

A Learning Of Varying Marketing Approaches At Fast Food Restaurants In Maharashtra

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Abstract-

Fast food business is one of the world's wildest developing sectors in food business. Last few decades there has been emergence of various factors like number of nuclear families, economic advancement and swelling per capita income as well as globalization. All these factors gave birth to growing fast food culture in Maharashtra. The study tells that 72% of the respondents stop over at fast food outlets once in a week and commonly respondents spent more than 15% of their monthly salary on fast food and the most desired food preferred is Pizza or Chinese. They also stated that the discount accessible at the fast food restaurants are considered as the fruitful marketing activity. The fast food industry is extremely competitive and controlled by fast food giants. Hence to sustain in highly competitive market, it is necessary to focus on latest marketing policies. This involves remaining in continuous touch with customers. One of the finest methods for fast food restaurant to stay connected is through marketing research. Fast Food restaurants study what the modern customers desire and what he will buy before creating marketing and advertising strategies. Fast food restaurants often use market segmentation as a marketing instrument. Fast food restaurants can have drive thru, many promotional activities, mainly which will be enjoyed by youngsters as they are the main clientele of Fast Food restaurant. Prepare movie or popular animated film. Market segmentation is the process of recognizing important ordering groups that frequent your restaurant.

INTRODUCTION

Fast Food is defined as food that is made and served very rapidly. Food with less making time can be measured to be fast food, stereotypically the word refers to food sold in a restaurant or store with little time and served to the customer without much fancy frills.

LITERATURE REVIEW:

Targeting towards the consumer behaviour **K. Aswathappa (2012)**, states that certain factors made an impact on the individual behaviour. These influences comprise individual factors (age, sex, education, occupation, Innovativeness etc.), psychological factors (learning, motivation, personality, perception, values, attitudes etc.), environmental factors (economic, political, technological, legal, social, cultural and others) and organizational factors (work life balance, organizational structure and design, leadership, accountability, physical facilities etc.)

Kara et al., (1997) scrutinized how the insights of consumers towards fast food restaurants varies across two countries USA and Canada. The results of the study discovered important differences in perception between the everyday fast food buyers in Canada and USA. Also studies differences between customers' choices for fast-food restaurants in relation to age groups.

Rezende and Avelar (2012) attempted to describe the eating out habits of consumers in Brazil. The study revealed that a "search for variety" was a persuader for eating outside the home. The 'desire for convenience' was an insignificant component on numerous incidents of

feasting. The newer generation and people with upper incomes get involved more rigorously in consumption and more satisfactory attitudes towards eating out. The study also discovered that although eating out is very much in fashion, many of the consumers did not voice any aim of eating out more regularly. An approach towards eating out was not all so positive, with certain levels of suspicion or mistrust on the part of the consumers' frequency of buying. The key determinants impacting consumers' food

Choices were made by them. New generation has desire for eating out, entertain, and liking for fast food and suitability can spend due to dual-income especially in metro cities of Maharashtra like Mumbai and Pune. Results indicated that fast food restaurants can no longer count on convenience as USP in Maharashtra, unless the suggestion on consumers' good health is given equivalent significance in coming decade.

PROGRESS OF FAST FOOD RESTAURANTS IN MHARASHTRA

People of Maharashtra were very specific about its food and were considerably fond of home made fresh food. With many new restaurants coming up people are tempted towards it. With increasing number of people eating out, the industry offers major opportunities to the players to captivate a larger consumer base. In 1996 the international food players like Pizza Hut, McDonalds, Dominos and KFC entered market of Maharashtra with its doors opening in Mumbai and are investing huge amount of money to grab a share of this highly profitable market in India. CRISIL reported that customarily, the Indian consumers have been eating road side foods Dhabas and stalls which still occupy a major share of the unorganized sector; where fast food has been eaten traditionally. However, with the variations in the economy and help of modern engagement, in 2001 domestic players like Haldiram's, Jumbo King, Fasso's are growing quickly. Jumbo king is one of the biggest, fastest growing food chain in indigenous fast food in Maharashtra. The analysis foresees that in 2020 their stores will increase into 200. As per the reports of CRISIL, Indian fast food market is growing at the rate of 40% annually.

Evolving marketing strategies in fast food restaurants

Maharashtrians favour fast food because it fits fine with the demand in speed of everyday life, and because it looks and tastes good. But the \$2.5 billion a year fast food industry also utilises a pool of marketing approaches to keep its grip in the front line of contemporary culture. Marketing is constantly progressing, but there are some developing

strategies the industry uses to sell fast food.

- **Volume and Visibility**

In Maharashtra consumers don't have to search for fast food, it's everywhere. Fast food restaurants often appear in clusters, but individual chains also open numerous restaurants within small distances. Although it might seem like over-crowded, it's a basic component of fast food marketing. A repeated trail of highly visible brand names and logos has become part of the landscape where people live, work and play. The continual access to fast food strengthens brand credit and highlights the effortlessness and accessibility that are trademarks of the industry.

- **Marketing Strategies for Kids and Teens**

The Center for Science in the Public Interest estimates the fast food industry spends about \$10 billion annually on marketing products directly to kids. Ads for kids' meals feature cartoon characters and film stars who tout free toys inspired by widespread movies and television shows. Websites compromise kids' clubs with stories, games and contests that engage children while exposing them to brand names and logos. The fast food restaurant aims young teens with product placement in music videos, movies and video games. Mobile marketing campaigns send out text messages with coupons for free products, and Web based rewards programs offer free merchandise and meals.

Value and Affordability

Fast food marketing responds to the moods and wants of customers, and while stressing value and affordability have always been measure of the industry's overall strategy, those product qualities have become even more important in a tight economy. Free samples, value menus that feature items for low price and special monthly deals are all marketing tools aimed at cash strapped consumers. Two-for-one coupons, combination meals with free drinks or side orders and senior discounts also bring in customers who are price conscious .some companies recognize maintaining quality at rock-bottom prices is a challenge. Still, reasonable prices are a powerful marketing tool.

- **Social Responsibility Marketing**

The fast food industry has been critiqued for menus that offer processed foods high in fat, and packaging that generate tons of waste. The restaurants have answered with ads featuring whole foods purchased from farmers, and fresh, low calorie menu options geared toward health-conscious customers. Some restaurants have also developed green advertising campaigns to focus on reductions in packaging and the use of recycled materials. Through marketing, the fast food have presented themselves as socially responsible businesses that share the public's Concern about health and the environment. Social responsibility marketing is aimed at consumers who try to make purchases that reflect their values. Fast food restaurants use social responsibility marketing to assure cost they can buy their convenient and affordable products without compromising their values.

CONCLUSION

Fast food restaurant industry is one of the biggest emerging markets in Maharashtra. Fast food industry's humongous triumphs due to handling certain evolving marketing policies. When something is exceptional and stands apart from other things that will be observed and checked. The evolving marketing strategies of fast food will raise the GDP by giving importance to an Indian industry. Economy will gain fast food and food sectors follow the emerging marketing strategies mentioned above. Emerging marketing strategies of fast food restaurants deliver best products of quality and best features as per the liking and demand of the target market. Fast food contains several ingredients that are very damaging to health of the patrons. Hence, as a long term business strategy, fast food restaurants in Maharashtra have to utilize their research and development to make their recipes healthier and nutritious to attract health conscious customers and to sustain . This would confirm not only the development of fast food restaurants but also protect its customers from health threats and lifestyle diseases.

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