

Brand Preference of Multinational Fast-Food Franchises: A Study on Young-Adults' Anticipation in Durgapur City

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Abstract

Fast foods have remained the eye-candies of people (especially the young-adults) all over the world and the case is also similar in India. Thus, an exponential growth pertaining to the number of national and multinational fast-food franchises all over India has been witnessed. In the state of West Bengal too, multinational fast food franchises are having their presence in a myriad of districts. Furthermore, foreign multinational fast food franchises are more famous because of their brand name and brand identity that has been entrenched in the minds of the people. Durgapur is one such city located in the Paschim Bardhaman district of West Bengal, is home to many foreign multinational fast food franchises. Thus, the researchers makes an attempt to study the brand preference of foreign multinational fast food franchises among young-adults (age between 18 – 25) in the city of Durgapur and whether the gender of young-adults have any impact on the brand preference of multinational fast food franchises. The study takes into account convenient sampling method and the sample size is 42 (21 male and 21 female). Descriptive statistics highlight that KFC is preferred more by the young-adults and chi-square

test ($\chi^2 = 6.115$) highlights that there is no difference in the brand preference of foreign multinational fast food franchises in Durgapur between males and females. However, more number of young-adults of Durgapur city are anticipating for the arrival of Starbucks, followed by Popeye's Chicken. Thus, the paper will help the policy makers, strategists, managers of multinational fast food franchises and even the future franchisees of multinational fast food franchises to curate strategies accordingly.

Keywords *Fast food, Franchise, Durgapur, Multinational, Popeye's Chicken, KFC, Starbucks, McDonald's, Domino's, Subway*

1. Introduction

Fast foods are very palatable in nature (Garber and Lustig, 2011). Thus, eating away from home and eating at fast-food restaurants are getting increasing popularity (Dave et al. 2009). Due to these factors, fast food establishments and franchises are expanding at an accelerated pace. Notably, KFC, Domino's, Subway, McDonald's, Popeye's Chicken, Starbucks and numerous other global fast food franchises are operating throughout India. This is primarily because franchises present a significant growth opportunity; an entrepreneur acquires a validated business model and instant brand recognition by paying a fee along with a percentage of the revenue (Garg, 2016). However, the proliferation of these outlets also raises questions about local culinary traditions, although it offers consumers greater convenience and variety. Kar and Kundu (2014) has highlighted that trends, faster living and lifestyle changes affects what people eats. Furthermore, fast food not only affects the culture of a location; it also significantly influences younger generations—specifically, high school students and teenagers (Kar and Kundu, 2014). This influence is supported by Folkvord, Van Der Zanden and Pabian (2020), who argue that the consumption of fast food has become a prevalent lifestyle choice among young adults. This phenomenon occurs primarily because of its affordability and the convenience it provides. However, it raises questions about long-term health implications. Although many embrace this lifestyle, the consequences may not be immediately apparent. As a result, choices of culinary and public dining modes have changed considerably and rapidly during the last two decades (Ghosh, 2011). In addition to this, Ghosh (2011) have also expounded that even in small towns of West

Bengal like Bardhaman and Bolpur, food stalls and restaurants have seen a burgeoning growth, owing to the evolving cultural and culinary taste. Durgapur, considered as the steel city of West Bengal is home to numerous multinational fast food franchises and the city is considered to have grown rapidly in past few years as urbanization, fast socio-economic growth and industrialization are some of the factors that have led to the development of this urban city (Banerjee, Banerjee and Palit, 2021). Hence, the paper makes an attempt to understand the brand preference of young adults regarding the foreign multinational fast food franchises in the Durgapur city and also takes a leap to comprehend whether there is any association between gender of the young adults and their preferences of multinational fast food franchises in the Durgapur city. Moreover, the paper also address which foreign multinational fast food franchises are being anticipated by the young-adults in the city of Durgapur.

2. Literature Review

Price (1993) conducted a study that examined the performance of fast food franchises in Britain. The study compares the performances of 54 companies in total, out of which there were 18 franchisors, 18 fast food companies and 18 fast food franchisees. The study highlighted that although the fast food outlets are buoyant, there are cases of failure and as a result Price (1993) has also outlined various solutions for making the fast food outlets prosper.

Laroche and Toffoli (1999) contended that strategic brand evaluations are crucial within the realm of fast-food franchises. Their research investigates the Brisoux-Laroche brand categorization paradigm as well as the Bliemel price-quality evaluation model, specifically in the context of selecting fast-food restaurants. Furthermore, it explores the necessity and potential advantages of subcategorizing the Brisoux-Laroche brand categories. The findings revealed that perceived utilities were significantly greater among low-end brands; however, this also underscored their susceptibility when juxtaposed with higher share brands. Additionally, the study sheds light on the opportunities for these low-end brands to enhance their market position.

Cram et al., (2002) has studied about the prevalence of fast food franchises in the premises of hospitals that frequently offer limited, high-fat, and high-calorie menus. It is observed that

Americans are growing obese with every passing day and nearly 18 percent of Americans are obese (Cram et al., 2002).

Min and Min (2011) conducted a study that centered on benchmarking the service quality of fast-food restaurant franchises in the United States of America; this type of research is classified as longitudinal. Their investigation also examined the factors that influence the service performance of these franchises over time. The findings revealed that the 'taste of the food' is the most critical attribute of service. Furthermore, the study illuminated a significant positive correlation between overall customer satisfaction with fast-food restaurants and their word-of-mouth reputation. However, it was also found that customers tend to favor national and easily accessible fast-food restaurant franchises over those that are less accessible, newer and more regional.

Habib, Dardak and Zakaria (2011) has carried out a study based on the preferences of the Malaysian consumers regarding their preference for fast food consumption. The study indicated and illuminated that 'fried chicken' is the most preferred fast food item by the consumers and instant noodles are the least preferred fast food by the consumers. Furthermore, the study also highlighted food safety, speedy delivery and taste of food are the determining factors for the purchase of fast food by the consumers. Additionally, 'Halal' food also holds significant importance in the minds of the consumers.

Prakash and Singh (2011) has studied about how multinational fast food franchises have to amend and tweak their strategies and adopt different policies for the purpose of conducting business in various other countries apart from their origin country because the needs and wants of the consumers of one country is different from that of another country by drawing from case studies of three multinational food corporations of India. The paper illuminated that for the purpose of operating effectively, efficiently and successfully in their host countries, the multinational fast food franchises should adopt global marketing strategies, advertising, promotions and product development.

Jehanzeb, Rasheed and Rasheed (2013) have conducted a study that focuses on the effects of training and development on turnover intentions and job satisfaction within fast food franchises in Saudi Arabia. The findings revealed a significant positive correlation between effective

training programs and employee job satisfaction. However, it is important to note that this relationship may vary across different contexts, because various factors could influence the outcomes. Although the results are compelling, further research is needed to explore these dynamics more thoroughly.

Kar and Kundu (2014) has conducted a study based on the changing perspectives of food habits in Kolkata, West Bengal which is a case study of Monginis, Kolkata. The study focused upon the changes in fast food consumption by the people residing in Kolkata city, West Bengal and whether the change is related to any kind of lifestyle changes or the change in the varying taste among the people. The study stated that the success of Monginis in Kolkata can be attributed to several factors such as – efficient franchise agreement models, potential parameter estimation of assessing business location, maintaining Government formalities and proper site selection. Moreover, the study highlighted that Monginis have become synonymous not only with cakes but also good times and celebration. Furthermore, it has also been argued that fast foods are invigorating changes among the lifestyles of the teenagers.

ALFaris et al. (2015) conducted a study in Saudi Arabia, focusing on the consumption trends of fast food among young adult Saudi girls residing in Riyadh. The results revealed that 95.4% of the girls consume fast food at restaurants and 79.1% of them indulge in it at least once a week. However, burgers and carbonated drinks hold the largest share of preferences concerning meals and beverages among these girls. Although there are many options available, this particular combination appears to dominate. Because of this, one might wonder about the implications for health and dietary habits in this demographic.

3. Research Gaps

- After going through extant literatures it has been deduced by the researchers that there is a dearth of study pertaining to the preferences of multinational fast food franchises by young adults in India as well as in the state of West Bengal.
- Moreover, there is no study conducted in this regard in the city of Durgapur.
- However, in addition to this, the researchers perceived, after conducting extensive literature reviews that there are very limited studies carried out by keeping in mind

whether gender of the young adults is having any association with their preference regarding multinational fast food franchises. Thus, the researchers, takes a leap to fill up this void by carrying out a research in the city of Durgapur.

4. Research Objectives

The two-fold objectives of this research are as follows:

- i. To understand the brand preference of multinational fast food franchises by the young adults in Durgapur city.
- ii. To comprehend whether there is any association between gender of the respondents (young-adults) and their preference of multinational fast food franchises in Durgapur city.
- iii. To know that for which multinational fast food franchises, the young adults of Durgapur city are eagerly anticipating for.

5. Hypothesis

The sole hypothesis of the study has been stated below:

H₀: There is no significant association between the gender of the young-adults and their choice of multinational fast food franchises in Durgapur city.

H_A: There is a significant association between the gender of young-adults and their choice for multinational fast food franchises in Durgapur city.

6. Research Methodology

The methodology adopted for the research work conducted by the researchers has been elucidated below:

- **Nature of the Study:** This study is quantitative (both descriptive as well as inferential) in nature, which in turn is also a cross-sectional one.
- **Scope of the Study:** The study explores the brand preferences among the young adults in the Durgapur city regarding multinational fast-food franchises. Durgapur has been chosen as the preferred city for the conduction of this study since it is home to a wide number of multinational fast food franchises e.g. KFC, McDonalds, Burger King, Subway, Domino's, which most of the other cities in West Bengal (apart from Kolkata) do not have. Moreover, in the district of Burdwan, Durgapur is the sole city which is house to the above mentioned multinational fast food franchises.
- **Nature of Data:** The collected data is primary in nature as it has been collected from the young adults (age group ranging between 18 to 25, according to MIT Human Resources) residing in the city of Durgapur and often visit multinational fast food franchises that are conducting business in the soil of Durgapur.
- **Methods of Data Collection:** Primary data has been collected from the respondents (young adults) who are hailing from the city of Durgapur, through the dissemination of online questionnaire (Google Forms Survey) to the respondent's mail. A pilot study has been conducted on 111 people in order to know how many young-adults have visited all the five foreign multinational fast food franchises at least once. Out of the 111 young-adults respondents, 42 have mentioned that they have visited all the five fast food franchises, out of which 21 are male and 21 are female.
- **Data Analysis:** The data has been analysed through the help of quantitative data analysis software IBM SPSS 23 and MS-Excel (2013). Chi-square test & Fisher's exact test are the inferential statistics which are run in IBM SPSS 23 and for descriptive statistics, both IBM SPSS 23 and MS-Excel (2013) has been used.
- **Study's Sample Size:** Sample size of the study is 42 (21 male and 21 female). All of them are young-adults (age ranging between 18-25) residing in the city of Durgapur.
- **Sampling Technique:** Convenient sampling technique has been employed by the researchers.

- **Time Period of Study:** The study has been carried out in the city of Durgapur and data collection for the purpose of the study spanned from 16th November, 2023 – 30th November, 2023.
- **Research Instrument:** A well-structured questionnaire has been formulated by the researchers which consists of 9 questions. Question no.7 is a screening question.
- **Reliability:** As the data involved in this study is of categorical nature, Cronbach’s Alpha is not considered as the right choice by the researchers as Cronbach’s Alpha is suitable for continuous data. Thus, Krippendorff’s alpha (α) has been calculated to measure the inter-rater reliability. The value of Krippendorff’s alpha (α) is 0.84, which reflects “high reliability” as per the recommendations given by Krippendorff (2004).
- **Content Validity Index (CVI):** I-CVI values of all nine (9) questions has been 0.83 and above which is considered as valid cut-off point by Polit et al., (2007); Polit & Beck (2006) when there are six experts involved. The results derived from CVI has been annexed in (Annexure 2).

7. Data Analysis and Interpretation

The data has been analyzed by the help of MS-Excel (2013) and IBM SPSS 23 softwares. The results of the analysis are discussed below along with their interpretation by the researchers.

Table 1

Demographic Profile of Respondents

| | | |
|------------------|-----------------------|----|
| Gender | Male | 21 |
| | Female | 21 |
| Age | 18-21 | 26 |
| | 22-25 | 16 |
| Education | Higher Secondary | 10 |
| | Graduate | 17 |
| | Post-Graduate | 15 |
| Income | Less than 200000 p.a. | 29 |
| | 200000-500000 p.a. | 13 |

Source: Prepared by the researchers by using MS-Excel (2013)

The table above (Table 1) displays demographic profile of all the 42 respondents. 21 respondents are male and 21 are female. 26 respondents falls within age range of 18-21 and 16 respondents are within the age range of 22-25. 10 respondents have achieved higher secondary education, 17 respondents have attained graduation and 15 respondents have attained post-graduation. 29 respondents are having an income of less than 200000 p.a. and 13 respondents are having an income between 200000 – 500000 p.a.

Table 2

Preference of young-adults on multinational fast-food franchises

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------------|------------------|----------------|----------------------|---------------------------|
| Valid | KFC | 27 | 64.3 | 64.3 | 64.3 |
| | Mc Donalds | 5 | 11.9 | 11.9 | 76.2 |
| | Burger King | 1 | 2.4 | 2.4 | 78.6 |
| | Subway | 1 | 2.4 | 2.4 | 81.0 |
| | Domino's | 8 | 19.0 | 19.0 | 100.0 |
| | Total | 42 | 100.0 | 100.0 | |

Source: Derived by the researchers by using IBM SPSS 23

The above table (Table 2) depicts the preference of the young adults regarding multinational fast food franchises in the city of Durgapur, which in turn showcases that KFC holds the top position in terms of preference (64.3%), followed by Domino's (19%), Mc Donalds (11.9%), Subway (2.4%) and Burger King (2.4%). The cumulative percentage has also been depicted in the table above (Table 1).

Table 3

Gender of the young-adults

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------|------------------|----------------|----------------------|---------------------------|
| Valid | Male | 21 | 50.0 | 50.0 | 50.0 |

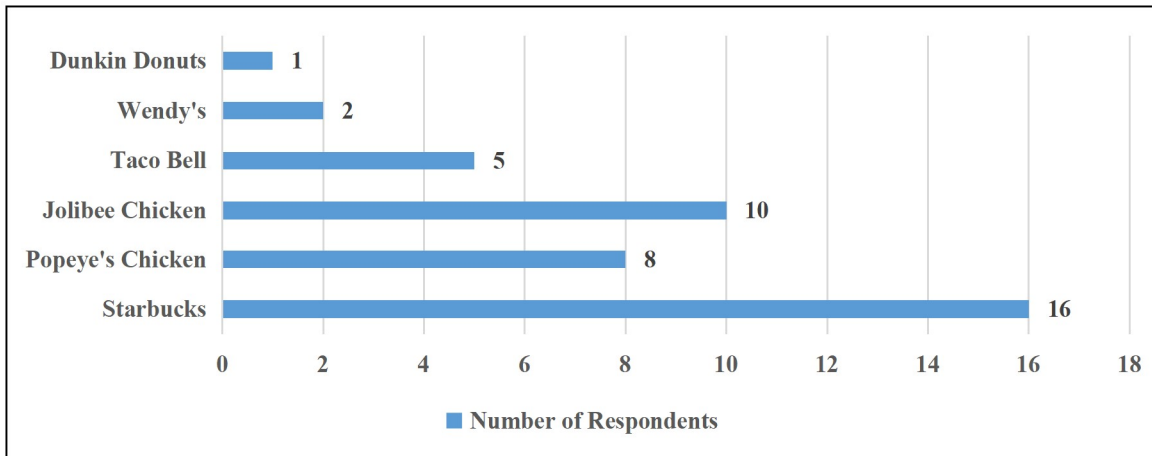
| | | | | |
|---------------|----|-------|-------|-------|
| Female | 21 | 50.0 | 50.0 | 100.0 |
| Total | 42 | 100.0 | 100.0 | |

Source: Derived by the researchers by using IBM SPSS 23

The table above (Table 3) is showcasing the gender of the young adult respondents. The frequency of both males and females are 21 (total 42). The percentage (50% male and 50% female) and cumulative percentage are also exhibited.

Graph 1

Anticipation of Arrival of Foreign Fast Food Franchises



Source: Derived by the researchers by using MS-Excel (2013)

The above graph (Graph 1) highlights that the young-adults in the city of Durgapur are eagerly anticipating for the arrival of Starbucks (16 out of 42 respondents; 38.09%), followed by Jolibee Chicken (10 out of 42 respondents; 23.80%), Popeye’s Chicken (8 out of 42 respondents; 19.04%), Taco Bell (5 out of 42 respondents; 11.90%), Wendy’s (2 out of 42 respondents; 4.76%), Dunkin Donuts (1 out of 42 respondents; 2.38%).

7.1 Results of Chi Square (Test of Association) and Fisher’s Exact Test

The results derived from chi square (association) and Fisher’s exact test between gender of the young adults and their preference of multinational fast food franchise in the city of Durgapur has been elucidated and described below in the form of tables:

Table 4

Case Processing Summary

| | Cases | | | | | |
|--------------------------------------|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Gender * Fast Food Franchises | 42 | 100.0% | 0 | 0.0% | 42 | 100.0% |

Source: Derived by the researchers by using IBM SPSS 23

From the above *Case Processing Summary* table (Table 4), it can be deciphered that there are 42 respondents in total and there are no missing data to worry about. Therefore, it takes into account 100% of the data.

Table 5

*Gender * Fast Food Franchises Cross tabulation*

| | | Fast Food Franchises | | | | | Total |
|-------------|----------------|----------------------|------------|-------------|--------|----------|-------|
| | | KFC | Mc Donalds | Burger King | Subway | Domino's | |
| Gender Male | Count | 17 | 1 | 0 | 0 | 3 | 21 |
| | Expected Count | 13.5 | 2.5 | .5 | .5 | 4.0 | 21.0 |
| Female | Count | 10 | 4 | 1 | 1 | 5 | 21 |
| | Expected Count | 13.5 | 2.5 | .5 | .5 | 4.0 | 21.0 |
| Total | Count | 27 | 5 | 1 | 1 | 8 | 42 |
| | Expected Count | 27.0 | 5.0 | 1.0 | 1.0 | 8.0 | 42.0 |

Source: Derived by the researchers by using IBM SPSS 23

From the above *Gender* Fast Food Franchises Cross tabulation* table (Table 5), it can be deduced that this is a 2*5 table and in total, there are 42 respondents (out of which 21 are male

and 21 are female). Moreover, the count in each of the cells depicts the actual views of the respondents i.e. their actual preferences. Whereas, the expected count highlights their expected preferences. Say for example, the count of males preferring KFC is 17, whereas it was expected to be 13.5. Some more points are mentioned below:

- 17 males and 10 females have preferred KFC as their favourite fast food franchise in the Durgapur city.
- 1 male and 4 females have preferred Mc Donalds as their favourite fast food franchise in Durgapur city.
- No male (0) and 1 female have preferred Burger King as their favourite fast food franchise in Durgapur city.
- No male (0) and 1 female have preferred Subway as their favourite fast food franchise in city of Durgapur.
- 3 males and 5 females have preferred Domino's as their favourite fast food franchise in the city of Durgapur.
- In total, out of 42 respondents, 27 have gone for KFC, 8 have gone for Domino's, 5 have gone for McDonalds, 1 have gone for Burger King and 1 have gone for Subway as their preferred multinational fast food franchise in Durgapur.

Table 6

Chi-Square Test

| | Value | df | Asymptotic Significance (2-sided) |
|----------------------------|--------------------|-----------|--|
| Pearson Chi-Square | 6.115 ^a | 4 | .191 |
| Fisher's Exact Test | 5.804 | | .125 |
| Likelihood Ratio | 7.041 | 4 | .134 |
| No of Valid Cases | 42 | | |

a. Eight cells (80.0%) exhibit an expected count that is less than 5; however, the minimum expected count is .50.

Source: Derived by the researchers by using IBM SPSS 23

The above table (Table 6) depicts the Chi-square test results. Chi-Square statistics were used to assess association between the variables which are categorical. The results illuminated that there was (in) significant relationship at (5%) significance level between gender and their preference of young adults regarding fast food franchise in the city of Durgapur ($\chi^2 = 6.115$; $df = 4$; $p = 0.191$). Thus, it can be said that there is no association between the gender of the young adults and their preference of multinational fast food franchises in Durgapur city as value of $p = 0.191$, which is higher than 0.05. Hence, the null hypothesis has been supported.

But, there is a problem pertaining to Chi Square Test table (Table 6) as it has been mentioned below the table that “8 cells (80.0%) shows an expected count which is less than five. The minimum expected count is 0.50.” which implies that the data is not a good fit for Chi-Square test. Thus, Fisher’s Exact test is performed by the researchers in order to overcome the drawback of Chi-Square test. Fisher’s Exact test results has also been displayed in (Table 6). Even in Fisher’s Exact Test, there is (in) significant relationship at 5% significance level between gender and their preference of young adults regarding fast food franchise in the city of Durgapur (Fisher’s Exact = 5.804; $df = 4$; $p = 0.125$). We note that the results of Fisher’s Exact test is consistent with the Chi-square test results. This implies that the researcher has accepted the null hypothesis.

Thus, both chi square test of association and Fisher’s exact test are having ‘p-value’ greater than 0.05, which signifies that the null hypothesis (H_0) will be supported, which in turn implies the rejection of alternative hypothesis (H_A).

Therefore, it leads to the fulfilment of objective 2 which tries to answer whether there is an association between the gender of the young adults and their preference of multinational fast food franchises in the city of Durgapur.

7.1.1 Cramer’s V

It highlights the association (relationship strength) between the categorical variables when the contingency table is bigger than 2 x 2. The formula for calculating Cramer's V is:

$$\sqrt{\frac{\chi^2}{n \times df}}$$

Where χ^2 is the chi-square value, n is the total number of samples and df is the Degree of Freedom.

$$\sqrt{\frac{6.115}{42 \times 4}}$$

$$\sqrt{\frac{6.115}{168}} = \sqrt{0.0363} = 0.190$$

If the value of Cramer's V or the effect size is ≤ 0.20 then it is considered as a weak association (IBM, n.d.). Here the value is 0.190. Thus, there is a weak association between the categorical fields.

8. Suggestions

After analyzing the data and interpreting the same, the following two suggestions provided by the researchers:

- a) Durgapur city is brimming with multiple multinational fast food franchises but there is a lot of room left to bring in and establish more number of multinational fast food franchises such as Starbucks, Popeye's Chicken, Taco Bell, Wendy's, Jolibee, Papa John's Pizza, Dunkin' Donuts etc. Franchisees in Durgapur can take up the franchise of Starbucks and establish a franchise in the city of Durgapur as it has got maximum preference from the young-adults of Durgapur. Furthermore, franchisees can also eye on establishing Jollibee Chicken and Popeye's Chicken franchises as they have got second and third preference from the young-adult respondents.
- b) Although, it is a positive sign that KFC is preferred by majority of the young adults in the city of Durgapur, but the other multinational fast food franchises also needs to buckle them up and engage in bolstering promotional activities and bring out something

innovative (in terms of products, services, offers, and promotional campaigns) in order to build a pool of loyal customers.

9. Directions for Future Research

The research study also direct towards a number of future studies that may emanate from the end of this study. The focus of this study is sailing on three cornerstones – preference of young-adults regarding multinational fast food franchises in Durgapur, whether there exist a relationship between the gender of the young-adults and their preference for multinational fast food franchise and for which multinational fast food franchise the young-adults are in anticipation. However, a number of studies can be carried out as a follow-up to this study which may shed light on varied aspects.

- Future studies can delve into find out the reasons behind why people like/prefer a particular brand of multinational fast food franchise. Hence it can bring into light the factors influencing the choice of a particular brand of multinational fast food franchise (KFC in this study). In addition, future studies may also strive to find out the reasons of the people for their choice of least preferred franchise (Burger King and Subway in this study).
- This study focuses upon young-adults and their preference for multinational fast food franchises. Nonetheless, future research can study the preference of older people (> 25 years of age).
- Durgapur has been chosen as the preferred city for conduction of this research as it is an abode to a myriad of multinational fast food franchises. Researchers may focus on other cities to carry out studies (such as Asansol, Bardhaman, Kalyani, Haldia). Although, the options of multinational fast food franchises in these cities are limited as compared to Durgapur. But still, has a plethora of options.
- This particular research study pins its focus on the association of gender of young-adults and their brand preference of multinational fast food franchises. However, other

demographic aspects apart from gender (e.g. income, education, religion) can also be taken into consideration.

- Lastly, apart from the multinational fast food franchises, preference and reasons for preferring local restaurants, start-up restaurants, newly established fast food outlets and restaurants among the people can also be studied.

10.Conclusion

Fast foods are consumed by people all over the world and the rate of consumption of fast food items have grown rapidly over the years. Not only in the Western countries but people are heavily inclined towards fast food items and are delighted to savour and devour myriad of delicacies in India as well. It has led to the growing number of fast food outlets and restaurants in India and the young adults are taking part in the consumption of fast food items with a delight. West Bengal, one of the Eastern states of India is also indifferent. Therefore, in the state of West Bengal, restaurants as well as fast food jaunts are surging at a burgeoning rate over the last few years. For such reasons, there are instances of multinational fast food franchises getting set up and established all over West Bengal. KFC, McDonalds, Burger King, Taco Bell, Subway, Domino's and many more are making colossal business with each and every passing day. Moreover, Durgapur, a city in the Paschim Bardhaman district of West Bengal, also considered as the steel city, is also swarming with various multinational fast food franchises and the numbers are thought to grow more in the upcoming years. The paper, thus, studied the preference of fast food franchises in the city of Durgapur as well as whether the gender of the young adults are having any association with their preference for fast food franchises in Durgapur city. The results revealed that KFC is preferred by majority of the young adults (64.3%), followed by Domino's (19%), Mc Donalds (11.9%), Subway (2.4%) and Burger King (2.4%). In addition to this, it has also been found and revealed through chi-square test & Fisher's exact test that there is no association between the gender of the young adults and their preference of multinational fast food franchises in the city of Durgapur. Still, there are a lot of other multinational fast food franchises that are not having their presence in the Durgapurian

soil. They can sneak through and set up their business in Durgapur. Moreover, the study revealed that the young-adults in Durgapur are in anticipation for the arrival of multiple foreign multinational fast food franchises like Starbucks, Jollibee Chicken, Popeye's Chicken, Taco Bell and many more. Therefore, the franchisees should buckle up and try to establish a myriad of fast food franchises. Moreover, the future directions provided in the study will help the researchers to take study in which there exist void and fill up the void.

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McDonalds []

KFC []

Subway []

Burger King []

Domino's []

9. Out of the following foreign multinational fast food brands, which one are you anticipating for?

Dunkin Donuts []

Starbucks []

Taco Bell []

Popeye's Chicken []

Jollibee Chicken []

ANNEXURE 2

Content Validity Index (CVI) Results

| Items | Expert 1 | Expert 2 | Expert 3 | Expert 4 | Expert 5 | Expert 6 | | Experts in Agreement | I-CVI | UA |
|-------|----------|----------|----------|----------|----------|----------|--|----------------------|-------|----|
| | | | | | | | | | | |
| Q1 | 1 | 1 | 1 | 1 | 1 | 0 | | 5 | 0.83 | 0 |
| Q2 | 1 | 1 | 1 | 0 | 1 | 1 | | 5 | 0.83 | 0 |
| Q3 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 |
| Q4 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 |
| Q5 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 |
| Q6 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 |

| | | | | | | | | | | | |
|--|---|---|---|------|---|------|------|-----------|------|------|--|
| Q7 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 | |
| Q8 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 | |
| Q9 | 1 | 1 | 1 | 1 | 1 | 1 | | 6 | 1 | 1 | |
| | | | | | | | | | | | |
| Proportion Relevance | 1 | 1 | 1 | 0.89 | 1 | 0.89 | | S-CVI/Ave | 0.96 | | |
| | | | | | | | | S-CVI/UA | | 0.78 | |
| Average proportion of items judged as relevant across six experts | | | | | | | 0.96 | | | | |