A

Synopsis of Ph.D Thesis

On

A Study of Factors influencing Perception of Tweens for Multinational Fast Food Restaurants (QSR): with special reference to Gujarat

Submitted to:

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January 2017

a. Abstract

Fast food or the Quick Service Restaurant (QSR) industry has witnessed a phenomenal growth in the last few decades. The term 'Fast food' was considered as junk food which was unhealthy and hence the term Quick Service restaurants(QSR) replaced the term 'Fast food' which was defined as restaurants where healthier food was served.

Increase in the purchasing power of consumers, coupled with the impact of globalisation, fast food became one of the favourite options of consumers. Children were in no way left out and were equally attracted to local as well as multinational fast food restaurants. Children are the primary market, influencer market and the future market (Mc Neal, 1999). Tweens, defined as children "in between" younger kids and teens, are an important consumer group. The term tween has its roots in the words subteen or preteen. The concept of subteen/preteen is derived from the word teen (Cook & Kaiser, 2004). Literature review shows that the tweens segment has been studied all around the world, as kids of this age group appear to have grown beyond their years in terms of preferences, perception, and behaviour and have started behaving like teenagers.

Fast food marketers across the globe have started targeting the tweens segment so as to maximise revenue. Thus this study was conducted to study the factors which influence perception of tweens(age group 8 to 12 years) for MNC fast food restaurants. The study was done in 2 phases – a) Perception of tweens (age group 8 years to 12 years) for MNC fast food restaurants was researched. b) Perception of teenagers (age group 13 years to 17 years) for MNC fast food restaurant was also studied so as to note the similarity/dissimilarity in perception of both the age groups, especially in India. The second phase forms only 1 chapter of the thesis and its scope is limited to facilitate understanding of tweens' perception only. The consumption patterns of tweens and the impact of place and gender on perception were also studied.

The total respondents of the study were 903 where tweens sample was 450 and teens sample size was 453. The study was done in major cities of Gujarat i.e Ahmedabad, Vadodara, Rajkot, Surat and Anand. The five MNC fast food restaurants considered for the study were McDonald, Dominos Pizza, Subway, Pizza Hut and Kentucky Fried Chicken (KFC). The study revealed that tweens perceived taste and variety in menu as important restaurant image attributes. Also, tweens were highly influenced by advertisements. Tweens also perceived

the communication patterns of parents to be concept oriented, which influenced their perception and preference for fast food.

b. Description on the State of the Art of the Research Topic:

India's food services industry will be worth Rs. 4.98 trillion by 2021, according to the National Restaurant Association of India (NRAI)'s 2016 report[1]. The size of the total market, both organized and unorganized is Rs. 3.09 trillion in 2016 and the NRAI's estimates takes into account a 10% compound annual growth rate(CAGR). The organized market, will clock 15% of which chain outlets will grow to 10 % from 7%.

According to Merriam Webster dictionary[2], fast food is defined as 'of relating to, or specialising in food that can be prepared and served quickly'. In India, there are local, national and multinational fast food restaurants which offer food which can be cooked and served in quick time. The food offered at fast food restaurants is relished by both young and old.

Zeithaml(1988) indicated that perceived value plays a pivotal role in purchase decision making of consumers, indicating that perceived value is a consequence of behavioural intentions. When higher levels of value are perceived by customers from consumption experiences, they tend to express positive behavioural intentions.

Value generally takes the role of important intervening variable caused directly by consumer perceptions of quality, sacrifice and product's intrinsic and extrinsic attributes and resulting in product choice (Babin et al, 1994, Zeithaml,1988). Perception is defined as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world (adopted from Schiffman and Kanuk, 2001). Understanding of customer perception will help restaurants to customise their strategies so as to generate higher customer satisfaction and revisit intention.

Five major factors were studied - Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value. This study incorporated the study of restaurant image attributes which were quick service, overall cleanliness, taste of food, low price, variety in menu, convenient location, quality of food, interior design, professional staff and quantity of food.

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[1]   http://wwww.nrai.org/indias-food   -services-industry-projected-to-grow-to-rs4-98-trillion-by-2021 retrieved date 25 January 2017

[2]http://www.merriam-webster.com/dictionary/fast%E2%80%93food,retrieved   date   30 October 2016

Study done on students to find importance of image attributes in selecting QSR showed that the four most attributes were cleanliness, quality and taste of food, price/value and friendly/attentive service(Khan, 2004). Before the food is served in a restaurant, it is the ambience of the place which builds the customer's perception (Bitner, 1990). If the perception of ambiance of a place is positive, it will directly influence their perception of food quality and service of the fast food restaurant. (Lazarova & Krystallis, 2010). Perception of atmosphere impacts customer's perception of overall quality of the restaurant, which also directly affects customer experience (Ryu & Han, 2008).

Sub factors of marketing communication which were included in the study were Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets, Classmates.

A socio cultural environment witnesses socialisation by children where communication patterns of parents play an important role. Parents with Concept-oriented communication style encourage children to build their skills and competence as consumers, while parents with socio-oriented communication style, monitor and control children's learning. The socio and concept orientation are two predominant parental communication styles that are likely to affect the perceived influence that children believe they hold (Caruana, 2003).

Young consumers visit fast food for fun and change (Goyal, 2007). The philosophy of hedonism argues that pleasure is the only intrinsic good and the mail goal of the human existence is to maximize the pleasure (Lazaravo, 2010). Tweens visit fast food restaurants not only for tasty and nutritious food but also to have fun and exciting experience (Jooyean, 2010). The utilitarian value of eating-out is defined as a value related to functional and economical aspects of eating-out while the hedonic value represents fun, entertainment, absorbing and novelty (Park, 2004). The perception of utilitarian value is higher in fast food restaurants than fast-casual restaurants (Basaran, 2015)

c . Definition of the Problem

Children pass through 3 stages of consumer socialisation which includes the perceptual stage(3-6 years), analytical stage(7-11 years) and reflective stage(11-16 years)(John, 1999). In this study, children of age group 8 to 12 year as well as 13 to 17 year have been considered so that children from 2 stages, analytical and reflective, together provide better perspective.

Cross cultural implications of customer evaluations of US fast food services was studied by Lee and Ulgado(1997). It was suggested that such studies could be conducted in China, India etc. In a study conducted by Bryant and Dundes(2008) to understand perception of students from Spain and United States towards fast food, it was indicated that future researchers could use different kind of sampling methods on a larger sample and study perception of youth towards fast food. Mattson and Helmersson (2007) indicated that future studies should focus upon the peer group influence on young consumer's attitude and perceptions towards fast food purchasing.

Literature review suggested that children are influenced by attributes of restaurant image, marketing communication, communication pattern of parents, hedonic and utilitarian value. Does gender and place have any significant association with the mentioned factors? Perceptions may vary depending on demographic characteristics (Ryu & Han, 2010). Kids have started behaving as teenagers and therefore to understand whether there is any difference in answers a comparison of responses of tweens and teens is also done.

The purpose of the study is to help the fast food marketers in India to better understand the perception and consumption patterns of tweens so that they may frame marketing strategies accordingly. This would lead to better customer satisfaction and strengthen their intention to buy.

d. Objective and Scope of work
Research Objectives
Primary Objectives

- To analyze factors influencing perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat
  (Factors are Restaurant Image, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value)

Secondary Objectives

- To examine consumption pattern of tweens for multinational Fast Food restaurants (QSR) in Gujarat.
- To study influence of gender and place on perception of tweens towards multinational Fast Food restaurant(QSR)

- To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.

Scope of work:

The study has been done to study perception of urban school going tweens and teens only. The age group chosen was 8 to 17 years. Their perception of 5 MNC fast food restaurants namely were McDonald, Dominos, Subway, Pizza Hut and Kentucky Fried Chicken(KFC) was studied. Data was collected from select 5 cities of Gujarat – Ahmedabad, Anand, Vadodara, Rajkot and Surat. Five major factors which influence perception of children were studied. The factors were restaurant image attributes, marketing communication parameters, communication pattern of parents, hedonic value and utilitarian values.

e. Original contribution of the thesis:

- Previous research work studied perception of children of different age group. This study was targeted to specific age group of 8 to 12 years only.
- This study acknowledges the work done outside India on tweens and is an attempt to understand tweens in Gujarat.
- It is a comprehensive study which includes factors restaurant image attributes, marketing communication, communication pattern of parents, hedonic value and utilitarian values which according to the literature review suggests that they influence perception of tweens.
- Also the influence of gender and place on perception of tweens is also analyzed.
- This study includes comparison of perception of tweens and teens for MNC fast food restaurants. The comparison would help build an understanding of similarity of perception of tweens and teens.
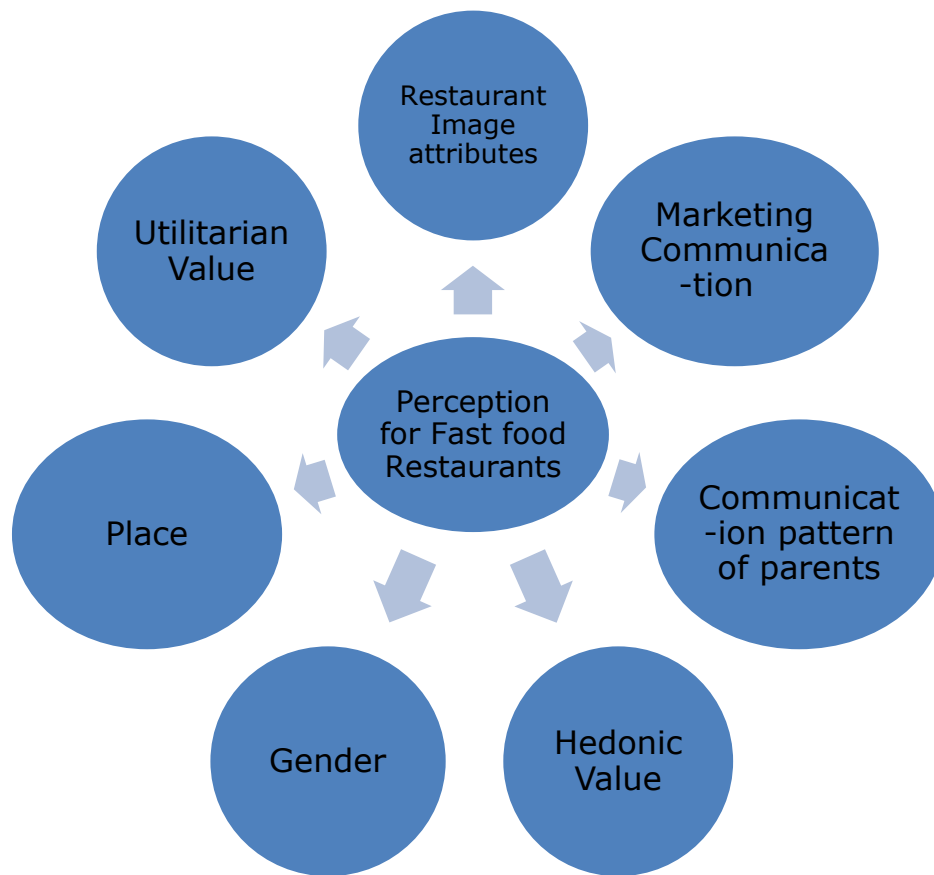
Figure 1: Factors influencing perception of tweens for fast food restaurants

f. Methodology of Research, Results & Comparison

Research Methodology

Research Design: Descriptive Research

Type of research: Mixed Research (Qualitative & Quantitative research)

Sampling Unit: The sample unit is urban school going children of age group 8 to 12 years (tweens) and of age group 13 to 17 years (teens) of Ahmedabad, Vadodara, Rajkot, Surat and Anand.

Sampling technique – Quota Sampling

Sample Size: The sample size for the study is **903** respondents. 450 urban school going children of the age group 8 years to 12 years old and 453 urban school going children of the age group 13 years to 17 years were the respondents. The study was done in major cities of Gujarat i.e Ahmedabad, Anand, Vadodara, Rajkot and Surat. Across the 5 cities, data was collected from 35 schools having Gujarat board, International board and CBSE board. The 5 multinational fast food restaurants considered for the study were McDonald, Dominos, Subway, Pizza Hut and Kentucky Fried Chicken (KFC).

Tools used: The following table shows the different statistical tools which were used for each objective:

No.	Research Objectives	Tools used
1	To analyze factors influencing perception of tweens for multinational. (Factors are Restaurant image, Marketing communication, Communication pattern of parents, Hedonic value, Utilitarian value)	One way Anova, Exploratory Factor analysis, Likert scale average analysis
2	To understand consumption patterns of tweens for multinational Fast Food restaurants (QSR) in Gujarat.	Descriptive statistics
3	To study impact of gender and place on factors of perception of tweens towards multinational Fast Food restaurant(QSR)	Chi square –test of independence
4	To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.	Comparison of results of tweens and teens

Sources of Data Collection: Data was collected from Primary and Secondary sources.

Primary data was collected from schools and coaching institutes. Focus group of tweens was conducted with an objective to understand perception of children for Fast food restaurants. The findings of the literature review and focus group were validated by 5 senior employees from the 5 MNC fast food restaurants chosen for the study. With all the inputs, questionnaire was designed for pilot study. As children of extreme age brackets (8 years and 17 years) were to be surveyed and their comprehension level is different, hence data of tweens and teens was collected using two separate set of questionnaires. Both the questionnaires had the same set of questions, but had different design and scales. In the questionnaire for tweens, smileys and cartoon images were used which made it easy for tweens to understand the questions. This was also done to keep the children interested in the survey. Also a 3 point likert scale was used for tweens questionnaire while a 5 point scale was used for teens, which was later reduced to scale of 3 for analysis and comparison.

The questionnaire was designed both in English and Gujarati (vernacular), and was used as per the requirement of the respondents.

Secondary data was collected from journals (national and international), reports published by central and state government, books, websites, newspapers and magazines

Analytical tools used: Data was analyzed using IBM Statistical Package for the Social Sciences (SPSS) Statistics 20 and Microsoft Office Excel 2007.

Results and Comparisons:

Objective 1: To analyze factors influencing perception of tweens for multinational. (Factors are Restaurant image, Marketing communication, Communication pattern of parents, Hedonic value, Utilitarian value)

1. **ANOVA analysis**

Hypothesis	Test Result	Decision
H1: All factors of perception play equal role in perception of tweens for multinational Fast Food Restaurants (QSR) in Gujarat	H0:$\mu_{RI}=\mu_{MC}=\mu_{CPP}=\mu_{HV}=\mu_{UV}$ ANOVA F=77.39, F critical=1.37	Hypothesis rejected

From the above table, the test shows that all factors of perception do not play an equal role in influencing perception of tweens for MNC fast food restaurants

2. Analysis of Restaurant image attributes using Factor analysis

The study evaluated the restaurant image parameters of MNC fast food restaurants which tweens perceived as most valuable. Four factors were extracted

 Factor 1 : Taste of Food and Variety in Menu

 Factor 2: Convenient Location and Interior Design

 Factor 3: Overall Cleanliness, Quality of food and Quantity of food

 Factor4: Quick Service

Consumer's perception of value in any transaction is based upon consumers' expectations of perceived important criteria being realised during the transaction (Mason et al, 2011).

 3. Analysis of Marketing communication influential parameters using Factor analysis
 Three factors were extracted

Factor 1: TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and Restaurant pamphlets

Factor 2: Promotional offers (free gifts, toys etc) and Play area at restaurant

Factor 3: Friends and Classmates

4. Analysis of Communication pattern of parents using scale average:

Through Likert scale average analysis of the communication pattern of parents as perceived by the tweens, mean and standard deviation were studied. The highest and lowest mean values are given in the table:

Statement	Mean	Standard Deviation
My parents and I decide which food to buy	2.70	.585
My parents take me to the Fast Food Restaurant where I want to go.	2.58	.603
I tell my parents what food to buy for the family.	1.91	.807

The higher means suggest that children perceive their parents to display concept oriented communication. The mean of most of the statements are on the higher side, hence it can be inferred that the tweens studied, perceived the communication pattern of their parents to be concept oriented communication. However, statement with low mean suggests that children are reluctant to communicate on behalf of the family.

5. Analysis of hedonic value using scale average:

Statements	Mean	Std. Deviation
The food is different from what I eat every day.	2.60	.687
Eating at Fast Food Restaurants should be fun and pleasant.	2.67	.573
Fast Food is expensive, but still one should visit Fast food Restaurants.	2.12	.775
Eating at Fast Food Restaurants creates my good image among my friends.	1.97	.807

Hedonic values are factors which provide fun, joy, excitement to individuals. The higher mean values suggest that children perceive that eating at Multinational fast food restaurants should be fun and pleasant and that the food is different from what they eat every day. The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a good image among their friends. Also they perceive that as fast

food is expensive, they do not agree to the fact that one should necessarily visit fast food restaurants

6. Analysis of utilitarian value using scale average:

Statements	Mean	td. Deviation
Eating at Fast Food Restaurants should be simple and convenient.	2.52	.688
The best Fast Food Restaurant is which gives food at low price.	1.92	.829
It is a waste to spend a lot of money when eating at Fast Food Restaurants.	2.00	.828
Fast Food Restaurants offer tasty food, so I enjoy.	2.69	.555

The higher mean value suggest that children enjoy tasty food, and prefer simplicity and convenience in eating at fast food restaurants. Their disagreement to the fact that best fast food can be got at low price was also observed.

Objective 2: To examine consumption pattern of tweens for multinational Fast Food restaurants (QSR) in Gujarat.

a. Frequency of visit by tweens

Options	Frequency	Percent
Very Frequently	59	13.1
Frequently	168	37.3
Occasionally	104	23.1
Rarely	61	13.6
Very Rarely	58	12.9
Total	450	100.0

It was found that 37.3 % of the tween respondents visited fast food restaurants frequently while 23.1% visited occasionally.

b. Most favourite Fast food restaurant among tweens

MNC Fast food Restaurant	Frequency	Percent
Kentucky Fried Chicken (KFC)	21	4.7
Domino's Pizza	199	44.2
McDonald's	103	22.9
Subway	46	10.2
Pizza Hut	57	12.7
Others	24	5.3
Total	450	100.0

Tweens found Domino's Pizza to be their favourite restaurant which was closely followed by their preference for Mc Donald's. The first part of the questionnaire had details of the consumption pattern of tweens. Rest of the analysis was also done, which is shown in the thesis

Objective 3: To study influence of gender and place on factors of perception of tweens towards multinational Fast Food restaurants (QSR)

a. Chi square analysis of gender on factors of perception was done

Perception of fast food is gender specific too (Bryant, 2008). In this study, statistically no significant association was observed between gender and all the 5 factors & its subfactors. Studied. The total 24 factors studied were- Restaurant image attributes (Quick Service, Overall Cleanliness, Taste of Food, Low Price, Variety in Menu, Convenient Location, Quality of food, Interior design, Professional Staff, Quantity of food), Marketing communication (Television Advertisements, Radio Advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet, Friends, Family members, Promotional offers (free gifts, toys etc.), Play area at restaurant, Restaurant pamphlets, Classmates) , Communication pattern of parents, hedonic value and utilitarian value. It can be inferred that children regardless of their gender share same perception of the mentioned factors.

b. Chi square analysis of place on factors of perception was done

Of all the 24 factors studied, the following variables showed significant association while the following three variables only showed significant association.

Hypothesis	Test	Result
There is significant association between place and the perceived importance of Quick service at MNC fast food restaurants.	Chi square $X^2(8)=123.809$ P value-0.000 Cramer's V-0.371	Hypothesis accepted
There is significant association between place and the perceived importance of Overall Cleanliness at MNC fast food restaurants.	Chi square $X^2(8)=28.720$ P value-0.000 Cramer's V-0.179	Hypothesis accepted
There is significant association between place and the perceived importance of low price of food at MNC fast food restaurants.	Chi square $X^2(8)= 21.959$ P value-0.005 Cramer's V-0.156	Hypothesis accepted

There is significant association between place and the perceived importance of professional staff at MNC fast food restaurants.	Chi square $X(8)= 24.155$ P value-0.002 Cramer's V-0.164	Hypothesis accepted
There is significant association between place and perceived influence of television advertisements of MNC fast food restaurants.	Chi square $X(8)= 22.523$ P value-0.004 Cramer's V-0.158	Hypothesis accepted
There is significant association between place and perceived influence of radio advertisements of MNC fast food restaurants.	Chi square $X(8)=18.424$ P value-0.018 Cramer's V-0.143	Hypothesis accepted
There is significant association between place and perceived influence of newspaper advertisements of MNC fast food restaurants.	Chi square $X(8)=22.443$ P value-0.004 Cramer's V-0.158	Hypothesis accepted
There is significant association between place and perceived influence of advertisements on hoardings of MNC fast food restaurants.	Chi square $X(8)=18.430$ P value-0.018 Cramer's V-0.143	Hypothesis accepted
There is significant association between place and perceived influence of advertisements on internet of MNC fast food restaurants.	Chi square $X(8)=25.765$ P value-0.001 Cramer's V-0.169	Hypothesis accepted
There is significant association between place and perceived influence of friends for MNC fast food restaurants.	Chi square $X(2)=16.177$ P value-0.040 Cramer's V-0.134	Hypothesis accepted
There is significant association between place and perceived influence of promotional offers for MNC fast food restaurants.	Chi square $X(8)=29.290$ P value-0.000 Cramer's V-0.180	Hypothesis accepted
There is significant association between place and perceived influence of play area at MNC fast food restaurants.	Chi square $X(8)=37.696$ P value-0.000 Cramer's V-0.205	Hypothesis accepted
There is significant association between place and agreement of perceived communication pattern of parents with respect to MNC fast food restaurants.	Chi square $X(52)=69.911$ P value-0.049 Cramer's V-0.197	Hypothesis accepted

There is significant association between place and agreement of perceived utilitarian value with respect to MNC fast food restaurants	Chi square $X^2(44)=61.481$ P value-0.0.39 Cramer's V-0.185	Hypothesis accepted

Objective 4: To study differences in perception of tweens and teens for different multinational Fast Food Restaurant (QSR) in Gujarat.

Analysis of teens as per objective 1, 2 and 3 was also done and the results compared

Result –Tweens	Result- Teens
ANOVA H0:$\mu_{RI}=\mu_{MC}=\mu_{CPP}=\mu_{HV}=\mu_{UV}$ Hypothesis: Atleast 2 group means are statistically different from each other **F=77.39, F critical=1.37** Hypothesis rejected	ANOVA H0:$\mu_{RI}=\mu_{MC}=\mu_{CPP}=\mu_{HV}=\mu_{UV}$ Hypothesis: Atleast 2 group means are statistically different from each other **F=94.37, F critical=1.37** Hypothesis rejected
Comparison of results of Factor Analysis of Restaurant Image Parameters	
Result –Tweens	Result- Teens
Factors extracted **Factor 1:**Taste of food and Variety in Menu **Factor 2**: Convenient Location and Interior Design **Factor 3**: Overall Cleanliness, Quality and Quantity **Factor 4**:Quick Service	Factors extracted **Factor 1:** Variety in Menu, Interior design and professional staff **Factor 2**:Quick service, price and quantity **Factor 3**: Overall Cleanliness, Taste of food and Quality of food
Comparison of results of Factor Analysis of Marketing Communication	
Result –Tweens	Result- Teens
Factor 1: TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet and Restaurant pamphlets **Factor 2:** Promotional offers (free gifts, toys etc) and Play area at restaurant **Factor 3**: Friends & Classmates	**Factor 1:**TV advertisements, Radio advertisements, Newspaper Advertisements, Advertisements on Hoardings, Advertisements on Internet **Factor 2:** Promotional offers (free gifts, toys etc),and Restaurant pamphlets and Play area at restaurant **Factor 3:**Friends, family& Classmates
Comparison of results of Communication pattern of parents using scale average	
Result –Tweens	Result- Teens
The higher means suggest that children perceive their parents to display **concept oriented communication**. However	The higher means suggest that children perceive their parents to display **concept oriented communication**. Statement with mean 1.78

statement with lower mean 1.91 suggests that children are reluctant to communicate on behalf of the **family**	suggests that children feel that **their parents do not suggest them the food they should buy**.
Comparison of results of perceived Hedonic values using scale average	
Result –Tweens	**Result- Teens**
The higher mean values suggest that children perceive that eating at Multinational fast food restaurants should be **fun and pleasant** and that the **seating arrangements** should make them feel **relaxed**. The lower means suggest that children **do not perceive** eating at Multinational fast food restaurants helps build a **good image** among their friends. Also they perceive that as **fast food is expensive**, they do not agree to the fact that one should necessarily visit fast food restaurants.	The higher mean values suggest that children perceive that eating at Multinational fast food restaurants should **be fun and pleasant**. The lower means suggest that children do not perceive eating at Multinational fast food restaurants helps build a **good image among their friends.**
Comparison of results of perceived Utilitarian values using scale average:	
Result –Tweens	**Result- Teens**
The higher mean value suggest that children enjoy **tasty food, and prefer simplicity and convenience** in eating at fast food restaurants. The lower means suggest that children perceive that best fast food cannot **be got at low price and a lot of money is wasted in eating at** fast food restaurants.	The higher mean value suggest that children enjoy **tasty food, and variety of menu choices** available at fast food restaurants. The lower means suggest that children perceive that best fast food cannot be got at **low price and a lot of money** is wasted in eating at fast food restaurants.
Comparison of influence of gender on factors of perception of tweens towards multinational Fast Food restaurants (QSR)	
Result –Tweens	**Result- Teens**
No statistical significant association was observed between gender and the 24 variables studied	Statistical significant association was observed between gender and perception of overall cleanliness, influence of advertisements on hoardings and hedonic values
Comparison of influence of place on factors of perception of tweens towards multinational Fast Food restaurants (QSR)	
Result –Tweens	**Result- Teens**
Statistical significant association was observed between place and 14 of the 24 variables studied.	Statistical significant association was observed between place and 19 of the 24 variables studied

g. Achievements with respect to objectives

In the first objective, factors influencing perception of tweens for multinational Fast Food Restaurants – which were Restaurant Image attributes, Marketing Communication, Communication pattern of parents, Hedonic value and Utilitarian value were analyzed. The results suggested that: Tweens gave most importance to taste of food and variety in menu offered at fast food restaurants. Tweens did not perceive the variables low price and professional staff to be important. Tweens perceived advertisements through different mediums to be most influential while selecting MNC fast food restaurants. However, the least influential was that of family. Tweens perceived that the communication style of their parents was concept oriented communication which facilitated better decision making to tweens. Tweens perceived eating at fast food restaurants to be fun and pleasant. Enjoyment, happiness, fun and pride were few of their observed experiences. Tweens enjoyed tasty food, and preferred simplicity and convenience in eating at fast food restaurants. They also did not perceive that the best fast food can be bought at low price.

In the second objective, consumption pattern of tweens for multinational Fast Food restaurants was analyzed. 60.4 % of the tween respondents visited fast food restaurants frequently or occasionally which shows that a good number of tweens visit fast food restaurants. It was also analysed that tweens found Domino's Pizza to be their favourite restaurant, with Mc Donald's being their second favourite. The rest of the findings are included in the thesis.

In the third objective, influence of gender and place on factors of perception of tweens towards multinational Fast Food restaurants (QSR) was analyzed. Statistically no significant association was observed between gender and all the 5 factors (24 variables) studied which shows that male and female tweens share same perception of the factors studied. However, tweens from the 5 cities- Ahmedabad, Vadodara, Surat, Rajkot and Anand had different perception for few variables of restaurant image attributes, few variables of marketing communication, communication pattern of parents and utilitarian value.

In the fourth objective, comparison of results of differences in perception of tweens and teens for different multinational Fast Food Restaurant was studied. It was found that all factors of perception do not play an equal role in influencing perception of tweens as well

as teens for MNC fast food restaurants. The results showed difference and similarity in few items. In answers given by male and female tweens, significant difference was not found while among teens the difference was statistically seen.

Limitations

- The study was conducted only in 5 major cities in Gujarat, namely – Ahmedabad, Anand, Vadodara, Rajkot and Surat so as to generalise the findings for the state of Gujarat. To generalise the results of the study for other states in India, which may vary based on diversity across borders, further research needs to be carried out.

- The respondents for the study were of the age group 8 to 17 years. More research may be conducted for other age groups.

- The study was done for Fast food products and services only. Hence, the findings cannot be generalised for other product or service categories.

- The age group of respondents was 8 to 17 years. Comprehension level of tweens and teens vary. Hence, it may have been difficult for them to correctly understand the questions given in the questionnaire.

- The study did not include tweens who never visited fast food restaurants.

h. Conclusion

This study was conducted to understand the perception of children for multinational fast food restaurants. The findings of the study will help fast food marketers gain better understanding of perception of tweens for MNC fast food restaurants. The can formulate strategies so as to cater to their preferences and also generate revenue. Marketers need to work on improving the benchmarks of the factors considered important by the tweens. It is believed by the marketers that children, who become their customers at a very young age, have more chances of becoming life-long customers. This is because consumer behaviour learnt at a young age stays persistent till adulthood (Deriemaeker et al., 2007).As children are the future market too, hence the perception that they carry of restaurants maybe impact their choices in future too.

i.   References

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