

Abstract

The rapidly growing Indian economies are being observed in lifestyle of consumers in India. The number of people going out for dining restaurants, fast food chains and ordering home delivery is rising as more women are working outside the home, busier lifestyles and more disposable income. The revenues dining restaurant industry had made in the year 2006-2007 increase of nearly 22 %. The eating habits of people are changing; the style of cooking and the ingredients used increased the popularity of Indian food all throughout. 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 increasing per capita income as well as globalization, fast food culture gained prominence in India. With the passage of time, the idea of home delivery of food was also introduced which was appreciated by the customers. In this way, people could not only call the restaurants for free but also get hold of the food that they require without incurring any cost of transaction. This shows that food delivery services play a crucial role in the food and restaurant industry and due to the high level of competition; this has proved to be a major factor that affects the demand of people.

The present paper attempts to analyze Indian consumers preferences towards restaurants, fast food chain and home delivery with the help of survey conducted of 50 respondents and segments them on the basis of their preferences.

The study reveals that the number of monthly visits, money spend, which service preferred by which income group, age group and occupation group made by the sample respondents at dining restaurant, fast food chain and order for home delivery. Then the factors affecting to go for dining restaurants, fast food chain and home delivery. Then the study also reveals the respondent prefer which time to go for dining restaurant, fast food chain and home delivery.