

A STUDY OF WORK CULTURE IN INTERNATIONAL FAST FOOD INDUSTRY AND ITS IMPACT ON THEIR INDIAN OUTLETS

Neha Singh*
Dr. BMS Bhadoria**

ABSTRACT

Fast food is one of the world's most growing food types. It will be an intricate job to locate when exactly the fast food culture began internationally but in Indian context it hasn't been more than a century to count. With changing trends the influence of western food can be seen in the eating habits of Indians significantly. But we certainly are not as aware about this industry as we think we do. The dynamics of this industry have changed tremendously over the years. The industry has not only supported in revenue growth of every country but has always responded and upgraded as per the customers preference. Global fast food restaurants will benefit as the global economy improves and consumers continue to spend on small luxuries, such as eating out. Rising international expansion of US-based fast food chains will continue to be the primary drivers of industry growth as emerging economies increasingly demand more fast food options. With the growing demand of the markets the needs and issues of its employees have gone completely unnoticed. This paper focuses on the emerging trends in fast food industry in the global market and their direct or indirect impact on Indian outlets.

KEYWORDS: *Customer Satisfaction, Work Ethics, Fast Food Chains, Globalization, Economic Growth.*

Introduction

Fast food can be simply defined as easily available, reasonably priced and quickly served and nicely fits into the modern and busy life style. The industry is categorized by usually small but well furnished outlets where people pay for quick served food before they eat and the purchase can be ate-in, take away or home delivered. Even though it is not much preferred food by health aware people for them being high in calories, saturated sugar, fats and salt, still there is no shortage of fast food loving people in India as well. Traditional Indian food cannot be completely catered under the category of fast food. Researchers have found that on a global front fast food industry generates revenue of 570 billion dollar which is more than the overall revenue of most countries around the globe. It is also expected to have an annual growth of 2.5% in coming years.

Objectives of the Study

The major focus of this study is on the Fast food industry culture and system. Some studies have already been conducted to determine the nature of work in the fast food industry. While the nature of work in the multinational brands has widely been studied, studies in the Indian context are surprisingly low. People have always debated about the dehumanizing nature of work in this industry. There is now a term "Mc Job" which reflects these types of jobs that has become a major phenomenon around the world.

Fast Food Industry: An International Overview

America can be regarded as the biggest consumer of fast food in the world. As a matter of fact the foundation of fast food industry apparently was laid in North America itself. Geographically, in 2013, North America stood as the largest market for fast food followed by Asia Pacific. In North America, the inadequacy of time to cook fresh food on a regular basis, busy lifestyles and dependence on convenient

* Research Scholar, Department of Management Studies, Barkatullah University, Bhopal, M.P.

** Professor and Head, Department of Commerce, Govt. MLB Girls P.G. (Autonomous) College, Bhopal, M.P.