The potential of fast food market growth in India is tremendous. With a growth in the number of nuclear families, economic growth and increasing per capita income, fast food culture gained prominence in India. This research article aims to identify the consumer behaviour of children on fast food. The current study is mainly concentrated on the leading MNC’s branded fast food restaurant located at Coimbatore, Tamil Nadu. The researcher has taken 755 respondents as the sample size and empirical research design was adopted. The samples were collected through questionnaire. The tool used for analysing the data is Factor analysis. Based on the analysis and interpretation, it is inferred that the MNC’s can offer variance in menu with nutritional choices at affordable price and convenient size (quantity); they can also customize the food as most of the children give importance to taste and favourite dish.