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**A STUDY OF MULTINATIONAL FAST FOOD CHAIN
DEVELOPMENT IN INDIA**

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ABSTRACT

The purpose of this research was to determine the variables that affect tweens' opinion of fast-food outlets owned by multinational corporations. (Age group 8 to 12) Perception of MNC fast food outlets among tweens was studied. Teenagers (age group 13-17 years) were also asked about their opinion of MNC fast food restaurants in order to identify any similarities/differences in perception between the two age groups, particularly in India. Fast food business has expanded substantially in the USA and other western nations. The sector has also grown extremely competitive with its considerable rise. As the number of entrants providing fast foods increases, market participants are looking for methods to enhance their market share through improved quality of service and efficient segmentation tactics. This study investigated the element affecting their perceptions of multinational fast-food restaurants (MNCs). The literature study indicates that the twentieth segment is now investigated throughout the globe since it is found that children in that age group have seemingly increased in terms of desire, perception and conduct beyond their years and have begun acting like adolescents.