

RESEARCH NOTE

Consumer behaviour towards American foods in Bengaluru city

■ Pooja S. Bhat, T. N. Venkata Reddy and P. K. Mandanna

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Consumers desire eating out at restaurants especially American Food Restaurants (AFR) in order to spend time with their family and friends, for socializing as they are family oriented with a spacious layout, providing live entertainment, parking space and rooms for special functions / occasions, celebration, seminars, banquets and are located at convenient locations, as well as they are easily accessible and flexible. These restaurants provide an international ambience that is perceptibly chic and contemporary providing different modes of payment, having a comfortable and welcoming feeling, enjoying a high degree of popularity among children aiming to provide a memorable experience to customers at low budgets. The Indian market for chain restaurants is expected to show significant growth, mainly due to the rise of the Quick Service Restaurants (<http://www.technopak.com/>

reports.html., 2013).

National chain restaurants have also captured a fair share in the American Food Segment (<http://www.crisil.com/index.jsp>., 2013). The present study highlights the reasons as to why consumers eat out and especially at American Food Restaurants (AFR), people with whom they generally visit AFR's and their duration of consumption of foods at their preferred AFR's. For the study, primary data was collected from 90 patrons of American foods in Bengaluru city using an interview schedule during 2015 for which McDonald's, Pizza Hut, Domino's, KFC, Papa Johns, Subway and Taco Bell were chosen. Percentage analysis was employed to draw important conclusions.

Reasons for eating outside:

The eating habits of consumers has endured a metamorphic change in the recent past. Health-conscious consumers have been found to show a growing preference for organic food over the conventionally grown food and this was found to be greatly influenced by the rising incidence of lifestyle diseases, such as heart disorders and depression (Paul and Rana, 2012). Food consumption patterns in India has swiftly altered from the previous consumption of cereal-based food products to the modern high-value food products and gradually

MEMBERS OF THE RESEARCH FORUM

Correspondence to:

Pooja S. Bhat, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, Coimbatore (T. N.) India
E-mail: poojasbhat@yahoo.co.in

Authors' affiliations:

T.N. Venkata Reddy and P.K. Mandanna, Department of Agricultural Marketing, Co-operation and Business Management, University of Agricultural Sciences (G.K.V.K.), Bengaluru (Karnataka) India
E-mail: tnvenkatareddy@gmail.com; pk.mandanna@yahoo.com