9% of the respondents were often concerned about the hygiene of the place and 32.7% of respondents were very often concerned about the hygiene of the place. This shows that the people were really concerned about the hygiene of the place even before the Covid 19 situation.**

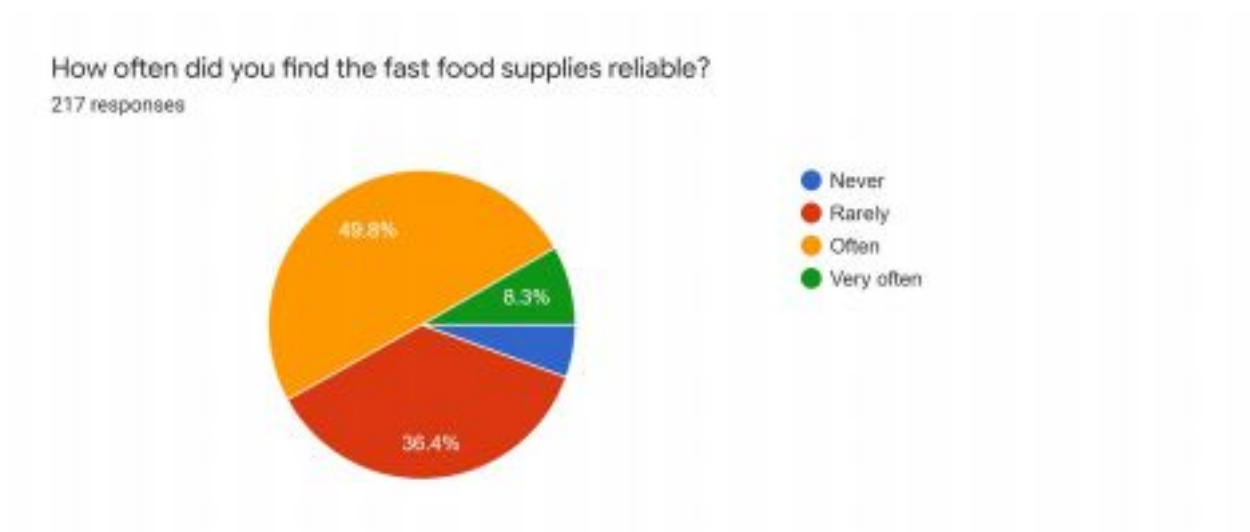
### 5. How often did you order-in food pre-covid?



**Fig 5 - Order -in food pre- Covid 19**

**It's observed that the majority of the respondents used to rarely order - in their food Pre - Covid 19. It means that the people used to often visit the restaurants and hotels if they want to consume fast food.**

**6. How often did you find the fast food supplies reliable?**

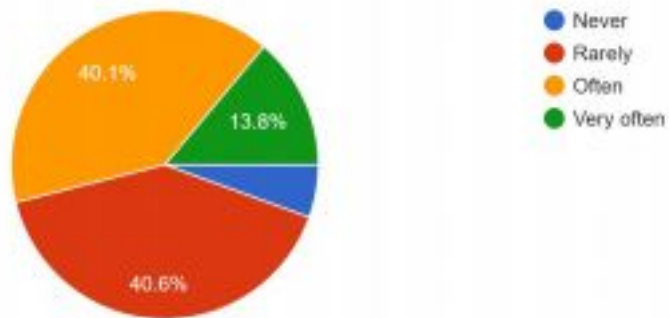


**Fig 6 - Fast food supplies reliable**

**49.8% of the respondents used to find fast food supplies Often reliable. This means that almost half of the people used to find fast food supplies Often reliable.**

**7. How often would you recommend the food to your close ones?**

How often would you recommend the food to your close ones?  
217 responses

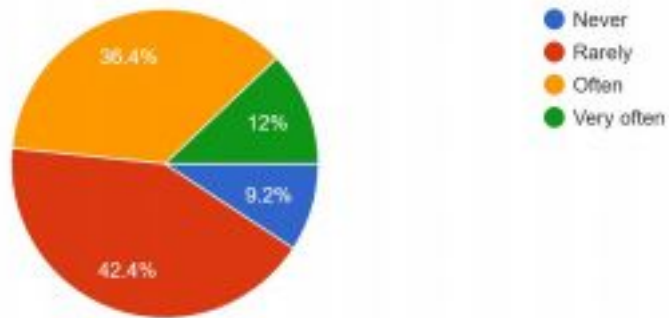


**Fig 7 - Recommend food to close ones**

**40.6% of the respondents used to rarely recommend the food to their close ones and 40.1% of the respondents used to Often recommend the food to their close ones. So it's evident that lots of people used to recommend the food to their close ones either Rarely or Often Pre - Covid 19.**

### 8. How often do you eat fast food under the influence/suggestion of others?

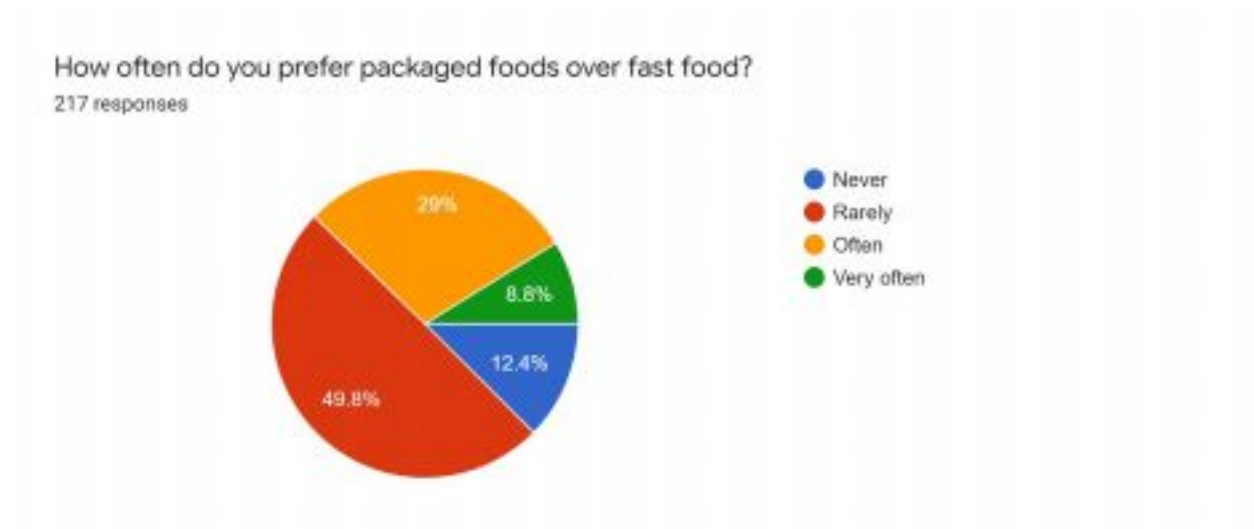
How often do you eat fast food under the influence/suggestion of others?  
217 responses



**Fig 8 - Influence/suggestion of others**

Most of the respondents used to Rarely eat fast food under the influence or suggestion of others. So most of the time people used to consume fast food of their own choice Pre - Covid 19.

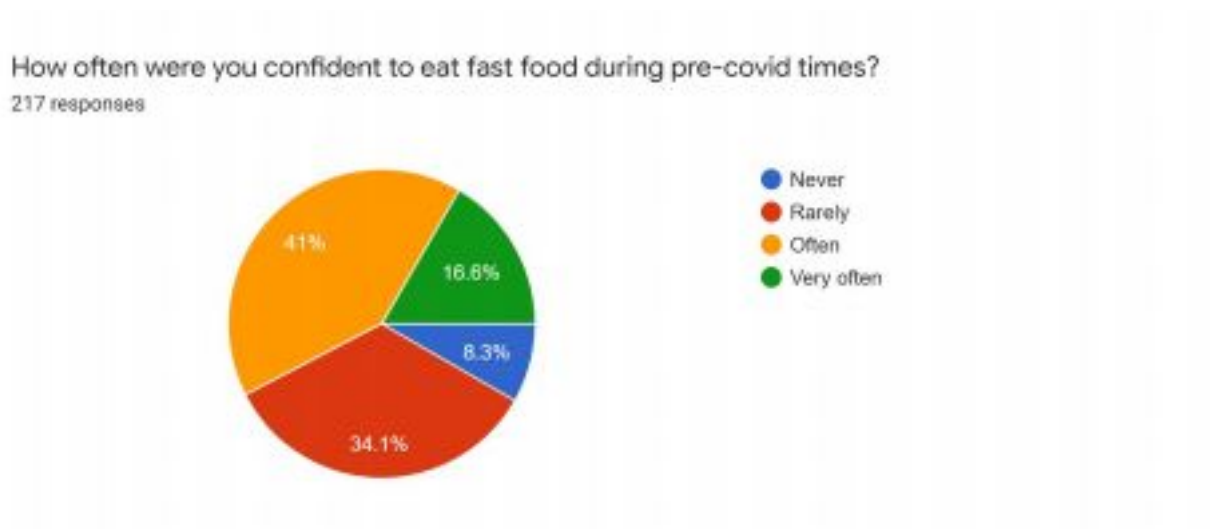
**9. How often do you prefer packaged foods over fast food?**



**Fig 9 - Preference of packaged food**

**It's observed that almost half of the respondents used to Rarely prefer packaged foods over fast food even before the Covid 19 situation. It shows people used to prefer fast food more than packaged food even before Covid 19 situation.**

**10. How often were you confident to eat fast food during pre-covid times?**



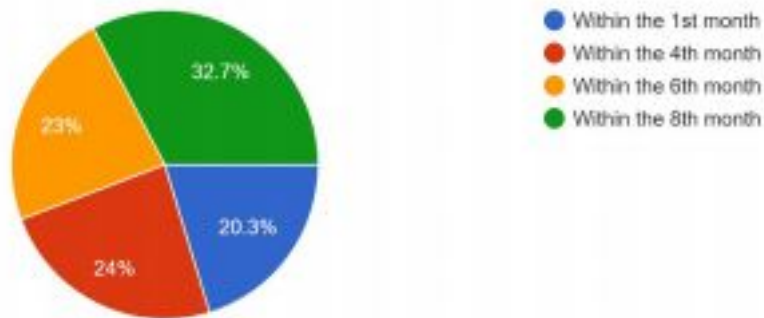
**Fig 10 - Confident to consume fast food pre - Covid 19**

**It's observed that the majority of the respondents were Often confident about eating fast food during Pre - Covid 19 situation.**

**POST - COVID**

### 11. When did you consume fast food for the first time post-covid 19?

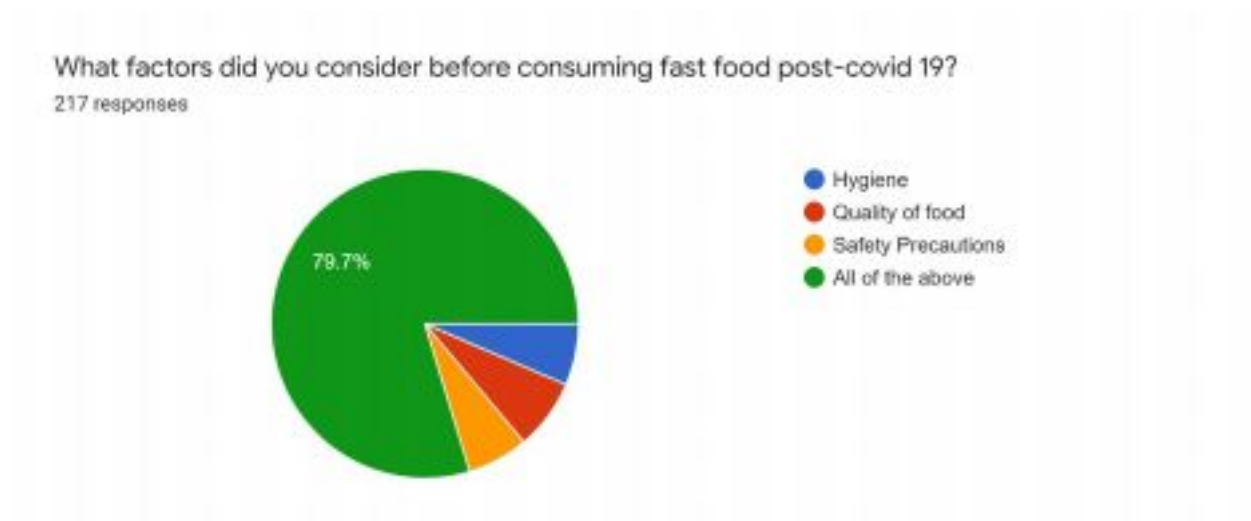
When did you consume fast food for the first time post-covid 19?  
217 responses



**Fig 11 - Consumption of fast food post Covid-19**

**32.7% of the respondents consumed fast food for the first time Post - Covid 19 within the period of 8 months. This shows it took some time for the people to get back that confident of consuming fast food again Post - Covid 19.**

## 12. What factors did you consider before consuming fast food post-covid 19?



**Fig 12 - Factors considered before consuming fast food**

**Majority of the respondents considered all the factors like Hygiene, Quality of food and Safety precautions before consuming fast food Post - Covid 19. This shows that the people want to consume the best and safe food which covers all these factors Post - Covid 19.**

### 13. How safe did you consider ordering food was post-covid?

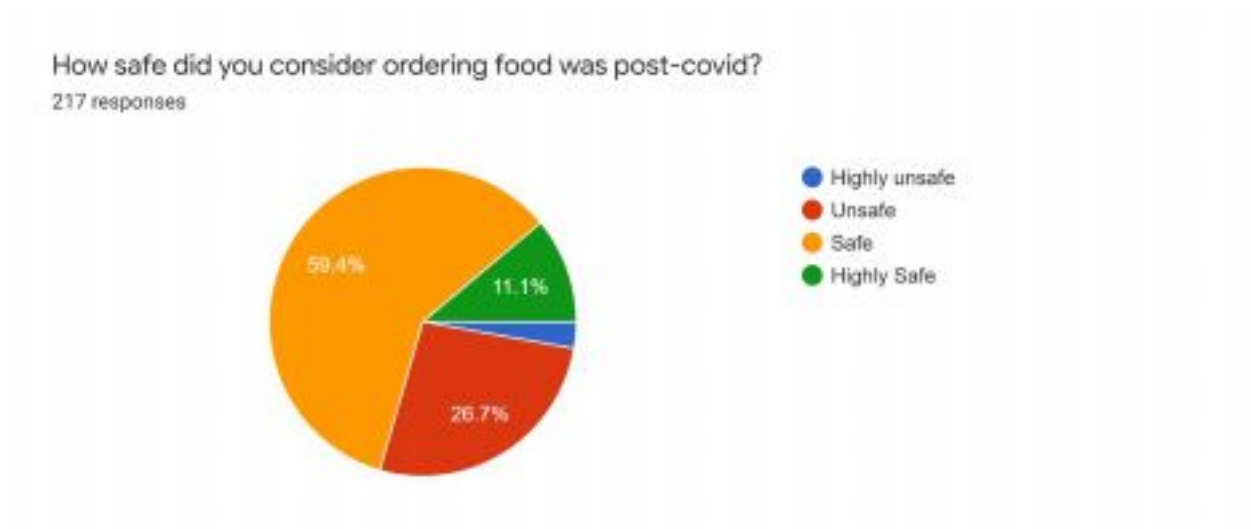


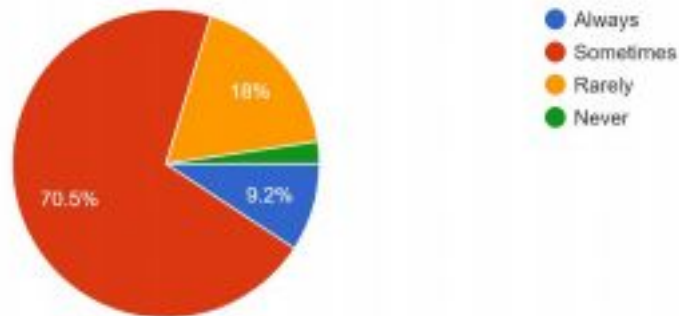
Fig 13 - Safety of ordering food

**Majority of the respondents consider ordering food Safe Post - Covid 19. This shows that more people prefer to have fast food at their place rather than visiting places like hotels and restaurants.**

**14. Did you find the fast food supplies to be reliable post covid?**

Did you find the fast food supplies to be reliable post covid?

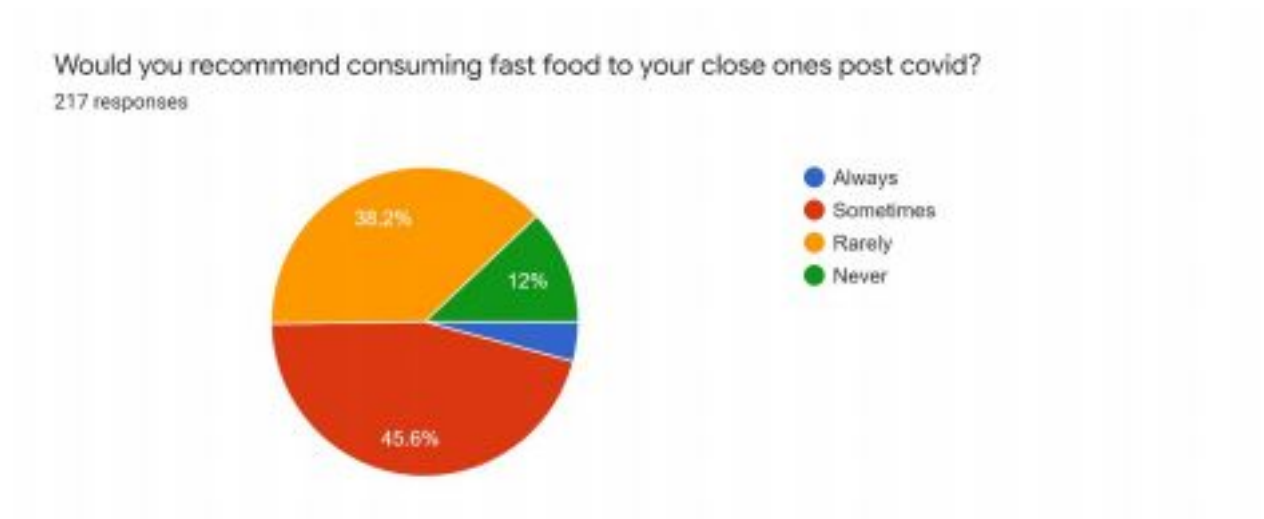
217 responses



**Fig 14 - Reliability of fast food supplies**

**70.5% of the respondents find fast food to be reliable only sometimes Post - Covid 19. This shows that the people now are less reliable on fast food Post - Covid 19 compared to Pre - Covid period.**

**15. Would you recommend consuming fast food to your close ones post covid?**

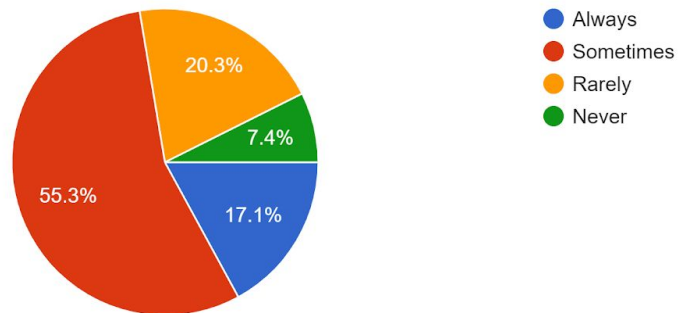


**Fig 15 - Recommend the consumption of fast food to close ones**

**45.6% of the respondents recommend consuming fast food to their close ones Post - Covid 19 only sometimes. This shows that the people have reduced their recommendation Post - Covid 19 as even they are less sure about the best fast food available Post - Covid 19.**

## 16. Would you prefer packaged food over fast food in the post-covid period?

Would you prefer packaged food over fast food in the post-covid period?  
217 responses



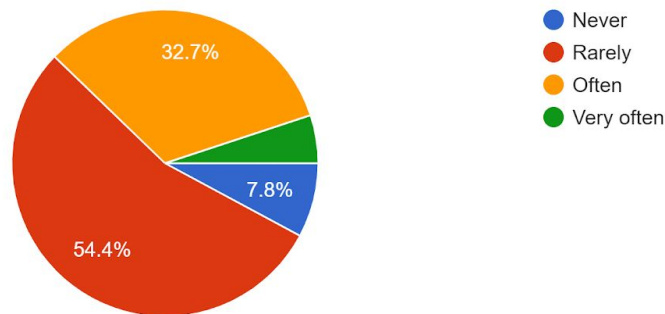
**Fig 16 - Preference for packaged food over fast food**

**It is observed that more than half of the respondents prefer packaged food over fast food only Sometimes even in the Post - Covid 19 period. So there's not much of a change in preference of packaged food over fast food even in the Post - Covid 19 period.**

### 17. How often were you confident about eating fast food during post-covid times?

How often were you confident about eating fast food during post-covid times?

217 responses



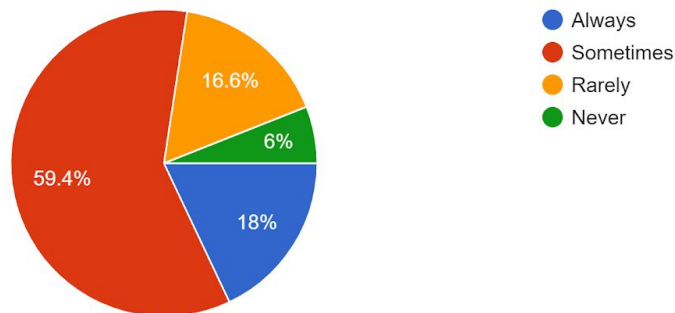
**Fig 17 - Confidence in eating fast food**

**54.4% of the respondents were Rarely confident about eating fast food during Post - Covid 19 times. It's observed that more than half of the respondents are now less confident about consuming fast food Post - Covid 19 compared to Pre - Covid 19.**

### 18. Do you still consume food from the usual restaurants/hotels?

Do you still consume food from the usual restaurants/hotels?

217 responses



**Fig 18 - Consumption of food from usual restaurants/hotels**

**59.9% of the respondents consume food from the usual restaurants/ hotels only Sometimes Post - Covid 19. It shows that either majority of people prefer consuming less fast food compared to Pre - Covid 19 period or people now prefer consuming fast food from the restaurants/ hotels which seems to be more safer to them Post - Covid 19 compared to their regular restaurants/ hotels.**

## **Chapter 6: Results & Discussions of the study**

### **FINDINGS :**

#### **1. From the demographic data collected from the survey we can state that:**

- Mostly the people in the age group of 20-30 years participated in the survey i.e. 91.7% of the total respondents.
- It shows that most of the respondents are from the age group who are either students or in the working phase.
- So we can say that the age group of 20 - 30 years consume more of the fast food due to their busy lifestyle.
- Out of 217 respondents 55.8% of the respondents are females and 43.8% of the respondents are males.

#### **2. From the survey conducted for the consumer behaviour on food industry Pre - Covid 19 I found that:**

- 42.4% of the respondents used to consume fast food Often in the Pre - Covid 19 period which shows almost half of the respondents used to consume fast food on a regular basis. ● Before the Covid 19 situation hygiene was the only major factor that the people were concerned about at the place of consumption.
- It was observed that the majority of the respondents used to rarely order - in their food Pre - Covid 19 which means that the people often visited restaurants/ hotels to consume fast food.
- Almost half of the respondents used to find fast food supplies Often reliable. ● 40.1% of the respondents used to Often recommend the food to their close ones Pre - Covid 19.
- The rate of consumption of packaged food was comparatively low to fast food even before the Covid 19 period which shows people preferred fast food more than packaged food.
- The majority of the respondents were Often confident about eating fast food during Pre - Covid 19 situation.

#### **3. From the survey conducted for the consumer behaviour on food industry Post - Covid 19 I found that:**

- 32.7% of the respondents consumed fast food for the first time Post - Covid 19 within the period of 8 months. It means that it took some time for the people to bring back that confidence of consuming fast food like they did before.
- Before Covid 19 hygiene was the major factor that the people were concerned about but Post - Covid 19 it's clearly visible that along with hygiene people now are also concerned about the factors like quality of food and safety precautions.
- Most of the respondents preferred order - in food Post - Covid 19 which shows that people had hesitations to visit the restaurants/ hotels due to government restrictions and safety concerns.
- 70.5% of the respondents find fast food to be reliable only sometimes Post - Covid 19. This shows that the people now are less reliable on fast food Post - Covid 19 compared to Pre - Covid period.
- 45.6% of the respondents recommend consuming fast food to their close ones Post - Covid 19 only sometimes.
- Even at the Post - Covid 19 period people prefer fast food over the packaged food which shows that the consumer's preference of consuming fast food is much higher compared to packaged food in all situations.
- Most of the respondents are not consuming the fast food at the same restaurant/ hotel that they used to consume before. This may be due to the factors like hygiene, quality of food and safety precautions as the people are concerned more about these factors Post - Covid 19.
- 54.4% of the respondents were Rarely confident about eating fast food during the Post - Covid 19 period. This proves that the confidence level about consuming fast food is not the same as it was before Covid 19.

## **Chapter 7 : Conclusion**

From this research, it can be concluded that the consumers of the food industry have become more alert now than ever owing to the current situations of Covid-19 and the risk of the virus spreading. As much as people want to go out and have food with their loved ones, there still is a tension regarding the risk of the spread of the virus.

Through this research, it can clearly be reflected that people are still hesitant somewhere or the other to openly eat from outside as compared to the pre-covid period.

## **Chapter 8: Recommendations & Suggestions**

Considering the responses received as a part of this research as well as considering the current situation of Covid-19, following are some recommendations to the food industry -

- Clear maintenance of the Covid-19 rules should be done if the hotel/restaurant is allowing dine in.
- In the case of home delivery, there should be an absolute no contact delivery
- The consumers have become more alert now than ever, hence, the packaging and delivery of the food must be done while maintaining the Covid-19 rules
- Consumers will be more inclined towards the safety and health precautions that a food joint takes hence everything should be kept transparent to the consumer

## References

### Research Papers –

1. Islam (2011), titled Exploring consumer behaviour in the context of the fast-food industry in Dhaka city
2. Arora et al (2020), titled A global view of how consumer behaviour is changing amid COVID-19
3. Frewer et al (2007), titled Understanding consumers of food products
4. Thilmany et al (2008), titled Going Local: Exploring Consumer Behavior and Motivations for Direct Food Purchases
5. Paul et al (2012) titled Consumer behavior and purchase intention for organic food
6. Park (2004) titled Efficient or enjoyable? Consumer values of eating-out and fast food restaurant consumption in Korea
7. Ashraf et al (2014) titled Consumer Behavior in Fast Food Marketing in Bangladesh: A Case Study
8. Gilbert et al (2004) titled Measuring customer satisfaction in the fast food industry: a cross-national approach

### Websites –

<https://www.yourarticlelibrary.com/>

<https://www.google.com>

## Appendices

### Appendix 1

#### DEMOGRAPHIC QUESTIONS

Name

Age\*

Gender

#### PRE-COVID 19 QUESTIONS

1. How often did you consume fast food pre-covid?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

2. How often where you considered about the hygiene of the place of consumption?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

3. How often did you order-in food pre-covid?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

4. How often did you find the fast-food supplies reliable?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

5. How often would you recommend the food to your close ones?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

6. How often do you eat fast food under the influence/suggestion of others?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

7. How often do you prefer packaged foods over fast food?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

8. How often were you confident to eat fast food during pre-covid times?

<input type="checkbox"/> Never Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very often
---------------------------------------	--------------------------------	-------------------------------------

## POST-COVID 19 QUESTIONS

1. When did you consume fast food for the first time post-covid 19?

<input type="checkbox"/> Within the 1 <sup>st</sup> month	<input type="checkbox"/> Within the 4 <sup>th</sup> month	<input type="checkbox"/> Within the 6 <sup>th</sup> month	<input type="checkbox"/> Within the 8 <sup>th</sup> month
---	---	---	---

2. What factors did you consider before consuming fast food post-covid 19?

<input type="checkbox"/> Hygiene	<input type="checkbox"/> Quality of food	<input type="checkbox"/> Safety Precautions	<input type="checkbox"/> All of the above
----------------------------------	--	---	---

3. How safe did you consider ordering food was post-covid?

<input type="checkbox"/> Highly unsafe	<input type="checkbox"/> Unsafe	<input type="checkbox"/> Safe	<input type="checkbox"/> Highly Safe
--	---------------------------------	-------------------------------	--------------------------------------

4. Did you find the fast food supplies reliable post covid?

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
---------------------------------	------------------------------------	---------------------------------	--------------------------------

5. Would you recommend consuming fast food to your close ones post covid?

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
---------------------------------	------------------------------------	---------------------------------	--------------------------------

6. Would you prefer packaged food over fast food in the post-covid period?

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
---------------------------------	------------------------------------	---------------------------------	--------------------------------

7. How often were you confident to eat fast food during post-covid times?

<input type="checkbox"/> Never	<input type="checkbox"/> Rarely	<input type="checkbox"/> Often	<input type="checkbox"/> Very Often
--------------------------------	---------------------------------	--------------------------------	-------------------------------------

8. Do you still consume food from the usual restaurants/hotels?

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Rarely	<input type="checkbox"/> Never
---------------------------------	------------------------------------	---------------------------------	--------------------------------