

Techno-globalization and the Emerging Trends of Fast-Food Restaurants: A Study in the Twin Cities of Odisha

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Abstract: Remarkable changes have taken place in the food culture of India from pre-liberalized to post-liberalized era. Fast food industries are now becoming very popular in the market compared to other food stalls in most of the cities of India and in Odisha. The present study is focused on the emerging trends of Fast Food Restaurants (FFRs) in the twin cities of Odisha (Bhubaneswar & Cuttack). Currently most of the FFRs are located inside the malls to attract a huge number of consumers. This study has been conducted in selected 10 FFRs inside 10 shopping malls at Bhubaneswar & Cuttack—two of the major cities of Odisha. There is an attempt to examine the demographic details of the consumers and the impacts of these variables for preferring FFRs. Subsequently the study aims to analyze the factors attracting consumers towards FFRs in the global era which is driven by technology.

1. Introduction

Techno-globalization is a concept that aims to explain globalization by using the intervention of science and technology. In other words the notion of techno-globalization refers to increasing use of internet, science and technology to accelerate the speed of globalization. On the other hand, technical development aids in advancing globalization to the point where it is required. A major force behind the wide spread of globalization has been technology. The development of computer hardware and software systems has enabled global economic growth and linked the domestic economy to the world economy (Scriven, 2017). Consequently, a plethora of changes are noticed during the period of globalization in the food culture of India as well as in Odisha. Globalization is a multi-dimensional process; it has been impacting each and every domain of individual's social life and food culture is not an exception. Mainly,

globalization refers to connecting the domestic economy with the international economy in a series of aspects. The leading logic behind both the process of liberalization and globalization is to bring competition and competence in the economy of any country. It is marked that July 1991 was the beginning of new trend of globalization in India as well as a critical turning point in the economic history of the country when it was decided to open up its economy (Vepa, 2004). The socio-cultural aspect of food emphasizes the meaning of food, its transformation over the generation, pressure on food choices, technological connections in food production and the agents involved in this transformation process (Sobreira et al. 2018). Food culture and dietary adaptation have been changing in the country from pre-liberalized era to post-liberalized period. Food culture has a great transformation from high wastage; low processing and low global contribution to more streamlined and integrated in the global trade (Madhvapathy and Dasgupta, 2015). Multiplicities of fast food brands are now available in the country as a consequence of globalization and liberalization. However, access to these food varieties is not universal in recent period; it is always associated with income, more specifically with the low and high-income groups (Kennedy *et al.* 2004). However, the higher price may not ensure high quality and healthy food. Most of the expected impacts on the dietary patterns among the higher income groups are likely to be represented into various grounds like-(i) the consumption patterns shift away from normal cereal to more expensive foods, (ii) there is a projected impact on a move towards more processed foods, (iii) the popular fast food is largely promoted through advertising media by transnational corporations in the market. It is becoming very important to note here that in urban India, the consumption of processed food or ready to eat food has gone up together with income as a result of globalization. Consumption of *fizzy drinks, pizzas and potato crisps* are increasingly present in the diets of urban dwellers. Undoubtedly, globalization facilitates the entry of foreign brand food products and outlets in the market viz., *Pizza Hut, KFC and McDonald's* etc., specifically for the affluent consumers. Following market liberalization, the fast-food sector has adapted the Indian culinary requirements and expanded more quickly. Particularly, it is gaining immense popularity among younger generations in India and gradually become a part of their life (Goyal and Singh, 2014). Nowadays, majority of Indians have moved away from home-made food, people have the interest to buy the packaged, take away food from the supermarkets and restaurants. The fast food outlets viz., *KFC, McDonald's, Pizza Hut, Domino's Pizza, Wow Momo, Subway* and many more restaurant chains are mushrooming across the country (Mathkumar, 2015). As per the study result of Prabhavathi et al. (2014), the young, unmarried, working and educated professionals having modern lifestyle are the target consumers in fast food restaurants. Young consumers are spending substantial amount of their income for eating outside due to convenient lifestyle. Consumers prefer to have major fast-food varieties such as *pizzas, sandwiches and burgers* with spicy flavors. Fast food restaurants are providing satisfaction to the young consumers in the form of toning their taste needs and relaxation with friends and peers. Food plays a symbolic role to determine social power and status relationships in modern society (Shah, 2018).

For this study FFRs are situating at every corner in the twin cities of Odisha. People adopted the western food pattern in the twin cities of Odisha, as a result of urbanization, globalization and technological interventions; consequently many FFRs established their businesses in every part of the

city. The popular FFRs such as *KFC, Burger King, Subway, Pizza Hut, WOW Momo!, Domino's* etc. have now opened up their stores at the shopping malls in the twin cities of Odisha to attract more and more number of consumers.

2. Review of Literature

This section covers the transformation of food consumption patterns in India followed by the notion of fast food. Subsequently, the discussion is made on the key drivers of fast-food industries in India.

2.1. Transformation of Food Consumption Patterns in India

Economic growth directly relates with the expansion in food supply of any country. Food production, processing, distribution and marketing strategies are profoundly related to the economic growth of any country. Globalization also plays an important role to transform the food consumption patterns in the Indian households.

Food consumption is a very important and most required daily activity for all individuals in every society. People prefer to eat and drink for their physical requirements. Food consumption habits are not uniform, that vary from culture to culture and society to society. Food becomes a crucial identity marker for the individuals to define their social class, personality, lifestyle and social relationship with others. On the other hand, food also helps to explore people's interest for new tastes and new recipes (Boutaud et al., 2016). Food culture of India is based on a blend of several food varieties, which varies from state to state. We can separate the food into two categories primarily in India i.e the North Indian foods and the South Indian foods in a broad way. North Indian foods are like *Chatpatti, Dal, Nan, Puri, Paneer gravey, Aloo subji* etc. The famous cuisines of south Indian foods include- *chicken varuval, Dosa, Idli, Sambar* etc. (Mathkumar, 2015). Eastern part of India including Odisha has a specific style of cooking for which mustard seeds and mustard oil is used often for both vegetarian and non-vegetarian dishes. The Indians generally prefer to have home-cooked meals. However, over the period of time due to increasing awareness and influence of western culture, there has been a shift in food consumption patterns among the families of urban India. Many new foreign fast-food players have entered into the Indian market owing to liberalization in the country at the early 1990s. It sets some significant changes in lifestyles and food tastes of the people. The digital and technological interference in food production and consumption behavior stimulate the culture of glocalization of tastes, lifestyles among the urban dwelling middle class youth (Ritzer, 2003). Nowadays, majority of Indians have moved away from home-made foods, people have the interest to buy the packaged, take away foods from the supermarkets and restaurants.

The fast food restaurants viz., *KFC, McDonald's, Pizza Hut, Domino's Pizza, Wow Momo, Subway* and many more restaurant chains are mushrooming across the country.

2.2. The Notion of Fast Food

The term fast food signifies a kind of food that can be prepared and served very quickly. Any meal with low preparation time can be considered as fast food. The term fast food refers to the food which is sold in a restaurant or stored with low quality preparation and served to the customer in a packaged

form for take away (Priyadarshini, 2016). Fast food restaurant is a domain for entertainment and relaxation. People enjoy the soft packaged and finger foods at the fast-food restaurants with multiple flavors. In this context famous social scientist Ritzer opines:

Furthermore, fast-food restaurants serve the kinds of finger foods bought at the stands in an amusement park. In what may be termed the ‘cotton candy principle’, people will buy, and even pay comparatively high prices for, a few pennies worth of food as long as it has a strong, pleasant, and familiar flavor (Ritzer, 2001).

Some of the general categories of fast-food businesses include the self-service restaurants with a fast-food palate like *Domino’s Pizza*, *McDonalds*, *Berger king*, *Pizza Hut* etc. The other category is the take-out (or take-away) businesses that sell ready to eat foods and beverages on the street corners (Warsi, 2005).

2.3. Key Drivers of Fast-Food Industries in India

The transformations which pictured in Indian food culture and consumers preference towards fast food restaurants are the consequences of various socio-economic changes taking place in the country. Emergence of fast-food culture in India relates to the socio-economic background of the consumers. As per the review some momentous factors are primarily responsible for the spread of fast-food culture in the country. These key factors are described below (Figure 1).



Figure 1: Key Drivers of Fast-Food Industries in India

Source: Developed by the Authors

2.3.1. Favorable Demographics

Population growth has stimulated the increasing number of earning population (age group between 15-64) in India. Undoubtedly, this category includes the higher number of employed as well as the active populace in India. Increasing trend of this segment enhances the consumption rate in the country. The population in the age group of 15-64 years has increased from 64.11% in 2010 to 67.27% in 2020(statista.com). This age group has the massive earning as well as spending potential. In most of the cities in India, they are attracted towards fast food consumption than homemade food items.

2.3.2. Rising Income Levels and Increasing Per Capita Expenditure

India's per capita GDP has moved up from Rs 98,405 in 2015 to Rs.143.048 in the financial year 2019, it fuels consumption boom in the country. Growth of country's per capita income along with the disposable income of the populace are escalating the consumption rate. Rising income in urban India after the policy of liberalization led the changes in people's lifestyles. The rise of per-capita income helps to enhance consumption ability of the consumers. Especially in urban areas many of them have enough income to purchase ready to eat food and their preference for home made food is comparatively less.

2.3.3. Relaxation of Rules and Regulations

The economic liberalization in India during 1991 has supported a dramatic shift in the structure of the country. Most of the tariff barriers from the Indian boundaries are either removed or minimized; it has opened the entry of foreign and private fast-food players in the country (Warsi, 2005). Many foreign fast-food industries have started their businesses in the Indian market by adopting innovative marketing strategies.

2.3.4. Increasing Rate of Migration

The movement of people from one place to another also helps to adopt new culture and the food patterns of any location where they visit. Migration also relates to the culture and lifestyle, when people move from one place to another, they lose certain old cultural patterns and adopt new ones. The migration and the experiences while moving from one place to another is promoting the preferences for the fast foods and the restaurant culture at large (Maerschand & Willaert, 2018).

2.3.5. Transformation of Gender Roles

Gender role is the set of behavior patterns, which reflects the idea about what should a woman do and what should a man do in a particular society. As per the existing notion of patriarchy in India, cooking is considered to be the responsibility of women. However, the traditional notion of gender role attached with women has been changing due to the process of westernization, modernization and globalization at large. A large number of women have started working outside and they do not have time for household work and cooking (Bhat et al. 2018). Now they are able to opt for jobs and prefer to have fast food because of convenience, timely availability and with ready to eat option (Anitharaj, 2018).

2.3.6. Rising Female Working Populace

The improvement noticed in female literacy rate has helped to increase the women workforce in the country. The participation of female workforce has increased considerably due to the growing trend of Indian economy during the past few years. The work participation rate of females has gone up from 22.27% in 1991 to 25.63% in 2001 and 25.5% in 2011 (Statistical Profile on Women Labour 2012-2013). The proportion of female work participation has gradually gone up in India. The higher purchasing power in the hands of employed women has enhanced the ability to spend more (Kansara and Mishra, 2019).

2.3.7. New Dietary Adaptation

The adaptations of diet which comprise more processed, refined and branded foods bring out many dramatic changes in the lifestyle of people in the Indian cities. New dietary adaptation is driven by increased coverage of advertising, demands on time, accessibility of new food and new food retail outlets in the urban areas etc., which gradually transformed the lifestyle of urban dwellers.

2.3.8. Technology & Changing Lifestyle

The changing lifestyle of Indian consumers along with the marked paradigm shift in consumers food buying habits are the consequences of multiple factors. Techno-driven growing young population, rising income levels, increasing use of technology in consumer space, urbanization, increased social media activity, hectic life style etc. are the key factors in opting for FFRs. The busier lifestyle of the consumer has prompted him/her to choose ready-to-eat food. The growing range of web tools and mobile applications has added to the convenience of processed foods where freshly prepared ready-to-eat food can be delivered at the consumers' preferred location by a single touch.

2.3.9. Consumers Style and Confidence

Consumerism in 21st century has become a style phenomenon, many people especially from younger generation, do not prefer to prepare food and waste their time and energy in household work. Consumers are oriented to have ready to eat and easy to serve food at the restaurants. All the fast-food brands have infused a false assurance in consumers' mind that the food served at FFRs is healthy and more hygienic. Consumers' confidence on fast food led to the opening of more and more outlets in India and increased the consumption level in the country.

2.3.10. Scarcity of Time

The consumers in the cities of India presently do not have time to cook food at their homes. The increasing number of working women in the public sphere promotes the fast-food culture rapidly. They now prefer quick and easy availability of food items owing to lack of time. Working class consumers can avail quick foods with entertainment at the restaurants very well.

The above factors are primarily responsible for the growth of global fast-food culture in India. Besides, role of advertisement is very important for the products or food items availability in the supermarket shelves or at the restaurant menu. Social networking such as WhatsApp, Facebook etc.

and e-commerce services are gaining popularity in India for trade and business in post-liberalized era (Mangla & Singh, 2021). At the promotional side labeling and packaging are two aspects of advertising that should be paid special attention because they will visually attract the consumers before they even know nothing about the product (Keller, 2012). Fast food culture now gets acceptance especially among the city dwellers including the inhabitants of twin cities of Odisha.

3. Objectives and Hypothesis of the Study

3.1. Objectives

- To find out demographic factors those affect the customers' preference towards FFRs in the twin cities of Odisha.
- To explore the factors attracting the consumers' to visit FFRs.
- To examine the transformation in food consumption pattern in India

First two objectives are analyzed empirically and the 3rd objective is analyzed and discussed based on review of related studies.

3.2. Hypotheses of the Study

H₀₁: There is no significant relation between age and preference for FFRs.

H₀₂: There is no significant relation between educational qualification and preference for FFRs.

H₀₃: There is no significant relation between present position and preference for FFRs.

H₀₄: There is no significant relation between household income and preference for FFRs.

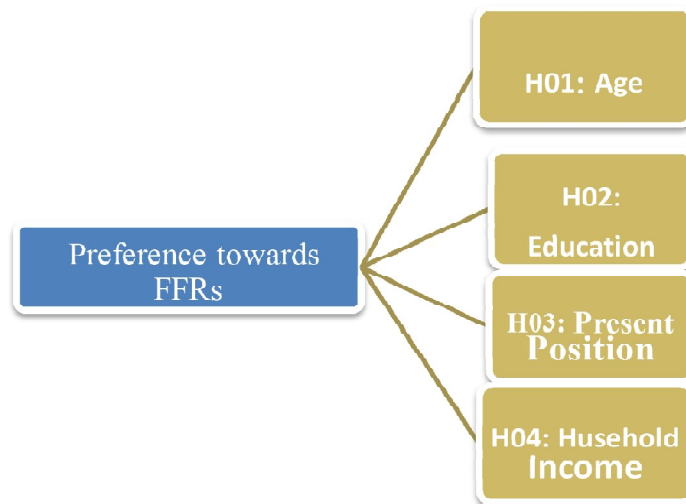


Figure 2: Conceptual Model for Null Hypothesis

Source: Developed by the Authors

4. Research Methodology

Methodology refers the broad theoretical and philosophical frame of any research problem. On the other hand it includes the wide range of methods and techniques, their theoretical logic and manner in which these are used. This section has covered the sampling details and tools and techniques of data collection used for this study.

4.1. Sampling and Tools of Data Collection

Systematic random sampling technique was used by the researchers to select the respondents in 10 FFRs. Systematic random sampling is a probability sampling technique where the researchers select members of the target population at a regular interval systematically (Kothari & Garg, 2014). Every 3rd customer at the billing counter was identified as a respondent by the researchers to get information for the study. The target population for the present study is the consumers in selected 10 FFRs in the twin cities of Odisha viz. *Domino's in D.N Regalia mall, KFC in Pal Heights, Burger King in Esplanade and Pizza Hut in Utkal Kanika Galleria, Wow Momo in BMC Bhawani, Delhi Darbar in BMC Keshari, Pizza Hut in Forum Mart, Wheelies in Symphony, Domino's in NSCB-Arcade, Bhook in SGBL Squar mall.* Interview Schedule was used to collect data from the consumers at the FFRs. The sample table (Table-1) is given below to present the units of study from each FFR in the twin cities of Odisha.

Table 1: Sample Table

<i>S.LNo</i>	<i>Name of the FFR in shopping mall</i>	<i>Male</i>	<i>Female</i>	<i>Total Respondents</i>
1	KFC in Pal Heights	15	25	40
2	Burger King in Esplanade	13	27	40
3	Wow Momo in BMC Bhawani	22	18	40
4	Pizza Hut in Utkal Kanika Galleria	15	25	40
5	Pizza Hut in Forum Mart	18	22	40
6	Domino's in DN Regalia	20	20	40
7	Wheelies in Symphony	18	22	40
8	Delhi Darbar in BMC Keshari	20	20	40
9	Domino's in NSCB-A	22	18	40
10	Bhook in SGBL Squar	20	20	40
	Total	183	217	(N)=400

Source: Primary Data

The sampled respondents were the consumers in selected 10 FFRs in the twin cities of Odisha. From each FFR, 40 respondents were selected by the researcher by using systematic random sampling technique at the bill counters. Fast food restaurants are more oriented to open their stores in shopping malls with an intention to attract more and more consumers. All the selected 10 FFRs are placed inside the 10 malls.

5. Data Analysis and Discussion

The tabulation and interpretation of the collected responses from the FFRs are systematically analyzed in this section. At the beginning, demographic profile of the respondents is depicted, followed by the hypothesis test on demographic factors and preference towards FFRs is examined. Eventually, the factors influencing the customers towards the FFRs is also discussed (Table-7).

5.1. Demographic Profile of the Respondents and Preference towards FFRs

Table 2 indicates the demographic profile of the consumers in selected 10 FFRs in the twin cities of Odisha. For the study, 400 responses were used.

Table 2: Demographic Profile of the Respondents

<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Age		
18-25	160	40.0%
26-35	110	27.5%
36-60	91	22.8%
61 above	39	9.8%
Total	400	100.0%
Gender		
Male	183	45.8%
Female	217	54.2%
Total	400	100.0%
Education		
Matriculation	9	2.2%
Intermediate	54	13.5%
Graduate	204	51.0%
Post Graduate	105	26.2%
Other	28	7.0%
Total	400	100.0%
Present Position		
Govt job	58	14.5%
Private job	79	19.8%
Business	23	5.8%
Student	154	38.5%
Homemaker	64	16.0%
Retired	22	5.5%
Total	400	100.0%

contd. table 2

<i>Variables</i>	<i>Frequency</i>	<i>Percentage (%)</i>
Household Income		
<20,000	7	1.8%
20,001-40,000	26	6.5%
40,001-60,000	57	14.2%
60,001-80,000	137	34.2%
80,001-1,00000	173	43.2%
Total	400	100.0%

Source: Primary Data

With respect to age of the respondents, the very young and teenagers under 18-25 age groups percentage (40.0%) is higher followed by 26-35 age group (27.5%), 36-60 age group (22.8%), whereas a very few respondents (9.8%) were aged under 61 above age group. The review section has also reflected that young, educated and professional classes are the target consumers for the FFRs (Goyal & Singh, 2014). As far as the gender is concerned females are more in numbers than male respondents (54.2%) and (45.8%) respectively. With respect to education, the majority of respondents (51.0%) have bachelor degrees followed by post graduate (26.2%), intermediate (13.5%) and other technical fields (7.0%), however a very few numbers of respondents (2.2%) have matriculation as they belong to the older generation.

Education is required at the FFRs to know about the price of food, menu chat selection, food ordering and making payment very well because everything is systematized and technically well fitted. As far as the present position of the respondents is concerned, the young students (38.5%) number is higher, followed by the private job holders (19.8%) and government job holders (14.5%) having better education and well salaried person. Homemakers (16.0%) come with their family members to entertain their children at the new socializing platform. Household income is the pertinent aspect to avail and afford the price of fast foods at the FFRs in the twin cities of Odisha, because the food cost is much higher compared to the street foods. As far as the household income is concerned, majority of the respondents (43.2%) have 80,001-1,00000 monthly household income followed by 60,001-80,000 (34.2%), 40,001-60,000 (14.2%), 20,001-40,000 (6.5%) and a very few numbers of students (1.8%) are having <20,000 monthly household income. The students come with their friends to enjoy the new domain of food outlets.

5.2. Hypothesis Test on Demographic Factors and Preference towards FFRs

In this section four demographic factors like age, education, present position and household income of the respondents on preference towards FFRs are analyzed by using one way ANOVA.

Detailed analysis reveals that H_{01} (Table 3) i.e. age has significant impact on preference towards FFRs because $p < 0.05$ (.000). Hence H_{01} is rejected as its p value is less than 0.05. Age has an impact on preference towards FFRs. P- value with less than 0.05 is statistically significant. It shows strong evidence

against the null hypothesis. Therefore, we reject the null hypothesis and accept the alternative hypothesis. So, there is a significant relation between age and preference for FFRs.

Table 3: ANOVA Result of Preference towards FFRs and Age

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	314.797	3	104.932	161.565	.000
Within Groups	257.193	396	.649		
Total	571.990	399			

Source: Analyzed from the Primary Data

Table 4: ANOVA Result on Preference towards FFRs and Education

	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	21.063	4	5.266	3.775	.005
Within Groups	550.927	395	1.395		
Total	571.990	399			

Source: Analyzed from the Primary Data

The detailed analysis reveals that H_{02} (Table 4) i.e., education has significant impact on preference towards FFRs because $p < 0.05$ (.005). Hence H_{02} is rejected as its p value is less than 0.05. So, education has impact on preference towards FFRs. The alternative hypothesis is accepted. So, there is a significant relation between educational qualification and preference for FFRs.

Table 5: ANOVA Result on Preference towards FFRs and Present Position

	<i>Sum of Squares</i>	<i>Df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	354.985	5	70.997	128.904	.000
Within Groups	217.005	394	.551		
Total	571.990	399			

Source: Analyzed from the Primary Data

The detailed analysis reveals that H_{03} (Table 5) i.e. present position has significant impact on preference towards FFRs because $p < 0.05$ (.000). Hence H_{03} is rejected as its p value is less than 0.05. So, present position has impact on preference towards FFRs. The alternative hypothesis is accepted. So, there is a significant relation between present position and preference for FFRs.

The detailed analysis reveals that H_{04} (Table 6) i.e., household income has significant impact on preference towards FFRs because $p < 0.05$ (.000). Hence H_{04} is rejected as its p value is less than 0.05.

Table 6: ANOVA Result on Preference towards FFRs and Income

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Between Groups	28.579	4	7.145	6.308	.000
Within Groups	447.359	395	1.133		
Total	475.938	399			

Source: Analyzed from the Primary Data

Therefore, household income has impact on preference towards FFRs. The alternative hypothesis is accepted. So, there is a significant relation between household income and preference for FFRs.

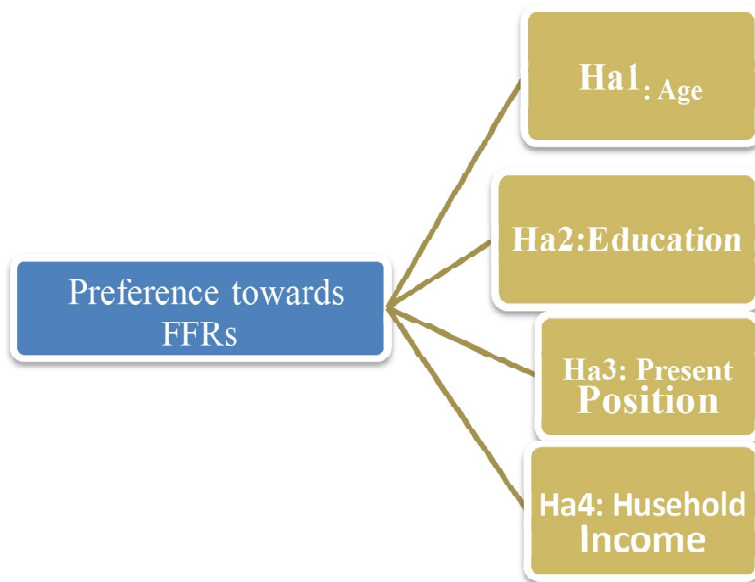


Figure 3: Conceptual Model for the Acceptance of Alternative Hypothesis

Source: Developed by the Authors

The figure 3 reveals that the alternative hypothesis on the demographic variables like age, education, present position and household income have a significant influence on preference towards FFRs

5.3. Factors Attracting the Consumers to Visit FFRs

In the present study major factors like saving of time, easy availability, entertainment, status enhancement and fresh food with quality are found to be the major factors which influence the consumers towards the FFRs.

Table 7: Factors Attracting the Consumers towards FFRs

S.L. No	Statement	Age Group	1	2	3	4	5	Total (N)
1	Time Saving	18-25	6 (1.5%)	0 (0.0%)	0 (0.0%)	6 (1.5%)	148 (37.0%)	160(40.0%)
26-35		87(21.8%)	14(3.5%)	6(1.5%)	0(0.0%)	3(0.8%)	110(27.5%)	
36-60		84(21.0%)	7(1.8%)	0(0.0%)	0(0.0%)	0(0.0%)	91(22.8%)	
61&above		20(5.0%)	19(4.8%)	0(0.0%)	0(0.0%)	0(0.0%)	39(9.8%)	
								400(100.0%)
2	Easy Availability	18-25	0 (0.0%)	6(1.5%)	32(8.0%)	116(29.0%)	6(1.5%)	160(40.0%)
26-35		18(4.5%)	79(19.8%)	3(0.8%)	7(1.8%)	3(0.8%)	110(27.5%)	
36-60		7(1.8%)	69(17.2%)	14(3.5%)	0(0.0%)	1(0.2%)	91(22.8%)	
61 &above		19(4.8%)	16(4.0%)	4(1.0%)	0(0.0%)	0(0.0%)	39(9.8%)	
								400(100.0%)
3	Entertainment	18-25	129(32.2%)	25(6.2%)	0(0.0%)	6(1.5%)	0(0.0%)	160(40.0%)
26-35		0(0.0%)	4(1.0%)	11(2.8%)	73(18.2%)	22(5.5%)	110(27.5%)	
36-60		0(0.0%)	4(1.0%)	14(3.5%)	67(16.8%)	6(1.5%)	91(22.8%)	
61&above		0(0.0%)	0(0.0%)	0(0.0%)	35(8.8%)	4(1.0%)	39(9.8%)	
								400(100.0%)
4	Status Enhancement	18-25	13(3.2%)	99(24.8%)	46(11.5%)	2(0.5%)	0(0.0%)	160(40.0%)
26-35		0(0.0%)	13(3.2%)	89(22.2%)	8(2.0%)	0(0.0%)	110(27.5%)	
36-60		0(0.0%)	12(3.0%)	63(15.8%)	16(4.0%)	0(0.0%)	91(22.8%)	
61 &above		0(0.0%)	4(1.0%)	33(8.2%)	0(0.0%)	2(0.5%)	39(9.8%)	
								400(100.0%)
5	Fresh Food with quality	18-25	12(3.0%)	30(7.5%)	82(20.5%)	30(7.5%)	6(1.5%)	160(40.0%)
26-35		5(1.2%)	1(0.2%)	0(0.0%)	22(5.5%)	82(20.5%)	110(27.5%)	
36-60		0(0.0%)	2(0.5%)	0(0.0%)	7(1.8%)	82(20.5%)	91(22.8%)	
61&above		0(0.0%)	0(0.0%)	2(0.5%)	4(1.0%)	33(8.2%)	39(9.8%)	
								400(100.0%)

Source: Analyzed from the Primary Data

Note: Age group wise ranking of the statements from 1 to 5 is done; where 1 is the first preference & 5 is the least preference.

Table 7 reveals the age group wise ranking of the statements of the respondents which have influenced them towards FFRs than other food stalls in the market. Consumers were ranked as per the statements from 1-5 where 1 is the first preference and 5 is the least preference. As far as the statement **time saving** is concerned, the majority of young age group under 18-25 (37.0%) ranked 5 because they do not visit towards the FFRs for the sake of time rather for entertainment as well as presumption of social status. The service holders as well as homemakers under 26-35 (21.8%) and 36-60(21.0) had ranked 1 to the statement because they are more oriented towards FFRs for the sake of time. With reference to the statement **easy availability of food** and influence towards FFRs, the service holders as well as the homemakers under 26-35 (19.8%) and 36-60(17.2%) age groups are ranked four (04) because they look for easy availability of food to save their time from busy work schedule. As far as the statement **entertainment** is concerned, the youngsters under 18-25 age group are ranked 1 because they visit the FFRs for entertainment with their friends at the heaven like glittered place. Nowadays due to modernization and globalization food consumption becomes a domain of status symbol for the young mass. Most of the youngsters under 18-25 age group (3.2%) had ranked 1 and (24.8%) ranked 2 to the statement **status enhancement** because they preferred the FFRs to show their status and class position than others. As far as the last statement **fresh food with quality** and attraction towards FFRs is concerned the middle age people under 26-35(20.5%) as well as 36-60(20.5%) age group ranked 5 to the statement because they do not prefer to visit the FFRs for fresh food with quality rather to save time and to socialize their children.

6. Summary of Findings

The study is mainly focused on the emerging trends of FFRs in the twin cities of Odisha in post-liberalized era, which is steadily becoming the demanding food sector in the market. Consumers in both the cities are interested to visit FFRs in comparison to the traditional food restaurants. As per the study of Ghai & Jha, (2020) due to the influence of western culture the frequency of visit towards fast food outlets has increased over the years. The factors like globalization and busy life schedules are the key promoters of fast food industry. Henrike Donner (2011), an urban anthropologist, in his writing 'food culture in Bengal', explained that restaurant culture is becoming a crucial determining factor for middle-class people as a status symbol in the urban India. Advertisement through media has influenced the high-status consumption culture among the educated and employed middle-class. The younger generations have eager to visit the fast-food restaurants and traditional dishes are not preferred by them. However, the peer influence and the pressure from the younger generation are compelling them to adjust with the restaurant culture.

The older people sometimes visited the FFRs with their family members for food and family function. The older people are not acquainted with the digitalized food display systems in some FFRs *viz*, *KFC and Domino's* etc. they are only familiar with the menu cards, whereas the youngsters are well accounted with the new management systems. The majority of consumers in the FFRs are the youngsters under 18-25 age group followed by 26-35 age groups. Eating foods in the FFRs is now becoming the status symbol for the young and educated professional class. The ANOVA result revealed that demographic factors like age, education, present position and household income have made significant impacts on preference for FFRs in the twin cities of Odisha.

7. Critical Reflections and Limitations of the Study

Traditional notion of food consumption pattern in India has been transformed into new forms after the policy of liberalization. Fast food gets enormous acceptance by the Indian consumers by the entry of western food cuisines in the Indian market as well as due to the advancement in technology. However, food consumption is a domain of class distinction and status expression in the modern globalized society. This study reveals that FFRs are now becoming the dominant trend in the market of twin cities of Odisha. The affluent consumers are able to avail the food in FFRs. The young educated and professional people are the regular customers in FFRs than the poor and deprived section. So, taking foods in the FFRs can be considered as a class phenomenon not a mass phenomenon.

Some limitations can be identified in the present study. Due to time and resource constraints, this study was only carried out at the FFRs in the twin cities of Odisha not at other public areas. Other mega cities are not covered. From the 10 shopping malls the researchers have selected only one FFR each. Further research is needed to address the health issues associated with the fast foods. The responses of young adults and older consumers were addressed in the present study, whereas the responses of children need to be taken into consideration.

8. Conclusion

Globalization along with the technological intervention is the precondition for the enormous promotion of fast-food culture in India. The FFRs in the twin cities of Odisha are located in shopping malls to cater more number of consumers. The present study found that the demographic factors like age, education, present position and household income have influenced to prefer fast-food in the twin cities of Odisha. Youngsters prefer fast food more than the older generation. FFRs are now trying to best meet the needs of consumers in urban locations than other food stalls by providing quick food, glittered heaven like decoration, clean environment, food with multi flavors with brands and lucrative offers etc. The young, educated and professionals are well acquainted with the food consumption system at the FFRs than the older persons. Factors like easy availability of food and limited time etc. have attracted the professionals, working class people and even the homemakers towards the FFRs. However, entertainments with tasty food and status expression are some of the key issues for the youngsters between 18-25 age groups to get attracted towards the FFRs. The influencing factors viz. taste, convenience and alternative to home food were noticed to be major grounds for opting for fast food by the consumers. Customers preference towards FFRs varies across demographic variables like age, education, present position and household income in Odisha.

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