Abstract

Fast food industry is one of the world’s fastest growing sectors in food industry. However, over a period of time, with a growth in the number of nuclear families, economic growth and increasingper capita income as well as globalization, fast food culture gainedprominence inIndia. The study reveals that 64% of the respondentsvisitfast food outlets once in a week and majority of the respondents spent more than 15% of their monthly income on fast food and the most favourite cuisine preferred by the respondents is western junk foods. Theyalso expressed that the discount offered at the fast food outlets are considered as the effective promotional activity.