

CONSUMERS PERCEPTION REGARDING THE MULTINATIONAL FAST-FOOD CHAINS

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Abstract

In Global competitive environment, to move one step forward fast-food companies turn to different methods of international marketing. There are lots of differences among the nations' cultures and it may affect the cooking or preparing the food and beverages. In this context, to adapt their selves to the local communities, global fast-food chains have to take into consideration about the economic, cultural and religious properties of the consumers who live all over the world.

Purpose of the Study:

The purpose of this study is to investigate consumers perceptions and behaviours regarding the multinational fast-food chains' glocal activities in Hyderabad. This paper also addresses a research question that Hyderabad consumers pay attention to multinational fast food chains' strategy or not. The results of individual surveys show that marital status and age of the consumers have positive impacts on preferring and perceiving glocal menus of the multinational fast-food chains. Also, it is found that the advertisements regarding the multinational fast-food chains have positive effect on perception and they increase the perception level of the fast-food chains local menus. McDonald restaurants and Dominos Pizza restaurants customers have the highest perception possibility regarding the glocalised menus. This result indicates that marketing managers of fast-food chains should take a glocalised approach via advertisements to success in the local markets. In regards, by theoretical and empirical analysis at our study it is aimed to contribute on the subject.

Keywords:

Consumer behaviour, International Marketing, Perceptions, Fast-food chains.

Introduction:

There are lots of nations living in the world differs from each other and each nation has a nutrition. Although each nation has its own nutrition style, few countries have a cuisine. Generally, Sheekh Kabab, sweet pastry is Turkish, Pizza and Macaroni are Italians, Cheese cake and black tea are English, Sushi is Japanese, and of course India is known for its various cuisines. Although not having a cuisine such as France and USA have operations with its multinational fast-food chains in all over the world. The First McDonald restaurant outside of the USA was opened in Canada and Puerto Rico in 1967. Another international fast-food chain is KFC which sells chicken-related products and is the number one fast food company in the People's Republic of China. (Wikipedia,2014,p1).

First McDonald's Restaurant was opened in 1996, Pizza Hut restaurant came into service in 1996, Domino's Pizza Company opened its first store in 1996 and Burger King Restaurant was opened in 2014 in India. It indicates that the Fast-food chains are at the core of the globalisation of international business. International marketing activities of Fast-food companies having operations in global scale such as McDonald, Burger King, KFC, Pizza hut, Dominos' are discussed in this study. We aim to investigate consumers perception and behaviours regarding the multinational fast-food chains glocal activities in Hyderabad. The question is whether the glocalised marketing strategies of multinational fast-food chains are being understood or not by the Hyderabad Consumers. Moreover, the study can inform multinational fast-food chains on how to promote and manage advertising activities for their business.

Conceptual Framework and Hypothesis:

The conceptual Frame work will be used to examine the importance of glocalization of fast-food menus in generating awareness. This framework draws on consumer behaviour theory. This theory explains how the consumer's purchasing behaviour leads to positive and negative

attitudes towards glocal menus of multinational fast-food chains. And also this study explores consumers perception of fast-food chains glocal menus in Hyderabad.

Globalisation, Localisation and Glocalisation

This concept of globalisation is built based on the assumption that people desire the same products and lifestyles no matter where they live, so that multinational companies may use a common management strategy for all of the countries in which they operate. Because of the globalisation, the world has become one common market place. Globalisation is often described as a process by which events, decisions and activities in one part of the world can come to have significant consequences for individuals and communities in quite distant parts of the globe. In other words. Globalisation, is a process of greater integration within the world economy through movements of goods and services, capital, technology and labour. Globalisation brings about an intensified worldwide interdependence and integration as well as increased global consciousness. Although globalisation is not a new phenomenon, the speed and scope of change are accelerating, mostly facilitated by the unprecedented advances in transport, information and communication technology. Globalisation has influenced many aspects of human activity, including food production and consumption. We emphasize that despite the rapid globalisation of the food market in many destinations, homogenisation of production or consumption is not certain. Major local and regional eating patterns will remain, and in some circumstances, may even grow. This is manifested in the increasing awareness of cultural preferences and differences by many multinational food corporations. For instance, McDonald's has introduced localised products such as Mc kroket in Netherlands, Mc Kebab in India, Teriyaki Burger in Japan and Mc Rice Burger in Hongkong. Any attempt to globally standardise service delivery may encounter difficulties. Every market is unique and a globalised approach cannot adequately take account of the cultural differences in various markets. It is clear that many people prefer local consumption imagery, because they can more easily identify with local lifestyles, values and attitudes. Some studies suggest that neither consumption nor marketing can be made globally uniform. These studies emphasize the powerful influence of local cultures, and demonstrates how customers are hybridizing or glocalizing a mixture of global and local cultural influences.

Localisation is a set of processes through which the forces of globalisation are accommodated, resisted and absorbed, and given expression in any particular context. Localisation is “a process which reverses the trend of globalisation by discriminating in favour of the local. People in different markets have different goals, needs, uses for products and ways of living so they want to maintain their local culture. Therefore, glocalization becomes more important at this point. The notion of glocalization helps one to grasp the many interconnections between the global and the local. In the 80’s the term was adopted by Japanese business people to express global localisation or a global outlook adapted to local conditions. The concept spread worldwide. The Americans multinational Coco Cola, promoted its own version of glocalization with the slogan “we are not multinational, we are multilocal”. Glocalisation is the interpretation of the global and the local, resulting in unique outcomes in different geographic areas. For example, McDonald’s uses hybrid, glocalised approaches to incorporate local food preferences and lifestyles by serving Kimchi Burger in Korea, beer in Netherlands. Business enterprises, to carry out their marketing activities successfully, manufacture or distribute their products and services in the global market scale and adapt them in a manner to be comparable with local conditions and acting local. This emphasises the importance of glocalization in international marketing. International marketers who want to be successful in global markets have to understand other cultures different from their own cultures. This is only possible with understanding of elements that constitute the culture such as material, culture, language, religion, education, aesthetic values, behaviour and values, Multinational corporations typically modify their native menus franchisees. McDonald’s in India for example, uses chicken and paneer rather than beef and pork in their burgers because Hinduism traditionally forbids eating beef. In Israel some McDonald’s restaurants are kosher and respect the Jewish Shabbat. There is also a Shabbat in Argentina. In Egypt, Morocco, Saudi Arabia. Malaysia and Singapore all menus are halal (Wikipedia, 2014, p1). Multinational fast-food chains have to research the cultural properties of the countries and have to strategies them carefully. In this context, advertisements become more important to show their strategies.

Hypothesis:

H1: Fast-food customers' awareness in terms of some of the multinational fast-food chains' glocal menus, is positively related to the multinational fast-food chains' promotion/advertisement strategies.

H2: Perception level of a multinational fast food chains customers is different from the other multinational fast-food chains' customers. Food enterprises that have global marketing activities generally make changes on their marketing mix. They can easily adapt the product, price, distribution and promotions according to different cuisine cultures.

H3: Social media and internet have a positive impact on perceiving glocal menus of the multinational fast-food chains.

H4: Fast-food customers' awareness in terms of some of the multinational fast-food chains' glocal menus is positively related to the taste of the food.

H5: Social environment has a positive impact on perceiving glocal menus of the multinational fast-food chains.

H6: Income level of the customers has a positive impact on perceiving glocal menus of the multinational fast-food chains.

H7: Marital status has a positive impact on perceiving glocal menus of the multinational fast-food chains.

H8: Fast-Food customers' awareness in terms of some of the multinational fast- food chains' glocal menus is positively related to his/her age.

H9: Fast-food customers' awareness in terms of some of the multinational fast-food chains' glocal menus is positively related to his/her education level.

Hyderabad Cuisine

The search for food has always played an important role in the cultural evolution of mankind. Food consumption has been at the centre of this evolution- eating culture, rituals and food preferences based on the environmental and social conditions emerged. Societies have adopted specific food preferences according to their tastes, their environments and their economies. They have also chosen their foods and drinks that become symbol of individual

culture and evolved eating habits reflecting their own taste. These events have created food cultures, rituals and symbols. Food culture can be defined as a culinary order whose traits are prevalent among a certain group of people.

Hyderabad's 400-year-old culinary history, like its culture, is unmatched by any other state in India. Hyderabad has a typical cuisine which combines the tastiest recipes of the south with the northern Mughlai. The most popular is the biryani or pulao. Hyderabadi food has also taken many influences, slowly displacing the standard flavours by more improvised ones. This is best demonstrated by the advent of chicken, which if mentioned alongside mutton, is considered nothing short of sacrilege by the gosht-eating population. Mutton being the revered meat, chicken never really stood a chance till the broiler came along. This was clean meat and the North Indian love for Tandoori Murg took over. The point to be noted here is that in Hyderabad, it is the hen that is considered a delicacy while in the rest of the country, it is the Murgha or the rooster. There are several dishes in this repertoire that have their origins elsewhere but have been in and around the place long enough to be called natives. This is the quality of Hyderabadi, foreigners can walk in as anybody, but after tasting the waters of Hyderabad, they are forever Hyderabadis.

The 400 years of Hyderabadi culture also has its origin in Art, Music & Dance, Poetry, and last but not least, the Cuisine. Hyderabad is never complete without the mention of the "Shahi Dastarkhan". The Dastarkhan is the Dining place where the food is served and eaten. It is normally a low chowki for the dining table and cotton mattresses for squatting and bolsters for the back rest. The Dastarkhan holds a place of reverence in every household. The Cuisine of Hyderabad has been influenced by various regional and religious cuisines, both Indian and Foreign, despite which it has been able to create an identity of its own. It has also been able to contribute towards making Indian cuisine popular world wide. The "Biryani" from this cuisine is one such example. What makes the Hyderabadi Cuisine special is the use of special ingredients, carefully chosen and cooked to the right degree. The addition of a certain Herb, Spice, Condiment, or an Amalgam of these add an unique taste and texture to the dish. The herbs and spices used and the method of preparation gives the dish its name. "Murgh do pyaza" gets its name from the onions that are added twice to the dish in two variations. The Masalas or the rich blend of herbs, spices and condiments give the dishes a base, or what is popularly known as "Gravy". Some of these blends are a well-kept secret that pass only down the family line or from the Ustad (Teacher) to his Shagird (Pupil). The head cooks or the

"Khansas" were an asset to the house hold, and were treated with due respect. The word "Nawabi" is as synonymous with the Hyderabadi cuisine as "Shahi" is with Luknowi. These terms conjure delicacies that are rich in taste and texture with mouth-watering aromas. The "Kebabs" in Hyderabad need a special mention, the "ShammiKebab" is one such popular dish. The Kebabs are originally from Greece!! The Hyderabadi meal is never complete without the bread from the kilns of the local bakers. The breads from this cuisine are equally popular, be it rich "Sheermal" or "lukmi" (bread stuffed with savory mince meat). Bread is not only an accompaniment to the meal but also forms a base for a popular sweet dish "Double Ka Meetha".

Yummy!! Mouth-watering Shahi Cuisine of Hyderabad. There is a saying among the younger generation of Hyderabadis these days. They say " Let us starve ourselves for hours before its arrival on our tables". This saying is actually a tribute to the Hyderabadi Biryani. Hyderabad's strong Mughlai influence is perhaps the reason why the Hyderabadi Biryani has become so popular all over India. This famous dish has been experimented time and again to a perfection. In fact the Biryani has influenced a Hyderabadi's tongue so strongly that usually other famous dishes of Hyderabad take a back seat. It takes an extra ordinary taste for other dishes to beat the competition of Biryani.

For vegetarians, we have dahi vadas (lentil dumplings in Yogurt), mirch-ka-sabu (chilies in a cream gravy), and the more common Bagara Baingan. On the dessert menu, Hyderabad is famous for double-ka-meetha (a bread and cashew nut pudding), Badam-ki-Jhab (marzipan), Qubani ka Meetha and Dil-e-Firdaus.

Hyderabadi cuisine is often spoken of as a hybrid cuisine, which combines earlier Deccani food practices, many of which evolved under the Bahmani and Qutb Shahi dynasties, with Mughali cuisines brought to the region around the seventeenth century. The role of migrants in the evolution of this food culture has never been in doubt, but much writing on the food of the city emphasises the contributions of Iranian and other trans-regional migrants who moved into the city in the seventeenth and eighteenth centuries. The fact that many Hyderabadi dishes consolidated and evolved in part as a result of mid- and late nineteenth century migrant movements within the Indian subcontinent is only rarely discussed.

Research Model

Based on the discussion of the nine hypotheses, a model is developed which is designed to verify the relationship among the education level, age, marital status, income level, social media, social environment, taste, promotion and marketing strategies. In order to verify our research model, a research survey is conducted. The target population for this study consisted of consumers in Hyderabad between the age group of 16 – 45. In order to achieve a sample, online survey was conducted.

Research Method

Concerning the specific case of glocal fast-food consumption, this study examines the perceptions that customers, who live in different areas of Hyderabad, have regarding the multinational fast-food chains' glocal activities. The method of our study includes online survey of individual consumers. The questionnaire applied consists of three parts.

In the first part - questions for purpose of getting information about the demographic and socio-economic situations of the participants and learning about which fast-food restaurant they preferred the most were asked.

In the second part – questions for purpose of determining the awareness about the menus presented to the fast-food chain customers. In the context, it was aimed to match the menus presented by the chain enterprises to their customers under the scope of their local applications in a correct manner as accepted by the said enterprises. With the help of grill type of questions, it was asked from the fast-food consumers to match 10 different local menus with the presented enterprises. It was tried to determine the matching of the fast-food customers whether they perceived the local menus correctly.

In the third part of the questionnaire, existence of the effect of 10 variables, grouped under 5 different dimensions, on the fast-food customers was questioned and with the help of a 5'Likert type scale –

1. Definitely do not agree
2. I do not agree

3. Neither I agree nor disagree
4. I agree
5. I definitely agree,

questions about the variables considered having an effect on perception of local menus were asked. The questionnaire study was applied by sending the questionnaire participation links to email addresses. Between months of November 2020 and March 2021, about 1000 questionnaire invitation links were sent to different consumers and total 265 questionnaire data were obtained. However, 22 questionnaire data were eliminated as some questionnaire data were resent or replied wrongly intentionally and some of them left incomplete. 243 questionnaire data were subject to evaluation. The rate of return of the questionnaire is $243/1000 = 24.3\%$. For the purpose of testing the research hypothesis, logistic regression analysis was used. By means of the established regression model, existence of the effect of demographic, economic, restaurant and factor variables on perception of the cain fast-food consumers about the local menus presented to them was researched. As a result of the test, efficiency of Kaiser-Meyer-Olkin sample was determined as 0.725 and Cronbach Alpha values are $(0.80 < \alpha < 1.00)$, it can be said that the scale is very reliable.

Research Findings

Table 1 shows a comparison of the socio-demographic status of the respondents. The respondents consisted of 56.4% males and 43.6% females. More than 93.4% of the respondents were under 34 years old, and 6.6% were over the age of 35 years, indicating that majority of the respondents is made up of younger generation people. 90.1% of the respondents were bachelors and rest of them were married. More than 62.1% of the respondents had monthly income below 5000, nearly 30% had a monthly income between 5001 -10000 and only 5.8% had a monthly income above 10000. It means that when the consumers income increases, their fast-food habit decreases. Most preferred restaurants was the Local Street Food (54.7%), second was Dominos' Pizza (16.5%), and the third one was McDonald's Restaurant (14%). The educational background of the respondents differed in distribution. Over 67.6% of the respondents had university degrees whereas only 32.4% of the respondents were Interns and employees.

TABLE:1 Comparison of the socio-demographic status of the respondents:

	No.	%		No.	%
Gender			Marital Status		
Female	106	43.6%	Single	219	90.1%
Male	137	56.4%	Married	24	9.9%
Total	243	100%	Total	243	100%
Age			Education		
16-20	135	55.5%	High Secondary	45	18.5%
20-25	58	23.9%	University Degree	61	25.1%
25-30	22	9.1%	PG Degree	58	23.8%
30-35	12	4.9%	Interns	43	17.6%
35-40	16	6.6%	Employees	36	14.8%
Income			Most preferred Restaurant		
<5000	151	62.1%	Dominos'	40	16.5%
5000-10000	78	32.1%	McDonald	34	14%
>10000	14	5.8%	Burger King	8	3.3%
			Others(KFC,etc)	28	11.5%
			Local Street Food	133	54.7%

With regard to presented menus in Table 2, it is seen that the Hyderabad Biryani was the first perceived menu with perception rate of 91.4%. The second menu with perception rate of 79% was Haleem and the third menu was the chat with the perception rate of 77.4%. The menu having the lowest score in terms of perception was Qubani ka Meetha in the rate of 16.5%.

Table 2: Local Menu Perception of the Respondents

Menu	Perceived		Not Perceived		Total
	Count	Percentage	Count	Percentage	
Chat	188	77.4%	55	22.6%	243
Mirchi Bhajiya	106	43.6%	137	56.4%	243
Dosa	132	54.3%	111	45.7%	243
Lukhmi	46	18.9%	147	60.5%	243
Biryani	222	91.4%	21	8.6%	243
Haleem	192	79%	51	21%	243
Pathar ka Gosth	94	38.7%	149	61.3%	243
Hyderabadi Khichdi	166	68.3%	77	31.7%	243
Qubani ka meetha	40	16.5%	203	83.5%	243
Sheer khorma	66	27.2%	177	72.8%	243

In Table 3, with regard to variables having an effect on perception of local products by the fast-food restaurant customers, the highest effect is seen in the advertisement (3.77) variable. Then the taste (3.58) and environment (3.51) effects come respectively.

Table 3: Factors affecting perceiving glocal menus

Variables	Number	Average	Standard Deviation
Advertisement	242	3.77	1.193
Loyalty	242	3.03	1.273
Social Media	238	2.43	1.283
Taste	240	3.58	1.265
Environment	236	3.51	1.120

According to Table 4; it was determined that the probability to perceive the local products by the Dominos' Pizza consumers is 4.708 times, by McDonald's customers 4.360 times and by burger king customers 3.325 times more than the customers of other restaurants. Here, it may be expressed that the highest perception probability belongs to McDonald's and Dominos' Pizza customers. So, our results support Hypothesis 2 that perception level of a multinational fast-food chains' customer is different from the other multinational fast-food chains' customers.

The effect of advertisements on perception of global menus of the fast-food chains by customers is found meaningful. It is understood that commercials of the multinational chain restaurants to introduce their local menus are more effective in recognition of such menus and the participants know these menus because of commercials. Probability to perceive the local products by the participants who know these local products within the effect of commercials is 1.410 times more than the others. Persons who are influenced from commercials perceive the global menus more. So, our results support Hypothesis 1.

Besides, it may be said that probability to perceive the local menus by the participants will decrease 0.931 times more per unit age depending on increasing age of the participants with 10% fault share. Our results support Hypothesis 7 & 8 that marital status and age have positive impact on preferring and perceiving glocal menus of the multinational fast-food chains.

There is not any relationship between education level and preferring glocal menus. According to the survey results, there are not any relationships among the perception of glocal menus and taste, social environment, income level and education level. So, Hypothesis 3,4,5,6 and 9 are thus not supported by the results. According to Odds (Exp(B)); the Exp(B) coefficient determined according to the marital status variable from categorical variables, as determined meaningful in the model before, was found as 0.107. Accordingly, the probability to perceive glocal products by single persons is 0.146 times more than married persons. It may be expressed that single persons are lesser sensitive than married persons with regard to glocal products at the fast-food restaurants. In other words, probability to perceive glocal menus is higher in married persons than single persons.

In establishment of classification as persons who do not perceive and persons who perceive in the logistic regression model related to perception of global activities of the multinational

fast-food chains, the following procedures were applied. The replies given by the consumers to the question related to which restaurant the 10 different local menus belong to were assessed and correct meaning of the participants on the subject of local product-restaurant was scored 1 as a correct perception score and wrong perception was scored 0. Points of the participants they obtained from the all-local menu-restaurants matches were added and persons having a perception score higher than 5 was classified as persons who perceive the local menus and persons having a perception score lower than 5 was classified as persons who do not perceive the local menus, this was considered as dependent variable(Y) and coded as follows:

0 – People who do not perceive the glocal activities.

1 – People who perceive the glocal activities.

Once taken categorically from independent variable that were considered to have an effect on perception of global activities of the multi-national fast-food chains;

Gender: 1= Female, 2= Male.

Marital Status: 1= Single, 2= Married.

Restaurant: 1= Dominos', 2= McDonald, 3= Burger King, 4= others (KFC,etc)

5= Local Street Food.

Ones taken as numeric variable:

Age: It is taken as a numeric value,

Advertisement: Effect of commercials and informing the public opinion.

Loyalty: Effect of being a loyal customer.

Social Media: Effect of following the said restaurants on web and social media.

Taste: Effect of reference groups (friends, social environment).

Logistic regression is a statistical model that in its basic form used a logistic function to model a binary dependent variable, although many more complex extensions exist. In logistic regression analysis, logistic regression is estimating the parameters of a logistic model. According to step by step (Enter) method, in the logistic regression, it starts while there exists no variable and then, a variable is added or removed in each step. Unless a variable is added or removed from the regression equation in the given step, the process will stop. The result of logistic regression model obtained with this method are given in the Table 4

Table 4:

Variable	B	S.E	Wald	df	Sig.	ExpB	Hypothesis
Gender	0.067	0.313	0.046	1	0.830	1.069	Accepted
Age	-0.071	0.039	3.395	1	0.065	0.931	Rejected
Marital Status	-1.924	0.632	9.275	1	0.002	0.146	Rejected
Dominos	1.549	0.683	5.143	1	0.023	4.708	Rejected
McDonald	1.473	0.699	4.436	1	0.035	4.360	Rejected
Burger King	23.329	16092.696	0000	1	0.999	13540617 127.402	Accepted
Local Street Food	1.202	0.604	3.958	1	0.047	3.325	Rejected
Advertisement	0.344	0.166	4.279	1	0039	1.410	Rejected
Loyalty	0.160	0.155	1.070	1	0.301	1.173	Accepted
Social Media	-0.210	0.135	2.410	1	0.121	0.810	Accepted
Taste	-0.172	0.152	1.276	1	0.259	0.842	Accepted
Environment	0.200	0.166	1.446	1	0.229	1.221	Accepted
Constant	0.421	1.637	0.066	1	0.797	1.523	Accepted

Table 5: Table of categorical variables coding parameters

		Frequency	1	2	3	4
Most Preferred Restaurants	Dominos	40	1.000	0.000	0.000	0.000
	McDonalds	34	0.000	1.000	0.000	0.000
	Burger King	8	0.000	0.000	1.000	0.000
	Others	28	0.000	0.000	0.000	1.000
	Local Street	133	0.000	0.000	0.000	0.000
Marital status	Single	219	1.000			
	Married	24	0.000			
Gender	Female	106	1.000			
	Male	127	0.000			

With Omnibus test we can test the meaningfulness of the model. Differentiation of parameters from Zero is tested. As the meaningfulness values are lower than 1% the logistic regression coefficients are not equal to zero simultaneously. So it may be said that the model is meaningful statistically in level of 1%.

Table 6: Omnibus Test

Step 1		Chi-Square	df	Sig
	Step	43.545	13	0.000
	Block	43.545	13	0.000
	Model	43.545	13	0.000

After the Logistic Regression Model is predicted by means of any prediction technique, the goodness of fit of the established model must be tested. It must be known in what extent the independent variable is effective. For this, the goodness of it of the model must be taken into

consideration. In evaluation of the goodness of fit of the logistic model, Hosmer-Lemeshow (H-L) test that fits to chi-square distribution may also be used. The goodness of fit of the model that demonstrates in what extent the independent variable as been defined effectively according to obtained results.

In H-L test, Chi-square $x^2 = 8.077$, $df = 8$ and $p = 0.426$. As the value of $p > 0.05$, the Logistic Regression Model is meaningful. It will be useful to examine the classification table of goodness of fit.

Table 7: H -L Test

Step	Chi Square	df	Sig
1	8.077	8	0.426

According to Table 8, the rate to predict correctly by means of the Logistic Regression Model that the consumers are in the perception class in their fast-food consumption is 84.6%. The rate to predict correctly that they are not in the perception class is 40.4%. The overall rate to predict the model correctly in general is 66.1%.

Table 8: Classification table

Observed		Predicted		
Perception class		No Perception	Perception	%
	No Perception	110	20	84.6
Perception	56	38	40.4	
	Overall %			66.1

Discussion

In this study, the effect of some variables and demographic situations on trends of the consumers whether to perceive the fast-food products of the multi-national chains, adapted

according to tastes of local taste, was researched by means of the first hand data. According to the obtained model, it was determined that “age” and “marital status” has an effect on perception and preference trend of local activities of the multi-national fast-food chains in Hyderabad by the consumers; it was determined that the “gender” has not any effect. Additionally, as of variables that may be effective on perception of global fast-food menus; it was determined that the effect of “commercials” (advertisement) is important. With respect to other variables, it was determined that “taste”, “social media-internet”, “environment” and “loyalty” have not any effect on perception of these menus.

Conclusion

Multinational fast-food companies' local activities increase day by day in Hyderabad. And kitchen cultures of the different countries are adopted by Hyderabadi consumers. Multinational fast-food companies mix the west cuisine and local tastes and these glocal foods are positively perceived by the Hyderabad consumers. This article has aimed to investigate consumers' perceptions and behaviors regarding the multinational fast-food chains' glocal activities in Hyderabad. This study contributes to the literature by providing a picture of consumer perception and behavior for glocal fast-food menus. The findings indicate that Hyderabad consumers care about glocal activities of multinational fast-food chains. Especially, among the multinational fast-food chains, “Domino's Pizza” is the most preferred restaurant in Hyderabad. And marital status and age of the consumers have a positive impact on preferring and perceiving glocal menus of the multinational fast-food chains. When the consumers' income increases, their fast-food consuming habit decreases. In addition, it is found that the advertisements regarding the multinational fast-food chains have positive effect on perception and they increase the perception level of the fast food chains' glocal menus. The results report that consumers' perceptions differ depending on the different multinational fast-food chains' glocal menus being evaluated. Mc Donald's restaurants' and Domino's Pizza restaurants' consumers have the highest perception possibility regarding the glocalized menus although Local Street Food is the most preferred food. The results suggest that consumer perception is a relatively good predictor of consumer behaviors. The impact of consumer perception on preferences for the marital status and age was stronger than for Income, gender and curiousness of the customers, circle of friends and loyal customer. Findings also provide practical implications for marketers. The glocalized

marketing strategies of multinational fast-food chains are understood by the Hyderabad consumers. Fast food customers' awareness in terms of some of the multinational fast-food chains' global menus, is positively related to the multinational fast-food chains Advertising/promotion strategies. Therefore, relying on high consumer perception is the best strategy. Companies might also consider emphasizing local tastes of their global menus in their advertisements on TV or on other mass media, web sites and social media. Additionally, Hyderabad consumers pay attention to multinational fast-food chains' strategy.

Limitations.

It is based on the consumers who accept to fill in the survey. And future studies should consider the shift in consumer perception, preferences and values. Also, a longitudinal study would aid in exploring changing factors that might explain consumer choices better.

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