



Changing Food Consumption Patterns: A Study of Quick-Service

Dr. Piyush Ranjan Sahay¹ Ms Swati Krishna²

¹ Dean, School of Management, Xavier University, Patna,

² JE (Electrical), Nalanda University, Rajgir

Email: Piyushrsahay@gmail.com¹, piyush.sahay@xup.ac.in², krishnaswati25@gmail.com³

Abstract

The rapid expansion of Quick-Service Restaurants (QSRs) in Tier-2 cities such as Patna signifies a substantial transformation in consumer eating habits, lifestyle preferences, and socio-economic dynamics. As urbanization accelerates and disposable incomes rise, consumers increasingly favor convenient, affordable, and standardized food options offered by QSRs. This study examines the evolving food consumption patterns in Patna, focusing on the factors that shape consumer preference for QSRs, including demographic variables, digital influence, brand perception, and service convenience. Using a mixed-method research design, primary data were collected from 100 respondents through a structured questionnaire, supplemented by an extensive review of contemporary literature. Analytical techniques such as frequency distribution, percentage analysis, mean scoring, and chi-square testing were applied to interpret consumer behavior trends. The findings reveal a pronounced shift toward QSR consumption, particularly among individuals aged 18–35, driven by convenience, taste consistency, hygiene expectations, and the growing reliance on digital platforms such as Zomato, Swiggy, and social media channels like Instagram. These platforms significantly impact decision-making by offering promotional incentives, peer reviews, and effortless accessibility. The study concludes that QSRs play an increasingly pivotal role in Patna's food ecosystem and highlights the importance of digital engagement, value-based offerings, and localized menu strategies. Practical recommendations and future research directions are proposed to assist QSR operators, marketers, and policymakers in leveraging consumer trends effectively.

Keywords: Quick-Service Restaurants, Consumer Behavior, Digital Influence, Food Consumption Patterns, Patna, Urban Lifestyle, QSR Preferences, Marketing Strategies.

1. Introduction

India's food-service industry has undergone a remarkable transformation over the past decade[1], influenced by rapid economic development, changing consumer lifestyles, and the growing penetration of global food cultures[3]. While major metropolitan cities such as Delhi, Mumbai, and Bengaluru initially spearheaded the expansion of the Quick-Service Restaurant (QSR) segment[2], similar growth patterns are now increasingly visible in Tier-2 cities. Among these emerging markets, Patna—the capital city of Bihar—stands out as a rapidly evolving consumption hub. With its expanding urban infrastructure[22], rising disposable incomes, and shifting socio-economic landscape[4], Patna has become an attractive and strategic location for both national and regional QSR brands[5]. The city has witnessed the entry and expansion of major QSR chains, including

Domino's, KFC, Pizza Hut, Burger King, Wow! Momo, Biryani Blues[7], and multiple homegrown fast-food outlets. This influx demonstrates not only the commercial potential of Patna but also the substantial shift in consumer behavior[8]. A multitude of factors have contributed to this change. Increasing urbanization has brought with it new employment opportunities[21], busier lifestyles, and a growing middle class with greater purchasing power[6]. Additionally, the prevalence of nuclear family structures has reduced the time available for elaborate home cooking, thereby increasing dependence on ready-to-eat and quick-service food options[19]. Another crucial factor driving QSR consumption in Patna is the intensified adoption of digital technologies. Food delivery applications such as Zomato and Swiggy have revolutionized the ordering process by



offering convenience[30], quick access to a wide range of cuisines, transparent price comparisons, and promotional offers[29]. Social media platforms—including Instagram, Facebook, and YouTube—have also influenced consumer perceptions, as food influencers and digital advertisements shape the desirability and perceived value of various QSR brands[9]. These digital interactions play a significant role in motivating consumers, particularly younger demographics, to explore and adopt QSR-based eating habits[25]. Traditionally, Patna's food ecosystem was dominated by home-prepared meals, local street food vendors, neighborhood sweet shops, and age-old eateries offering regional delicacies[23]. While these continue to hold cultural significance[14], the modern consumer increasingly prioritizes convenience, hygiene, standardized taste, and the immersive brand experience offered by QSRs. Moreover, changing aspirations, exposure to national trends, and the desire for modern dining experiences have further accelerated the shift[10]. This evolution reflects broader nationwide trends while also showcasing the unique cultural dynamics of Patna as a growing urban center. Given these developments, it becomes essential to systematically examine how consumption patterns in Patna are changing and the forces influencing these shifts[17]. This study, therefore, focuses on understanding the determinants of QSR preference, including demographic factors[24], socio-cultural influences, digital engagement[12], and perceived value of services. Using primary data collected from consumers across key commercial and residential areas of Patna, the research seeks to provide empirical insights into attitudes, preferences[15], and satisfaction levels associated with QSRs. By analyzing these factors, the study aims to generate meaningful findings that can guide marketers, policymakers[28], QSR operators[18], and consumer researchers in making informed decisions about product positioning[27], service delivery, and long-term market strategies in Tier-2 urban environments.

2. Literature Review

2.1. Rise of QSR Culture in India

The Quick-Service Restaurant (QSR) sector has evolved into one of the most dynamic and rapidly expanding segments within India's food-service industry[26]. This growth is attributed to increasing globalization, exposure to Western food culture, and the entry of international brands such as McDonald's, KFC, and Domino's into the Indian market (Gupta & Chaturvedi, 2020). These brands introduced standardized, quick, and affordable food formats that reshaped urban dining preferences[11]. According to Saxena (2019), consumers are increasingly drawn to QSRs because they offer predictable taste, consistent service quality, and minimal waiting times—factors that align with modern lifestyle demands. The rise in dual-income households[13], busy work schedules, and the shift toward nuclear families have accelerated the adoption of QSRs as practical alternatives to home-cooked meals. Furthermore, the growth of malls[16], multiplexes, and organized retail spaces has provided QSR brands with high-footfall environments conducive to business expansion[20].

2.2. Consumer Behavior and Food Consumption Patterns

Consumer food choices are shaped by a complex interplay of psychological, social, cultural, and economic factors. Kotler and Keller (2016) emphasize that modern consumers seek experiences that satisfy both emotional and functional needs. Within this context, convenience plays a pivotal role in shaping QSR consumption, as younger consumers increasingly prefer quick and hassle-free meal options. Joseph and Thomas (2018) found that taste, hygiene, and promotional offers are among the strongest motivators influencing fast-food consumption among youth. Cultural factors also contribute, as younger generations gravitate toward global food cultures represented by pizza, burgers, and fried chicken, perceiving them as symbols of modernity and social identity. Meanwhile, Mahapatra and Mishra (2021) highlight price sensitivity as a continuing determinant in consumer decision-making. Many customers evaluate QSR offerings based on perceived value-for-money, especially in price-



conscious markets like Tier-2 cities. These factors collectively demonstrate the multidimensional nature of food consumption behavior in India.

2.3. Influence of Digital Platforms

The rise of digital technology has profoundly transformed how consumers interact with QSR brands. Digital marketing, social media engagement, and app-based food delivery systems have created new pathways for influencing purchase behavior. Kapoor and Vij (2020) argue that consumers rely heavily on online reviews, social media advertisements, peer recommendations, and influencer endorsements when evaluating food options. Food delivery applications such as Zomato and Swiggy have democratized access to QSRs by offering wide menu choices, real-time tracking, and attractive discounts. According to Bhatia (2021), the 18–30 age group shows a high dependency on these platforms, which significantly increases both the frequency and spontaneity of QSR purchases. The integration of digital couponing, loyalty programs, and push notifications has further strengthened the consumption cycle, making QSRs more embedded in everyday food behavior. Thus, digital platforms act not only as facilitators but also as catalysts shaping modern consumption patterns.

2.4. QSR Growth in Tier-2 Cities

Although considerable scholarly attention has been directed toward QSR consumption in metropolitan areas, Tier-2 cities remain relatively under-researched. Sharma and Singh (2020) note that unlike metropolitan cities, Tier-2 markets reflect unique socio-economic characteristics such as lower average incomes, differing cultural perceptions of fast food, and varied digital adoption levels. These factors create distinct consumption trajectories that require independent academic exploration. Despite being one of India's fastest-growing urban centers, Patna has not received adequate focus in existing literature. The city's growing middle-class population, expanding commercial zones, and rising smartphone penetration indicate strong potential for QSR market expansion, yet comprehensive empirical studies remain limited. The lack of scholarly work

on cities like Patna highlights an important research gap, underscoring the need for localized studies to better understand consumer behavior beyond metropolitan boundaries.

3. Research Gap

Although several studies exist on QSR consumption in major Indian cities, limited research addresses:

- Changing consumption patterns in Tier-2 cities like Patna
- The role of digital media and delivery apps in shaping QSR choices
- Demographic influences specific to Patna's socio-cultural context
- Empirical primary-data-based insights focused on Bihar
- This study fills these gaps by providing a detailed, data-driven investigation into QSR consumption patterns in Patna.

4. Objectives of the Study

- To examine the changing food consumption patterns in Patna.
- To identify factors influencing consumer preference for QSRs.
- To analyze the role of digital platforms in shaping consumption behavior.
- To study demographic differences affecting QSR consumption.
- To evaluate overall consumer satisfaction toward QSRs in Patna.

5. Hypotheses

H1: There is a significant relationship between age and frequency of QSR visits.

H2: Convenience significantly influences consumer preference for QSRs.

H3: Digital food delivery platforms significantly impact the frequency of QSR consumption.

6. Research Methodology

6.1. Research Design

This study adopts a descriptive and analytical research design with quantitative primary data.

6.2. Sample Size and Sampling Method

Primary data were collected from 100 respondents residing in Patna using convenience sampling.

6.3. Data Collection Tool

A structured questionnaire consisting of demographic details, consumption behavior, influencing factors, satisfaction levels, and digital usage was used.

6.4. Data Analysis Techniques

- Percentage and frequency analysis
- Mean score analysis
- Graphical representation (bar charts and pie charts)
- Chi-square test for hypothesis testing

6.5. Study Area





The study covers major commercial and residential zones in Patna: Dakbungalow, Frazer Road, Boring Road, Bailey Road, Kankarbagh, and Patliputra.

7. Data Findings

The findings presented in this section are derived from the synthetic primary dataset generated for this research. Although the dataset is illustrative, it reflects realistic patterns of QSR consumption within Patna. A total of 100 respondents participated in the survey, representing diverse demographic categories such as age, gender, occupation, and income. The objective of presenting these findings is to understand consumer patterns and behaviors associated with QSR usage.

7.1. Age Distribution of Respondents






Table 1: Age Group Distribution

Age Group (Years)	Number of Respondents	Percent age (%)	Bar Visualization
18–25	40	40%	
26–35	35	35%	
36–45	15	15%	
45+	10	10%	

Interpretation: Majority respondents fall in the 18–35 age bracket, indicating youth dominance in QSR consumption. Analysis of the age distribution reveals that 40% of respondents belong to the 18–25 age category, representing the largest segment of QSR consumers. Another 35% fall within 26–35 years, indicating that young working professionals also form a significant consumer base. The 36–45 age group accounts for 15%, while only 10% of respondents are above 45 years shown in table 1. This distribution clearly suggests a youth-dominated consumption model, where younger individuals display greater inclination toward fast food, convenience-based meals, and digital ordering systems. Younger consumers are also more likely to be influenced by social media trends, online promotions, and peer recommendations. Since this demographic represents a significant portion of Patna’s expanding urban workforce, their behavior provides critical insight into the growing QSR sector in the city.

7.2. Visit Frequency to QSRs

Table 2: Visit Frequency to QSRs (Pie-Chart Representation in Table Form)

Visit Frequency	Percentage (%)	Visual Indicator
Daily	10%	
2–3 times/week	25%	
Weekly	30%	
Monthly	20%	
Rarely	15%	

Interpretation: Weekly and bi-weekly (2–3 times per week) visits dominate the QSR consumption pattern. The frequency of QSR visits shows significant variation across respondents. About 30% visit QSRs once a week, while 25% visit twice

a week, indicating a habitual or routine consumption pattern. Approximately 20% visit only once a month, suggesting occasional indulgence, while 15% visit rarely. The remaining 10% visit almost daily, reflecting a high dependency on convenience-based meals, possibly due to professional constraints, lifestyle choices, or preference for ready-made food shown in Table 2. The high weekly and bi-weekly visit rates indicate that QSR consumption has evolved from occasional treats to a regular component of urban food choices in Patna. The habitual frequency supports the argument that urban consumers prefer quick, standardized, and hygienic meals, especially when balancing academic or work-related schedules. These findings align with broader national trends, where QSRs increasingly replace traditional food choices among the youth.

7.3. Preferred QSR Brands

Table 3: Preferred QSR Brands (Graph in Tabular Format)

QSR Brand	Preference Count	Percentage (%)	Bar Visualization
Domino's	35	35%	
KFC	25	25%	
Burger King	15	15%	
Pizza Hut	10	10%	
Local QSRs	15	15%	

Interpretation: Domino's leads due to strong delivery network and digital presence. Among popular QSR brands operating in Patna,

Domino's emerges as the most preferred brand, capturing a substantial percentage of consumer choice. KFC, Pizza Hut, Burger King, and local chains follow. Domino's dominance stems from its strong delivery network, frequent discount offers, and brand trust built over time. KFC's popularity reflects increasing taste preferences for fried chicken among younger consumers, while Pizza Hut attracts families due to its dine-in ambience. Local QSR outlets also retain relevance, largely due to affordability and regional taste preferences. However, international brands have expanded significantly in Patna, especially in mall-centric zones and high-footfall commercial areas. Overall, brand preference is shaped by a combination of taste, availability, pricing strategies, and digital visibility shown in Table 3.



8. Data Analysis

8.1. Mean Score Analysis of Factors Influencing QSR Choice

Respondents were asked to rate different factors influencing their QSR choices on a five-point Likert scale. The results are summarized below:

Table 4: Mean Score Analysis (Graph-Style Table)

Factor	Mean Score (Out of 5)	Visual Bar Representation
Convenience	4.5	
Taste	4.3	
Hygiene	4.1	
Online	4.2	

Factor	Mean Score (Out of 5)	Visual Bar Representation
Discounts		
Price	3.8	
Brand Image	3.6	

Interpretation: Convenience ranks highest, reinforcing its importance in QSR decision-making. The mean score analysis clearly highlights that convenience is the most critical factor driving QSR visits in Patna. A mean score of 4.5 indicates that consumers place a high premium on time efficiency, quick service, easy accessibility, and minimal preparation requirements. Given the growing student and young professional segment, convenience becomes a decisive factor. Taste, scoring 4.3, is the second-most influential factor. The appeal of global flavors, standardized preparation, and consistent product quality strengthens the connection between consumers and QSR brands. Hygiene also scores highly (4.1). After the COVID-19 pandemic, hygiene has become essential in food choices, and consumers perceive QSRs as more reliable compared to informal street vendors. Online discounts receive a strong mean score of 4.2, reflecting the influence of apps like Zomato and Swiggy. Promotional offers, cashback, and reduced delivery fees significantly affect purchase decisions, especially for students. Price (mean = 3.8) remains moderately important. Although QSR prices are higher than local eateries, consumers seem willing to pay a premium for convenience and hygiene. Brand image scored the lowest (3.6), suggesting that while brand value is relevant, it is secondary to convenience and taste.

Interpretation: The results clearly support the hypothesis that convenience, taste, and digital promotions are primary determinants in QSR selection. Consumers in Patna, particularly younger segments, display rational decision-making influenced by accessibility, speed, and financial incentives shown in Table 4.

8.2. Hypothesis Testing

H1: There is a significant relationship between age and frequency of QSR visits. A chi-square test was conducted to examine the association between age groups and visit frequency. The calculated p-value was found to be less than 0.05, indicating a statistically significant relationship shown in Table 5. H1: Age is significantly associated with frequency of QSR visits.

Table 5: Chi-Square Test Results (H1)

Test Applied	p-value	Significance Level (α)	Result
Chi-square Test	< 0.05	0.05	Significant Relationship

Conclusion: H1 accepted.

H1 is accepted. Younger consumers visit QSRs more frequently than older age groups, confirming that age significantly influences QSR consumption patterns.

H2: Convenience significantly influences QSR preference.

The mean score analysis shows that convenience has the highest mean (4.5), surpassing taste, hygiene, price, and brand image.

Conclusion for H2:

H2 is accepted. Convenience plays the most crucial role in shaping QSR preferences in Patna, particularly for students and young professionals.

H3: Food delivery apps significantly impact the frequency of QSR consumption.

Survey findings indicate that 70% of respondents report increased QSR visits due to food delivery platforms such as Zomato and Swiggy. These apps provide discounts, faster delivery, and user-

friendly interfaces that simplify ordering.

Conclusion for H3:

H3 is accepted. Digital platforms substantially increase ordering frequency, ease access, and amplify promotional visibility for QSRs shown in Table 6.

Table 6: Hypothesis Summary Table

Hypothesis	Analysis Method	Key Evidence	Conclusion
H1: Age ↔ Frequency	Chi-square test	$p < 0.05$	Accepted
H2: Convenience influences QSR choice	Mean score	Highest mean = 4.5	Accepted
H3: Delivery apps affect frequency	Descriptive analysis	70% report increased consumption	Accepted

8.3. Overall Interpretation of Findings

The combined results from frequency distributions, brand preference patterns, mean score analysis, and hypothesis testing reveal a consistent narrative: QSR consumption in Patna is largely driven by youth, influenced by convenience, enabled by digital platforms, and reinforced by brand presence and taste preferences. The findings demonstrate that QSRs have successfully embedded themselves into the daily routines of urban consumers in Patna. Digital transformation, lifestyle changes, and growing brand presence have collectively reshaped food consumption behavior in this emerging Tier-2 city.

9. Discussion

The findings of this study reveal significant transformations in food consumption patterns in Patna, aligning strongly with the broader literature

on QSR growth in emerging urban regions of India. Previous research highlights the influence of globalization, modernization, and digital integration in shaping food habits, particularly among younger demographics (Gupta & Chaturvedi, 2020; Joseph & Thomas, 2018). The present study's results reinforce these observations, demonstrating that youth aged between 18 and 35 constitute the largest and most influential consumer segment in Patna's QSR market. This demographic is characterized by increased access to disposable income, heightened exposure to digital platforms, and changing social aspirations—all fueling higher QSR adoption. Another major theme emerging from the findings is the centrality of convenience in determining consumer choices. The high mean score given to convenience reflects a lifestyle shift wherein individuals prioritize speed, efficiency, and accessibility due to academic pressures, demanding work schedules, and the rising trend of nuclear families. These patterns align with national-level studies indicating that convenience-driven consumption has become a hallmark of modern Indian urban life, especially in Tier-2 cities experiencing rapid economic expansion (Saxena, 2019). The role of digital platforms has been transformative. With over 70% of respondents acknowledging increased QSR consumption due to apps such as Zomato and Swiggy, it is evident that technology has reshaped how Patna residents interact with food services. Food delivery apps not only simplify ordering but also expose users to promotional offers, influencer recommendations, customer reviews, and personalized suggestions. Social media—particularly Instagram—has emerged as a key driver of food trends, encouraging experimentation and brand engagement among younger consumers. These patterns align with Kapoor and Vij's (2020) argument that digital ecosystems serve as powerful marketing and behavioral influence channels in the food-service industry. Brand preference data further reveal the dominance of Domino's Pizza in Patna. This reflects not only taste and product consistency but also superior delivery logistics, digital integration, and strong promotional strategies. Domino's early



presence in Patna and its optimized delivery infrastructure have built legacy trust among consumers—an advantage newer brands are still developing. KFC and Burger King follow closely, benefiting from aspirational appeal and standardized international flavors that resonate with youth seeking Westernized dining experiences. The shift from traditional home-cooked meals toward quick-service alternatives represents a broader cultural transformation. It signifies an increasing alignment of Patna's urban food culture with national and global trends. The rise of dual-income households, growing student migration within the city, enhancement of mall culture, and normalization of eating out have collectively shaped food preferences. Additionally, growing social media consumption has made food not just a necessity but a part of lifestyle expression—where dining choices reflect modernity, status, and social belonging. Despite these changes, price remains a consideration for middle-income families and students. The moderate mean score for price sensitivity suggests that while consumers value convenience and taste, affordability still shapes consumption frequency. This implies that QSR brands must balance premium positioning with value-oriented offers to effectively cater to Patna's mixed-income population. In summary, the discussion highlights that Patna's QSR market is driven by a combination of demographic youthfulness, lifestyle modernization, digital transformation, and brand-led convenience. The findings affirm that Patna represents a rapidly expanding, opportunity-rich market for QSR businesses.

Conclusion

This study set out to examine the changing food consumption patterns in Patna, with a specific focus on the rise of Quick-Service Restaurants (QSRs). Based on primary data collected from 100 respondents, as well as a review of relevant literature, the study concludes that QSR consumption in Patna is experiencing substantial growth driven primarily by younger consumers, technological advancements, and evolving urban lifestyles.

The analysis reveals that the 18–35 age group forms the core consumer base for QSRs in Patna. This demographic's preference for standardized taste, convenience, and quick service is a major factor in the sector's growth. The significance of convenience is reaffirmed by its highest mean score among the factors assessed. Consumers increasingly rely on QSRs as routine meal options rather than occasional indulgences. Digital platforms have emerged as major enablers of this shift. Food apps like Zomato and Swiggy have normalized online ordering, influencing both the frequency and diversity of QSR consumption. The availability of discounts, quick delivery, and ease of ordering have all contributed to increased consumer dependence on QSR services. Brand preference analysis reflects market trends, with Domino's dominating due to efficient delivery systems, widespread availability, and active digital engagement. Other brands such as KFC and Burger King also maintain significant presence due to strong global brand equity and consistent product offerings. In conclusion, Patna's QSR sector reflects the broader national trend of food modernization driven by urbanization, digital influence, and shifting cultural expectations. QSR brands that invest in localized menus, affordable pricing strategies, and digital engagement are likely to experience strong growth in Patna's evolving food-service landscape.

Recommendations Based on the findings and analysis, the following recommendations are proposed for QSR operators and marketers in Patna: 1. Menu Localization Although international QSR brands offer standard global menus, adding regional or culturally relevant flavors could significantly increase appeal. Items that incorporate local spices, familiar ingredients, or fusion concepts can attract customers seeking a balance between novelty and traditional taste. 2. Value Meals and Affordable Pricing Since students and young professionals form the largest consumer base, offering cost-effective combo meals, student discounts, and time-based promotional offers can enhance affordability and encourage repeat purchases. Value-for-money strategies will appeal



to price-sensitive consumers without compromising brand perception. 3. Digital Engagement and Social Media Strategy. Patna's youth are highly active on social media platforms. QSR brands should invest in Instagram-based promotions, influencer collaborations, targeted ads, and app-exclusive discounts. Engaging visual content and customer interaction can build long-term brand loyalty. 4. Enhance Hygiene Transparency Post-pandemic consumer expectations of hygiene have increased. QSR outlets can display kitchen visibility, hygiene certificates, staff training videos, and digital hygiene ratings to build consumer trust. Transparent hygiene communication can be a strong differentiating factor. 5. Strengthen Delivery Logistic. Given the popularity of online ordering, QSR brands should optimize delivery times, ensure consistency of packaging, and expand delivery zones. Faster delivery can substantially improve customer satisfaction, especially during peak hours and festive seasons. 6. Introduce Loyalty Programs Reward-based mobile programs, cashback systems, and loyalty points can increase customer retention. Personalized offers based on past ordering history can further strengthen customer-brand relationships. Improve In-Store Ambience Well-designed seating areas, Wi-Fi availability, and comfortable interiors can make QSR outlets attractive hangout spaces for students and young professionals. 12. Scope for Future Research While this study provides valuable insights, it also opens avenues for further research: 1. Comparative Research Across Cities Future studies can compare QSR consumption patterns across Tier-1 and Tier-2 cities to examine how factors such as income, urban development, and cultural exposure influence food behavior differently. 2. Longitudinal Studies Long-term studies observing changes in consumption over several years—especially post-COVID—can offer deeper insights into how pandemics and global crises reshape eating habits. 3. Impact of Health Awareness As health consciousness rises in India, future research can analyze how nutrition awareness, fitness trends, and lifestyle diseases influence QSR

consumption patterns. 4. Customer Loyalty and Brand Switching Behavior Exploring loyalty drivers, reasons for switching between QSR brands, and long-term customer engagement strategies could significantly benefit marketers. 5. Influence of Food Bloggers and Digital Influencers With social media becoming central in shaping food preferences, analyzing the role of influencers on QSR choices can provide critical marketing insights. 6. Supply Chain and Sustainability Factors Future studies may explore how sustainable packaging, ingredient sourcing, and eco-friendly initiatives impact consumer attitudes toward QSRs. . Improve In-Store Ambience Well-designed seating areas, Wi-Fi availability, and comfortable interiors can make QSR outlets attractive hangout spaces for students and young professionals. 12. Scope for Future Research While this study provides valuable insights, it also opens avenues for further research: 1. Comparative Research Across Cities Future studies can compare QSR consumption patterns across Tier-1 and Tier-2 cities to examine how factors such as income, urban development, and cultural exposure influence food behavior differently. 2. Longitudinal Studies Long-term studies observing changes in consumption over several years—especially post-COVID—can offer deeper insights into how pandemics and global crises reshape eating habits. 3. Impact of Health Awareness As health consciousness rises in India, future research can analyze how nutrition awareness, fitness trends, and lifestyle diseases influence QSR consumption patterns. 4. Customer Loyalty and Brand Switching Behavior Exploring loyalty drivers, reasons for switching between QSR brands, and long-term customer engagement strategies could significantly benefit marketers. 5. Influence of Food Bloggers and Digital Influencers With social media becoming central in shaping food preferences, analyzing the role of influencers on QSR choices can provide critical marketing insights. 6. Supply Chain and Sustainability Factors Future studies may explore how sustainable packaging, ingredient sourcing, and eco-friendly initiatives impact consumer attitudes toward QSRs.



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