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Major Project Report on

Factor Analysis of Parameters that Affect Burger Consumption and Value Mapping of Popular Burger Brands in India

Submitted By

ANUJ GOYAL

24/DMBA/037

Under the Guidance of

Associate Professor



DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

CERTIFICATE:

This is to certify that Mr. Anuj Goyal (24/DMBA/037) has completed the research project titled "**Factor Analysis of Parameters that Affect Burger Consumption and Value Mapping of Popular Burger Brands in India"** under the guidance of **Dr. Rakesh Kumar Malviya** as a part of Master of Business Administration (MBA) curriculum Delhi School of Management, New Delhi.

Dr. Rakesh Kumar Malviya

Associate Professor

DECLARATION:

I hereby declare that the research project report titled **"Factor Analysis of Parameters that Affect Burger Consumption and Value Mapping of Popular Burger Brands in India"** submitted by me to the Delhi School of Management (DSM), Delhi Technological University (DTU), Delhi in partial fulfilment of the requirement for the award of the degree of Master in Business Administration (MBA) is a record of Bonafide project work carried out by us under the guidance of **Dr. Rakesh Kumar Malviya.**

The information and data given in the project report is authentic to the best of my knowledge. I have put in efforts to complete this project successfully.

The work reported is not being submitted by me to any other University for the award of any other Degree, Diploma, and Fellowship program**.**

Anuj Goyal

Place:

Date:

ACKNOWLEDGEMENT:

I would like to express my heartfelt gratitude to my faculty guide **Dr. Rakesh Kumar Malviya**, Delhi School of Management, DTU, who has provided me guidance on each step. His constant guidance and advice played a vital role in executing the report. I am thankful to him for his constant support towards my efforts and providing feedback as and when required to help me improve. He helped me to streamline my ideas relating and understanding the concepts of sustainable marketing practices and products.

I express my deepest thanks to my professors and peers at Delhi School of Management, DTU, whose teachings and discussions have sharpened my skills, enabling me to successfully complete this internship and prepare this report.

Thank you all for your support and guidance.

With sincere appreciation,
Anuj Goyal
24/DMBA/037
Delhi School of Management
Delhi Technological University (DTU)

EXECUTIVE SUMMARY:

This research study explores the key parameters that influence burger consumption in India and aims to create a value map for popular burger brands operating in the Indian market. With the Indian fast-food sector experiencing a rapid transformation, understanding consumer preferences and evaluating brand performance are essential for sustaining competitive advantage. The study provides practical insights for food businesses, brand managers, and academic scholars interested in consumer behaviour and strategic marketing.

To achieve these objectives, a comprehensive literature review was conducted to identify significant variables affecting burger consumption, including factors such as price, taste, hygiene, packaging, availability, and delivery convenience. Primary data was collected through a structured online questionnaire using Google Forms, targeting Indian consumers aged 18 to 35. This demographic was selected due to their active involvement in fast-food consumption and openness to Western-style eating habits.

A total of 74 valid responses were gathered using convenience sampling. The collected data was analysed using Exploratory Factor Analysis (EFA) through SPSS software to identify the underlying constructs shaping burger consumption behaviour. This statistical approach helped in grouping correlated variables into core influencing factors, enabling a deeper understanding of consumer priorities.

In addition to factor analysis, a value mapping of five major burger brands—McDonald's, Burger King, Burger Singh, The Burger Club, and Wendy's—was performed. Respondents rated each brand based on the identified parameters. The results were then used to position these brands on a perceptual map, highlighting how consumers perceive their value propositions relative to competitors.

The findings revealed that taste, price, hygiene, and delivery service emerged as the most influential factors in consumer decision-making. Among the evaluated brands, McDonald's held the strongest position in terms of overall consumer preference, driven by consistent taste, affordability, and wide availability. Other brands like Burger Singh and The Burger Club showed potential for growth by capitalizing on niche preferences such as unique flavours and Indianized offerings.

This research has critical implications for business strategy. By understanding consumer preferences and aligning brand values accordingly, companies can enhance customer satisfaction, loyalty, and market positioning. The value map offers a strategic framework to identify brand strengths, reposition offerings, and stand out in a crowded market.

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INTRODUCTION:

1.1 Background

The Indian food and beverage industry have experienced a dynamic transformation over the past few decades. With evolving consumer lifestyles, urbanization, globalization, and increased disposable incomes, the preferences and consumption patterns of Indian consumers have shifted significantly. One of the most notable transformations is the emergence and expansion of the fast-food culture. Among various fast-food items, the burger has carved a unique space for itself in the Indian market. Originally a quintessentially Western food item, the burger has now become a staple in urban Indian diets, especially among the youth and working professionals.

The consumption of burgers in India is not merely a reflection of changing food habits but also a representation of broader socio-economic and cultural shifts. Unlike traditional Indian meals that are typically elaborate and time-consuming to prepare, burgers offer a convenient, quick, and relatively affordable alternative for people on the go. Moreover, the rise of nuclear families, increasing female participation in the workforce, longer working hours, and a burgeoning middle class have further contributed to the growth of the quick-service restaurant (QSR) industry.

The Indian QSR Market and the Rise of Burger Chains

The QSR market in India has witnessed robust growth, with an increasing number of international and domestic players entering the segment. Global giants like McDonald's, Burger King, and KFC have aggressively expanded their footprints in Indian metros and Tier I and Tier II cities. Their entry has not only popularized Western fast-food formats but also created a competitive environment that has compelled both global and local players to innovate and adapt.

McDonald's, for instance, introduced an India-specific menu that excludes beef and pork due to cultural and religious sensitivities. Instead, it offers chicken, fish, and vegetarian options like the McAloo Tikki burger, which has become a bestseller. Similarly, Burger King has launched products tailored to Indian tastes, including spicy patties and veg-forward offerings. Indian brands such as Burger Singh, Jumbo King, and others have leveraged their deep understanding of local preferences to compete effectively by offering regional flavours, fusion variants, and value-for-money pricing.

The burger, thus, has become a symbol of global-local fusion—a food item that retains its core structure while being flexible enough to accommodate Indian spices, ingredients, and cultural preferences. Its adaptability and perceived "cool" factor have made it especially appealing to the younger population, who are not only more receptive to Western foods but also view eating out as a form of socialization and lifestyle expression.

Changing Consumer Behaviour and Food Preferences

Consumer behaviour in India is undergoing rapid transformation due to a range of factors, including demographic changes, increased awareness about global food trends, the influence of social media, and the expansion of food delivery platforms. Young consumers, in particular, are more adventurous, willing to try new cuisines, and influenced by peer recommendations and online reviews.

Moreover, the increasing penetration of smartphones and the internet has democratized access to food-related content. Food influencers, bloggers, YouTube reviews, and Instagram food trends have all contributed to shaping consumer perceptions and driving experimentation. In such an environment, the burger has managed to maintain a consistent appeal due to its affordability, versatility, and familiarity.

Nevertheless, while burgers are popular, consumer choices are influenced by multiple parameters such as taste, price, nutritional value, convenience, brand reputation, and hygiene standards. Factors such as health consciousness and environmental concerns are also beginning to shape food choices. For instance, a segment of consumers is now seeking healthier or plant-based alternatives, prompting some brands to introduce grilled patties, vegan burgers, or gluten-free buns.

Understanding the relative importance of these parameters and how they influence consumption behaviour is essential for businesses aiming to sustain and grow in this competitive market. Traditional marketing strategies based solely on assumptions may no longer suffice. Data-driven insights are imperative to comprehend what drives burger consumption and how consumer preferences are evolving.

Burger Brands and the Competitive Landscape in India

The Indian burger market is highly competitive, with several brands vying for market share. Each brand seeks to carve a distinct identity through its product offerings, pricing strategies, customer experience, and marketing campaigns. For instance, McDonald's is often perceived as a family-friendly brand with strong value pricing, while Burger King is seen as more aggressive in its promotions and positioning as a flame-grilled burger expert. Indian brands like Burger Singh have differentiated themselves by incorporating Indian spices and flavours, catering to the desi palate.

In such a competitive environment, value mapping becomes a crucial exercise. Value mapping refers to assessing how consumers perceive the value of different brands based on parameters such as taste, quality, price, service, ambiance, brand image, and innovation. A value map can help identify market gaps, reposition brands, or reinforce existing strengths.

Brands that successfully differentiate themselves and create a compelling value proposition tend to enjoy higher customer loyalty and brand equity. Conversely, brands that fail to resonate with consumer expectations may struggle despite heavy investments in marketing and

operations. Therefore, it is vital to understand not just what consumers buy but why they choose certain brands over others.

The Role of Factor Analysis in Understanding Consumer Preferences

In the realm of consumer research, statistical tools like factor analysis play a significant role in identifying latent variables or underlying constructs that influence observable behaviour. Given the multifaceted nature of consumer decision-making, factor analysis helps reduce complexity by grouping correlated variables into coherent factors.

For example, factors such as "taste preference," "health consciousness," "brand loyalty," and "economic value" may each encompass multiple observed variables. Factor analysis enables researchers to identify these dimensions and evaluate their relative impact on burger consumption. By doing so, businesses can target specific consumer needs more effectively.

Applying factor analysis in the Indian burger market can yield actionable insights into consumer behaviour. It can reveal, for instance, whether taste outweighs price, whether brand image influences repeat purchases, or whether hygiene is a deal-breaker. Such insights can inform product development, marketing communication, outlet design, and overall strategic direction.

Indian Burger Market

The burger market in India has been growing steadily in recent years, driven by changing consumer tastes and preferences. While burgers were once seen as a Western fast-food item, they are now becoming increasingly popular in India, especially among the younger generation.

The burger market in India is dominated by multinational fast-food chains such as McDonald's, KFC, Burger King, and Subway. These companies have established a strong presence in India and have been able to successfully adapt their menus to suit local tastes and preferences. For example, McDonald's offers a range of vegetarian options in India, including the McAloo Tikki burger, which is made with a potato and pea patty.

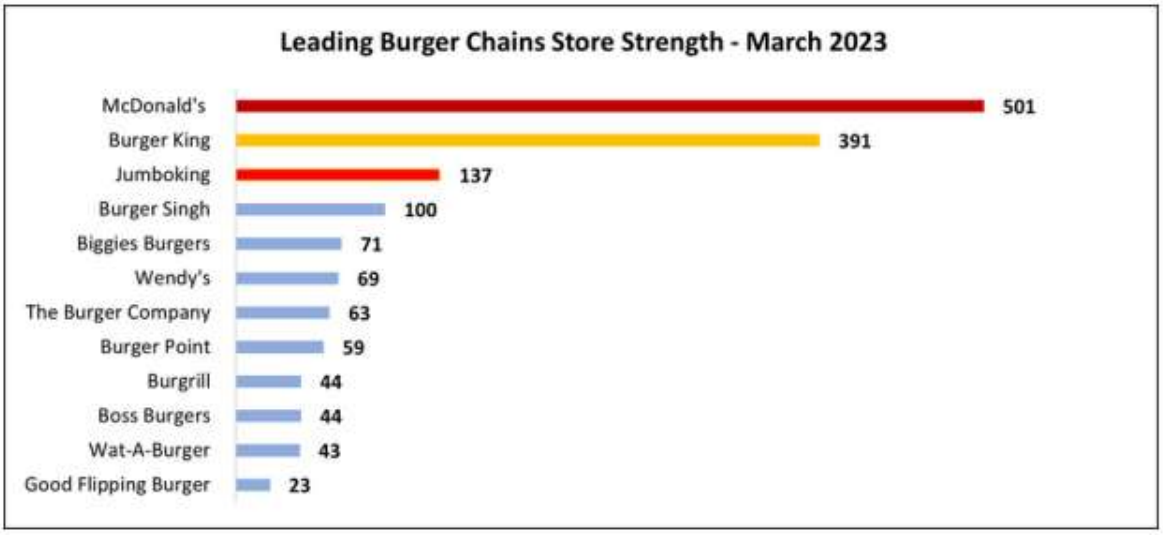
In addition to multinational chains, there are also a growing number of homegrown burger chains in India, such as The Burger Barn Cafe, Burger Singh, and Burgerama. These companies are offering unique and innovative burger options that cater to the Indian palate, such as burgers made with Indian spices and flavours.

Overall, the burger market in India is expected to continue growing in the coming years, driven by increasing disposable incomes, changing consumer preferences, and the expansion of multinational and homegrown burger chains.

According to a report by Research and Markets, the Indian burger market was valued at US$1.4 billion in 2020 and is expected to reach US$2.4 billion by 2026, growing at a CAGR of 9.5% during the forecast period (2021-2026). The report attributes the growth of the Indian burger market to factors such as the increasing demand for fast food, changing lifestyles, rising

disposable incomes, and the expansion of multinational and domestic burger chains in the country.

The report also notes that the vegetarian burger segment is expected to witness significant growth in the coming years, as more and more consumers are opting for plant-based diets. Overall, the Indian burger market is expected to continue its growth trajectory in the foreseeable future.



McDonald's

In 1996, McDonald's launched its first location in the city of New Delhi, breaking into the Indian market. The company initially encountered a number of difficulties in the Indian market, such as cultural disparities and a population that was predominately vegetarian.

The McAloo Tikki burger, which is created with a potato and pea patty, is one of the vegetarian alternatives that McDonald's India added to its menu in order to address these issues. In order to accommodate local tastes and preferences, the corporation also modified its menu, adding products like the Chicken Maharaja Mac, which was modelled after the Indian dish chicken tikka.

McDonald's has increased its footprint throughout time and today operates over 400 outlets in India. throughout 2017, McDonald's India also purchased the license from its old business partner, Connaught Plaza Restaurants, to run McDonald's restaurants throughout the south and west of India.

Despite some recent operational and legal difficulties, McDonald's is still a well-liked fast-food company in India. By providing a combination of international and regional menu selections, it has been able to successfully target the local market.

One of the biggest fast-food chains in India is McDonald's, and many Indian customers prefer its burgers. McDonald's does not, however, publicly release its sales data for specific markets, including India, as it is a privately held firm.

In spite of this, RedSeer Consulting's research claims that McDonald's India saw a 15% increase in sales in 2019 and that this was mostly due to the success of its delivery and online ordering platforms. According to the source, McDonald's has been enhancing its menu in India to better suit local tastes and dietary restrictions. New items include McAloo Tikki, Chicken Maharaja Mac, and Masala Veggie Wrap.

Burger King

In November 2014, Burger King launched its first location in the city of New Delhi, breaking into the Indian market. In the beginning, the business had difficulties in the Indian market, including opposition from well-known fast food chains and the requirement to satisfy the various tastes and preferences of Indian consumers.

Burger King India has concentrated on localization and innovation in its menu offerings to address these issues. In order to appeal to Indian customers, the company has produced a number of menu items tailored specifically for that country, such as the Chicken Tandoor Grill and the Veg Chilli Cheese Melt.

Burger King India has grown throughout the years and now has more than 250 locations spread across more than 35 Indian cities. In order to meet the rising demand for online ordering and home delivery services, the company has also been investing in digital channels and increasing its delivery capacity.

Burger King India became the first QSR business to be listed on the Indian stock exchanges in 2020 after going public. The QSR market in India has significant growth potential, and investors were confident in Burger King India's future prospects in the nation as seen by the company's successful IPO.

Burger King India's sales increased by 66% in FY 2019–20, according to research by RedSeer Consulting. This growth was largely attributed to the company's emphasis on digital channels and the introduction of new menu items. The study also mentions Burger King India's intentions to open over 700 locations by 2026, which will increase the company's presence in the nation.

In addition, Burger King was, behind McDonald's, the second-largest fast food chain in India in terms of revenue in 2020, according to Statista research.

Overall, despite the fact that Burger King's exact sales data for its burgers in India are not made public, it is evident that the business has been doing well there and has been able to successfully compete with other sizable fast food companies.

Burger Singh

In Gurgaon, India, the Burger Singh fast food franchise was established in 2014. Kabir Jeet Singh and Nitin Rana founded the business after realizing there was a market for a burger franchise that combined traditional American-style burgers with Indian flavours and spices.

The business initially just had one location in Gurgaon, but it quickly spread to other Indian cities like Delhi, Mumbai, and Pune. By providing a variety of menu items with Indian influences, such as the Channa Burger, the Malabar Express, the Amritsari Murgh, and Makhani Burger, Burger Singh has set itself apart from other fast food franchises in India.

Burger Singh has concentrated on giving its guests a high-quality eating experience in addition to its distinctive menu options, with a focus on using fresh ingredients and locally produced goods. In order to increase client involvement and strengthen its delivery and online ordering capabilities, the company has also adopted digital platforms.

Burger Singh has won numerous accolades over the years for both its cutting-edge menu and its contribution to the Indian cuisine sector. The company is currently present in India through more than 30 shops, and it is actively growing there.

Burger Singh's sales in India increased by 250% between 2016 and 2018, according to research by Franchise India, demonstrating substantial growth in the company's business there.

Burger Singh has also been growing its consumer base in India by creating additional locations in various cities and through digital platforms. The business has also been emphasizing innovation in its menu selections, which has helped it stand out from other fast-food chains in India and draw in a devoted clientele.
Overall, despite the fact that Burger Singh's actual sales data in India are not made public, it is evident that the business has been doing well there and has been able to carve out a space for itself in the very competitive QSR sector.

Wendy’s

In 2015, the American fast-food brand Wendy's expanded into India. The business operates in India through a joint venture with Rebel Foods, an Indian business that runs and oversees Wendy's locations there.

As a premium fast food company in the nation, Wendy's India has concentrated on providing premium burgers created with fresh ingredients. With the help of new menu items like the Masala Fries and the Spicy Aloo Crunch burger, the business has been able to win over Indian customers.

The competition from established fast food chains and they have to adjust to the varied tastes and preferences of Indian consumers were among the initial difficulties faced by Wendy's India. However, by putting a strong emphasis on quality, innovation, and client interaction, the company has been able to build a strong presence in the Indian market.

Today, Wendy's India runs more than 40 locations throughout the country, with locations in places like Mumbai, Delhi, Bangalore, and Chennai. To meet the rising demand for online ordering and home delivery services, the company has been developing its operations in the nation and investing in digital channels and delivery capabilities.

Opportunities and Challenges in the Indian Market

Despite its growth, the burger market in India faces several challenges. The price sensitivity of Indian consumers, especially in non-metro cities, poses a constant pressure on margins. While urban consumers may be willing to pay a premium for ambiance or brand, a significant segment still prioritizes value-for-money. This often results in a delicate balancing act between quality, pricing, and profitability.

Additionally, there is increasing scrutiny around health and nutrition. Fast food is often associated with high calorie content, trans fats, and low nutritional value. Growing awareness around lifestyle diseases such as obesity and diabetes is prompting some consumers to reconsider their fast-food consumption habits. Regulatory changes may also impact the industry in the future, as the government explores policies related to food labelling, advertising to children, and nutritional disclosures.

On the flip side, the increasing adoption of food tech platforms like Zomato, Swiggy, and Uber Eats (now integrated with Zomato) has expanded the reach of burger brands. Consumers can now access their favourite burgers with the click of a button, creating opportunities for new business models like cloud kitchens and delivery-only outlets.

Moreover, the rise of experiential dining, themed cafes, and niche burger joints (e.g., gourmet burgers, plant-based alternatives, and regional fusion flavours) suggests that the Indian market is ready for deeper segmentation and innovation. Brands that can understand and anticipate these shifts will be better positioned to capture consumer attention and loyalty.

Need for Academic Research in this Domain

Despite the significant commercial interest in the burger segment, academic research in this area remains limited, particularly in the Indian context. Most market studies are proprietary or conducted for business clients, lacking transparency or accessibility for broader academic scrutiny. There is a clear need for structured research that not only investigates consumer behaviour through validated scientific methods but also contributes to the literature on food marketing, brand strategy, and consumer psychology.

This study seeks to bridge that gap by employing a rigorous research framework that includes literature review, primary data collection, factor analysis, and value mapping. By doing so, it aims to provide stakeholders—academics, marketers, food entrepreneurs, and policy makers—with valuable insights into the drivers of burger consumption and brand positioning in India.

1.2 Problem Statement

The Indian fast-food industry has undergone remarkable evolution, driven by changing consumer lifestyles, increased disposable income, urbanization, and the influence of global food trends. Within this growing segment, burgers have emerged as a popular and widely accepted food choice across diverse demographic groups, particularly among urban youth. The widespread presence of international chains like McDonald's and Burger King, along with the emergence of Indian brands such as Burger Singh and Jumbo King, signifies the growing competition and consumer interest in this product category. However, despite the visible expansion and brand diversification, a deeper understanding of what influences consumer choices in burger consumption remains underexplored, especially in an academic context.

While it is evident that factors such as taste, price, convenience, and brand image play roles in influencing consumer preferences, the relative importance and interrelationship of these factors have not been sufficiently studied using rigorous statistical methods. Moreover, with increasing health consciousness, growing awareness of nutrition, and changing value perceptions among Indian consumers, the parameters that affect burger consumption have become even more complex. Businesses that do not understand these evolving consumer dynamics risk losing relevance in a competitive marketplace.

In addition, while several brands compete in the burger segment, there is a lack of structured value mapping that illustrates how consumers perceive and differentiate between these brands. Most existing brand comparisons are either anecdotal or based on general market data without a comprehensive analytical framework. For marketers, understanding where their brand stands in relation to others on key value attributes like taste, price, quality, service, innovation, and emotional connection is critical to devising effective positioning and marketing strategies.

This research seeks to address these gaps by conducting an empirical study using factor analysis to identify the key parameters influencing burger consumption in India. The study also aims to perform a value mapping of popular burger brands based on consumer perception to understand the competitive landscape better. Such dual-layered analysis is essential for both theoretical insights and practical application in the fast-evolving food service industry.

1.3 Objectives of the Study

The primary aim of this research is twofold:

1. **Identify and analyse the key parameters that influence burger consumption in India.**
    - Conduct thorough literature research to find the pertinent variables that affect burger consumption trends.

- Conduct a survey to gather primary data.
- Utilize the SPSS software to apply factor analysis techniques.
- Determine the factors that are most important in influencing the consumption of hamburgers in India by analysing and interpreting the findings.

2. **Perform a value mapping of popular burger brands in the Indian market.**
   - By analysing the market and consulting industry professionals, determine the most well-known burger companies in India.
   - Establish the standards for assessing and mapping each burger brand's value proposition.
   - Obtain information on consumer impressions of and preferences towards various burger brands.
   - Create a value map showing the positioning of well-known burger brands based on several aspects, such as flavour, price, quality, brand reputation, and other pertinent criteria, after analysing the collected data using appropriate statistical methods.
   - Interpret the findings to learn more about the burger companies' competitive environment in India and to spot potential chances for brand differentiation and market positioning.

1.4 Scope of the Study

This research study focuses on two key aspects of the Indian burger market: identifying and analysing the parameters influencing burger consumption and performing a value mapping of popular burger brands based on consumer perceptions. The scope of the study is carefully defined to ensure clarity, relevance, and feasibility, considering both practical constraints and research objectives.

Geographical Scope: The study primarily focuses on urban and semi-urban regions of India where the presence of burger chains—both international and domestic—is prominent. Major cities such as Delhi, Mumbai, Bengaluru, Chennai, Hyderabad, and Pune are likely to serve as representative areas due to their diverse consumer base, developed food service ecosystems, and higher exposure to fast food culture. These urban centres provide a meaningful sample of consumers who are familiar with a range of burger brands and are likely to have well-formed perceptions and preferences.

Demographic Scope: The study targets a broad demographic, focusing especially on individuals aged between 15 and 45 years who constitute the primary consumers of fast food in India. This includes students, working professionals, and young families who are most likely to consume burgers and engage with fast-food brands either through dine-in, takeaway, or online delivery platforms.

Thematic Scope: The first part of the study is centred on identifying key parameters that influence burger consumption. These parameters may include factors like taste, price, quality, service speed, outlet ambiance, brand loyalty, health considerations, peer influence, and promotional offers. Through literature review, survey data, and factor analysis using SPSS,

these variables will be grouped into significant underlying factors to understand what drives consumer behaviour in this category.

The second part of the study delves into value mapping, which involves identifying leading burger brands in India and evaluating them across selected value dimensions such as product taste, price affordability, customer service, product variety, innovation, and brand trust. This mapping will be based on consumer perceptions gathered through structured surveys. Statistical tools will be used to analyse the data and create a perceptual value map showing where each brand is positioned relative to others.

Exclusions and Limitations: The study does not cover rural areas or regions where burger consumption is minimal or non-existent. It also excludes smaller, unorganized burger outlets due to the difficulty in standardizing their offerings and brand visibility. Furthermore, while the study attempts to be as comprehensive as possible, the findings may be influenced by respondents' subjective perceptions, brand familiarity, and regional food preferences.

Time Frame: The study is time-bound and will capture data that reflects current consumer behaviour and market dynamics. As trends and preferences may evolve, the study represents a snapshot of the current landscape rather than a long-term forecast.

LITERATURE REVIEW:

The fast-food industry in India has witnessed significant growth over the past few decades, driven by urbanization, changing lifestyles, and increased disposable incomes. Burgers, as a prominent fast-food item, have become increasingly popular among Indian consumers. Understanding the factors influencing burger consumption and the value perceptions of popular burger brands is crucial for stakeholders in this sector. This literature review examines key studies that shed light on these aspects.

- **Determinants of Consumer Food Choice in India**

Anand (2011) conducted a study titled *"A study of determinants impacting consumers food choice with reference to the fast food consumption in India"* published in the *Society and Business Review*. The research identified several factors influencing consumers' food choices, including taste, convenience, price, and marketing strategies. The study emphasized that fast-food marketers play a significant role in shaping consumer patterns through aggressive promotions and by capitalizing on the demand for quick and tasty meals. The findings suggest that consumers prioritize taste and convenience, often influenced by promotional activities, when selecting fast-food options.

- **Factors Influencing Loyal Consumption Behaviour**

Singh and Nanda (2022) explored the factors affecting loyal consumption behaviour towards fast-food restaurants in their study published in the *Indian Journal of Marketing*. Utilizing the SERVQUAL methodology integrated with AHP and TOPSIS techniques, the research assessed service quality dimensions such as food quality, timely service, hygiene, menu availability, taste consistency, price sensitivity, staff friendliness, and ambiance. The study concluded that these factors significantly contribute to customer loyalty, with food quality and hygiene being paramount. The research highlights the importance of maintaining high service standards to foster customer retention in the competitive fast-food market.

- **Consumer Behaviour Towards Fast Food Joints**

Agarwal and Ben Guirat (2017) conducted an empirical study titled *"An empirical study of various factors influencing the behaviour of consumers towards fast food joints in Indian Market"* published in the *Independent Journal of Management & Production*. The research focused on unorganized fast-food joints and identified key factors influencing consumer behaviour, including sensory appeals, service efficiency, staff appearance, décor, and overall ambiance. The study also examined the relationship between consumer demographics and spending behaviour, revealing that younger consumers are more inclined towards fast-food consumption due to its convenience and social aspects.

- **Perception and Factors Influencing Fast Food Consumption**

Keshari and Mishra (2016) addressed the growing concern of fast-food consumption in India in their article *"Growing menace of fast food consumption in India: time to act"* published in the *International Journal of Community Medicine and Public Health*. The study highlighted the impact of globalization and urbanization on dietary habits, leading to increased consumption of fast food rich in trans and saturated fats. The authors emphasized the need for public health interventions to mitigate the adverse health effects associated with excessive fast-food intake, particularly among the youth.

- **Consumer Perception About Fast Food in India**

An exploratory study titled *"Consumer perception about fast food in India: An exploratory study"* examined consumer attitudes towards fast food, focusing on attributes such as service, price, hygiene, seating space, food taste, variety, and ambiance. The research utilized factor analysis to identify key components influencing consumer perceptions. The findings indicated that while taste and variety are significant drivers, concerns about hygiene and health implications also play a crucial role in shaping consumer attitudes towards fast food.

- **Impact of Socio-Demographic Factors on Fast Food Consumption**

A study titled *"Perception and Factors Influencing Fast Food and Junk Food Consumption of High School Students of Bogura Town"* explored the influence of socio-demographic factors on fast-food consumption among high school students. The research found that peer influence, parental habits, and exposure to advertising significantly affect students' food choices. The study underscores the importance of considering socio-demographic variables when analysing fast-food consumption patterns, especially among younger demographics.

- **Changing Consumer Preferences: Factors Influencing Choice of Fast Food Outlet**

"Changing Consumer Preferences" by Seyfang, Chambers, Murphy, Grunert, Boulding, Tinoco & Ribeiro. This study delves into the evolving preferences of Indian consumers regarding fast-food outlets. It highlights that factors such as food quality, freshness, taste, and hygiene are paramount in influencing consumer choices. The research underscores that consumers' perceptions of quality are shaped by their expectations and the actual performance of the product and services delivered. The study also notes that women are more inclined towards purchasing local food due to its perceived freshness and quality. These insights are crucial for understanding the parameters that affect burger consumption in India.

- **Evolving Food Choices Among the Urban Indian Middle-Class: A Qualitative Study**

The qualitative study titled *"Evolving Food Choices"* by S. N. Mishra, R. K. Sharma, A. K. Singh explores the changing food environment among the urban Indian middle class. It identifies a shift towards Western diets, influenced by factors such as globalization, increased availability of diverse cuisines, and the proliferation of international fast-food chains. The study also highlights the role of convenience, with participants valuing ready-to-eat meals and easy access to food outlets. Additionally, food is seen as a marker of social identity, with Western foods like burgers being associated with prestige and modernity. These findings provide a nuanced understanding of the socio-cultural factors influencing burger consumption in urban India.

- **Growing Menace of Fast Food Consumption in India: Time to Act**

Article titled *"Growing Menace of Fast Food Consumption"* by Priya Keshari, C. P. Mishra examines the rapid rise in fast-food consumption in India, attributing it to globalization, urbanization, and aggressive marketing strategies. The authors express concern over the health implications of this trend, noting the high content of trans and saturated fats in fast foods like burgers. The study calls for introspection and public health interventions to address the growing preference for fast food, emphasizing the need for awareness about its nutritional drawbacks. This perspective is essential for understanding the health-related parameters affecting burger consumption in India.

- **Exploring Consumer Behaviour in Fast Food Burgers**

An empirical study on *"Exploring Consumer Behaviour in Fast Food Burgers"* published in: International Journal of Research Publication and Reviews, Vol. 5, No. 5, May 2024, investigates the nuanced drivers shaping burger consumption trends in India. The research identifies key factors influencing consumers' choice of burger outlets, with taste (89%), price (87%), and brand reputation (59%) emerging as the most significant. The study also highlights the growing preference for burgers over other fast-food items, noting that the quick-service restaurant (QSR) segment in India comprises 31% burgers and sandwiches, surpassing pizzas at 28%. These insights underscore the importance of understanding consumer preferences to enhance customer satisfaction and inform strategic marketing decisions in the competitive Indian burger market.

- **A Study on the Demographic Profile of the Fast Food Consumers in India**

"A Study on the Demographic Profile of the Fast Food Consumers in India" by Himanshu B. Rout, published in International Journal of Scientific & Technology Research, Volume

9, Issue 03, March 2020. This study examines the demographic factors influencing fast-food consumption patterns in India. The research reveals a substantial increase in fast-food consumption, particularly among the youth, who are drawn to fast food for fun and variety. The study emphasizes that demographic profiles, including age and lifestyle, significantly impact consumer behaviour towards fast-food joints. Understanding these demographic influences is crucial for fast-food businesses aiming to tailor their offerings and marketing strategies to meet the preferences of different consumer segments in the Indian market.

- **Didarloo et al. (2022) – Using the Theory of Planned Behavior to Predict Fast-Food Consumption**

This study applied the Theory of Planned Behavior (TPB) to examine factors influencing fast-food consumption among university students. It identified that attitudes, subjective norms, and perceived behavioural control significantly predict students' intentions to consume fast food. The research emphasizes the role of social influence and personal attitudes in shaping consumption behaviour, suggesting that interventions targeting these areas could effectively reduce fast-food intake among young adults.

- **Reshi et al. (2023) – Factors Affecting Consumer Behavior in the Fast-Food Industry**

An empirical study focusing on the Indian fast-food sector identified key factors influencing consumer behaviour, including food quality, price, convenience, location, and brand image. The research found that food quality and price are the most significant determinants of consumer choices. These insights are crucial for fast-food businesses aiming to enhance customer satisfaction and loyalty in a competitive market.

- **Sharma & Mukherjee (2024) – Influential Factors on Attitudes and Revisit Intentions at Fast Food Outlets**

This research explored factors affecting consumer attitudes and revisit intentions in Delhi's fast-food outlets. It highlighted the importance of food quality, price sensitivity, promotional activities, and environmental factors like ambiance and cleanliness. The study suggests that maintaining high food standards and offering value-for-money deals are essential strategies for attracting and retaining customers.

- **Varikunta & Sachin (2024) – Factors Influencing Loyal Consumption Behavior Towards Fast-Food Restaurants**

Investigating customer loyalty in the fast-food industry, this study found that food quality, service quality, and price fairness significantly impact customer satisfaction, which in turn influences loyalty. Interestingly, the physical environment had a lesser effect on satisfaction. The findings underscore the need for fast-food outlets to focus on core service elements to foster customer loyalty.

- **Yadav & Krishnan (2013) – Perceptions and Fast Food Eating Behaviors in Chandigarh, India**

This study examined differences in fast-food perceptions and consumption behaviours between residents of high- and low-income neighbourhoods in Chandigarh. It revealed that individuals from higher-income areas are more likely to associate fast food with Western-style restaurants, while those from lower-income areas equate it with street food. These insights highlight the influence of socioeconomic status on food choices and perceptions.

- **Rajmohan et al. (2024) – Factors Determining Intention Towards Fast Food Consumption Among College Students**

A scoping review focusing on college students identified taste, convenience, peer influence, and marketing as primary factors driving fast-food consumption. The study emphasizes the need for targeted interventions that address these factors to promote healthier eating habits among young adults.

- **Costa Rican Adolescents Study (2013) – Psychosocial Factors Influencing Fast-Food Consumption**

This research explored psychosocial factors affecting fast-food consumption among urban and rural adolescents in Costa Rica. It found that convenience, availability, and external influences like advertising significantly impact consumption frequency. The study suggests that interventions should consider these factors to effectively address unhealthy eating behaviours.

- **South Asian Journal of Engineering and Technology (2024) – Comparing Factors Influencing Loyal Consumption Behavior**

This study compared factors influencing customer loyalty in fast-food restaurants, identifying food quality, service quality, and price fairness as key determinants. It also noted that customer satisfaction mediates the relationship between these factors and loyalty, highlighting the importance of delivering consistent quality and value to retain customers.

- **BMC Public Health (2023) – Using the Theory of Planned Behavior to Predict Fast-Food Consumption**

Applying the TPB framework, this study assessed fast-food consumption behaviours among college students in Pakistan. It concluded that behavioural intentions, shaped by attitudes, subjective norms, and perceived behavioural control, are significant predictors of consumption. The research underscores the utility of TPB in understanding and addressing fast-food consumption patterns.

- **Nutrition Journal (2013) – Differences in Perceptions and Fast Food Eating Behaviors**

This study examined how perceptions and behaviours related to fast food differ between individuals in high- and low-income neighbourhoods in India. It found that socioeconomic status influences both the definition of fast food and consumption frequency, with higher-income individuals more likely to frequent Western-style fast-food restaurants. These findings are vital for tailoring public health interventions to diverse demographic groups.

Due to shifting customer preferences, urbanization, and the impact of Western fast-food culture, burger consumption has significantly increased in recent years in India. Both researchers and marketers must comprehend the elements that affect burger consumption as well as the value judgments connected to well-known burger brands in this context. The goal of this review of the literature is to look at research that has already been done on the value mapping of well-known burger brands in India and factor analysis of factors influencing burger consumption.

1. **Elements That Influence Burger Consumption:**

- Taste and Flavour Preferences:
  Taste and flavour play a pivotal role in shaping consumer preferences toward burgers. According to Gupta et al. (2017), sensory satisfaction significantly affects both initial trials and repeat purchases. Consumers tend to associate strong, savoury flavours and the right balance of spices with freshness and quality. In the Indian context, fusion flavours that cater to regional palates further enhance the appeal. Thus, taste remains a fundamental determinant in burger consumption behaviour.

- Price and Value Perception:
  Joshi et al. (2019) and Khan et al. (2020) found that price sensitivity heavily influences burger consumption in India. Consumers frequently assess the perceived value relative to the cost, often comparing different brands based on affordability, portion size, and

quality. Budget-conscious buyers seek deals and combo offers, especially among younger demographics. Hence, providing burgers at competitive prices without compromising taste or quality enhances perceived value and boosts purchase intent.

- Health Consciousness:
  Increased awareness of health and nutrition has shifted consumer preferences toward healthier food alternatives. Patel et al. (2018) emphasize that health-conscious consumers are drawn to burgers that offer low-fat options, whole-grain buns, lean proteins, and plant-based patties. Calorie counts, nutritional transparency, and inclusion of organic ingredients also influence decisions. The study highlights that integrating health aspects into traditional fast food is essential for attracting and retaining modern health-aware consumers.

- Convenience and Accessibility:
  According to Singh and Agarwal (2019), the physical accessibility and operational convenience of burger outlets significantly impact consumption patterns. Consumers favour chains with multiple locations, efficient service models, and availability through delivery apps. Quick-service restaurants (QSRs) that offer drive-throughs, takeaways, and minimal wait times appeal to busy urban customers. Accessibility also extends to digital presence—online ordering systems and app-based loyalty programs enhance customer satisfaction and brand preference.

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2. Value Mapping of Popular Burger Brands in India:

- Brand Image and Reputation:
  Brand image influences consumer trust, emotional connection, and willingness to pay a premium. Mehta et al. (2018) and Saxena and Singh (2021) report that a strong brand identity reflecting quality, consistency, and reliability increases perceived value. Consumers often equate well-known brands with hygiene, taste assurance, and a superior overall experience. Positive brand reputation, built through advertising, corporate social responsibility, and consistent quality, fosters loyalty and repeat business in a competitive market.

- Menu Variety and Personalization:
  A diverse and customizable menu enhances consumer engagement and satisfaction. Verma et al. (2019) found that brands offering extensive burger varieties—including vegetarian, vegan, regional, and gluten-free options—cater to a broader audience. Additionally, the ability to personalize ingredients, sauces, and meal combos empowers customers and elevates perceived value. This flexibility meets individual dietary preferences and lifestyle needs, strengthening brand loyalty and encouraging experimentation with new menu items.

- Service Quality and Experience:
  Service experience greatly influences consumer perception of burger brand value. Patel and Jain (2020) and Kumar et al. (2022) observed that factors such as courteous staff, clean premises, quick order processing, and pleasing ambiance contribute to positive

experiences. Customers associate high service quality with better food hygiene, professionalism, and care. These factors create emotional satisfaction and encourage repeat visits, emphasizing the importance of operational excellence in the fast-food industry.

- Social Media Influence and Word-of-Mouth:
  Sharma et al. (2021) and Gupta and Kapoor (2022) highlight that digital engagement and peer recommendations shape brand perceptions. A strong social media presence, appealing content, influencer collaborations, and user-generated reviews enhance brand visibility and trust. Platforms like Instagram and Zomato influence consumer choices, especially among younger users. Positive word-of-mouth from friends, family, or online communities boosts credibility, making digital reputation management essential for modern burger brands.

RESEARCH METHODOLOGY:

Research methodology refers to the specific methods and procedures used to identify, select, process, and analyse information relevant to a particular topic. This section allows the reader to objectively evaluate the study's overall credibility and validity. Research technique, on the other hand, involves a systematic plan designed to address a research problem. It encompasses the tools and strategies employed in conducting research.

For this study, a convenience sampling method has been adopted. Convenience sampling is a non-probability sampling technique where participants are selected based on their accessibility and proximity to the researcher. The data collected was primarily self-sourced through direct efforts, supplemented by credible information from various reputable websites. The choice of methodology was determined after reviewing and analysing multiple pieces of literature on similar topics.

3.1 Nature of the Study

The nature of this research is both descriptive and exploratory. It is descriptive in the sense that it systematically examines various parameters (such as price, taste, hygiene, etc.) that influence consumer behaviour towards burgers. It is also exploratory because it delves into identifying underlying patterns and relationships among these parameters through factor analysis, a statistical method used to uncover latent constructs that shape observed consumer preferences.

The study is also quantitative, as it involves numerical data collected via structured questionnaires. This approach allows for statistical rigor, replicability, and objective analysis. The use of Likert scales to measure respondent perceptions ensures consistency and comparability across variables and brands.

3.2 Research Objectives

The primary objective of this study is to understand the factors that significantly affect burger consumption behaviour among Indian consumers and to map the perceived value of leading burger brands accordingly. The specific objectives are as follows:

- To identify the key parameters (such as price, taste, packaging, hygiene, availability, and home delivery) that influence consumer preferences and consumption behaviour of burgers.
- To perform factor analysis on these parameters to identify core dimensions influencing burger consumption behaviour.
- To evaluate the performance of major burger brands (McDonald's, Burger King, Burger Singh, Burger Club, and Wendy's) based on these parameters.
- To create a value map representing the positioning of different brands in the minds of consumers across key factors.
- To offer managerial insights to fast-food businesses for improving service delivery, customer satisfaction, and brand loyalty.

3.3 Population and Sample Size Determination

Target Population

The target population for this research consists of Indian consumers aged 18–35, particularly those who consume fast food and burgers regularly. This demographic is relevant because they represent the largest consumer base for quick-service restaurants in India due to their evolving lifestyles, disposable income, and openness to Western cuisines.

Sample Size Determination

A total of 74 valid responses were collected for the study. This sample size is considered adequate for conducting an Exploratory Factor Analysis (EFA), which typically requires a minimum ratio of 5 respondents per variable. With multiple variables being studied (more than 10), a sample above 70 provides a reasonable basis for statistical interpretation.

While a larger sample could provide more generalizable insights, the study prioritizes depth and pattern discovery over generalization, as is typical in exploratory research.

3.4 Method of Data Collection

Primary Data Collection

The primary data was collected using a Google Form-based structured questionnaire, which was distributed online through email, WhatsApp, and social media platforms. The survey was self-administered and included close-ended questions with a 5-point Likert scale (1 = Very Low, 5 = Very High). Respondents rated general parameters influencing burger consumption and then evaluated individual brands on the same.

The questionnaire included the following sections:

- Demographic Information: Name, gender
- General Burger Consumption Behavior: Ratings on parameters such as availability, price, taste, hygiene, packaging, and home delivery
- Brand-Specific Perception: Separate ratings for each parameter for the five selected burger brands

Secondary Data Collection

Secondary data was used to complement the findings and provide context to the study. Sources included:

- Industry reports from FICCI, ASSOCHAM, and Euromonitor
- Articles and white papers on Indian fast-food consumption trends
- Brand-specific information from websites and social media analytics

3.5 Data Tools Used

Several analytical tools and techniques were used to process and analyse the data:

- Google Forms: To design and distribute the questionnaire, and to collect structured data
- Microsoft Excel: For initial data cleaning, coding, and descriptive statistical analysis
- SPSS: For conducting Exploratory Factor Analysis (EFA) and generating correlation matrices, eigenvalues, factor loadings, and scree plots
- Factor Analysis: Used to reduce data dimensionality and identify core underlying factors that group correlated variables together
- Value Mapping: Conducted by plotting brands on perceptual maps based on factor scores to visually represent brand positioning and consumer perception

3.6 Questionnaire

A questionnaire is an instrument for study comprising a series of inquiries or prompts designed to gather information from a participant. The information gathered from a data gathering questionnaire might encompass both qualitative and quantitative aspects.

DATA ANALYSIS:

The present study focuses on understanding the key factors influencing burger consumption and value perception among popular burger brands in India. The research aims to identify the most influential parameters driving consumer preference and satisfaction in the competitive quick-service restaurant (QSR) segment, specifically in the burger category. Data was collected through a structured questionnaire targeting Indian consumers aged between 18 and 35 years, a demographic known for its high engagement with fast food and digital food ordering platforms.

4.1 Questionnaire

The questionnaire was designed to evaluate consumer perceptions using the parameters that affect the consumption of Burgers. The evaluation was done across the following main parameters:

- Availability
- Price
- Hygiene
- Taste
- Packaging
- Home Delivery

Each of these factors plays a significant role in shaping consumer behaviour, especially in urban and semi-urban markets where convenience and quality expectations are high. Respondents were asked to rate each parameter using a 5-point Likert scale, ranging from 1 (Worst) to 5 (Excellent), allowing for a nuanced assessment of their experiences and expectations.

The 5 Point scale is defined as follows:

- 1 = Worst
- 2 = Below Average
- 3 = Average
- 4 = Good
- 5 = Excellent

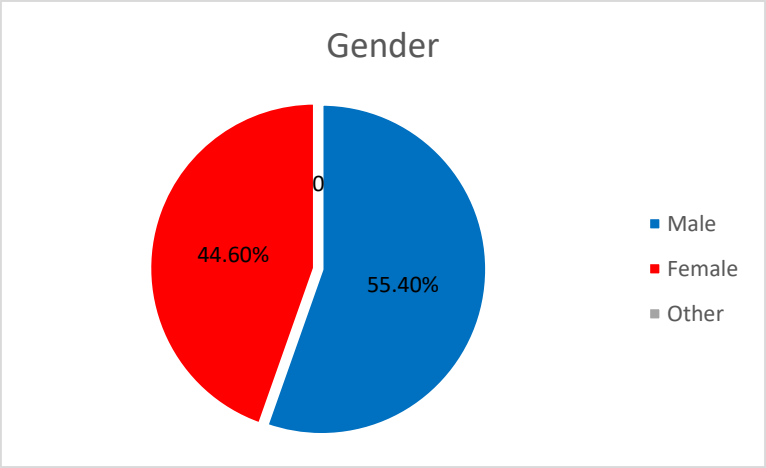
The collected data was analysed using SPSS, with a focus on descriptive statistics, correlation analysis, and exploratory factor analysis (EFA). Descriptive statistics provided a summary of the central tendencies and variation in responses, while correlation analysis was used to identify the strength and direction of relationships among the parameters. Factor analysis was conducted to reduce the data's dimensionality and uncover latent constructs that explain consumer preferences more effectively. This combination of techniques enabled the study to distil complex consumer feedback into actionable insights for brand positioning and strategic improvements in the burger QSR segment.

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4.2 Inferential Statistical Analysis

Inferential statistics describe the many ways in which statistics derived from observations on samples from study populations can be used to deduce whether or not those populations are truly different.

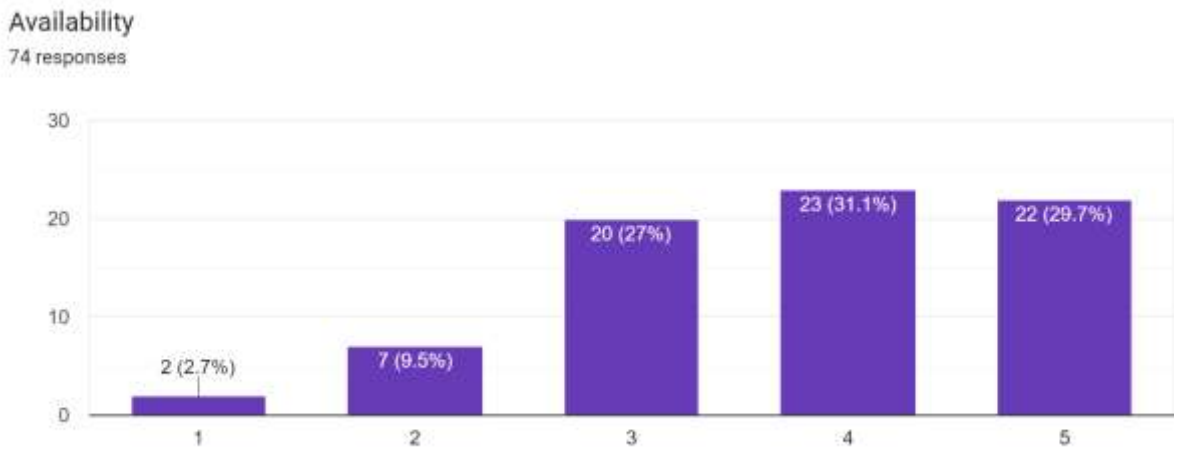
Graph 1: The distribution of genders among the survey respondents



A total of 74 individuals have participated in the survey. Among 74 participants, there are 41 males out of 74 individuals, that account for 55.40% of the total participants. And there are 33 females out of 74 individuals, that account for 44.60% of the total participants. The survey responses were predominantly from male individuals, with a significant proportion also being female. No respondents selected the "Other" gender option.

Customer giving importance to various attributes

Availability:



Graph 2: The distribution of importance assigned by customers to the attribute of "Availability"

The distribution of importance given by customers to the attribute of "Availability." The survey used a scale of 1 to 5, where 1 likely indicates the least importance and 5 indicates the highest importance. A total of 74 responses were collected for this attribute.

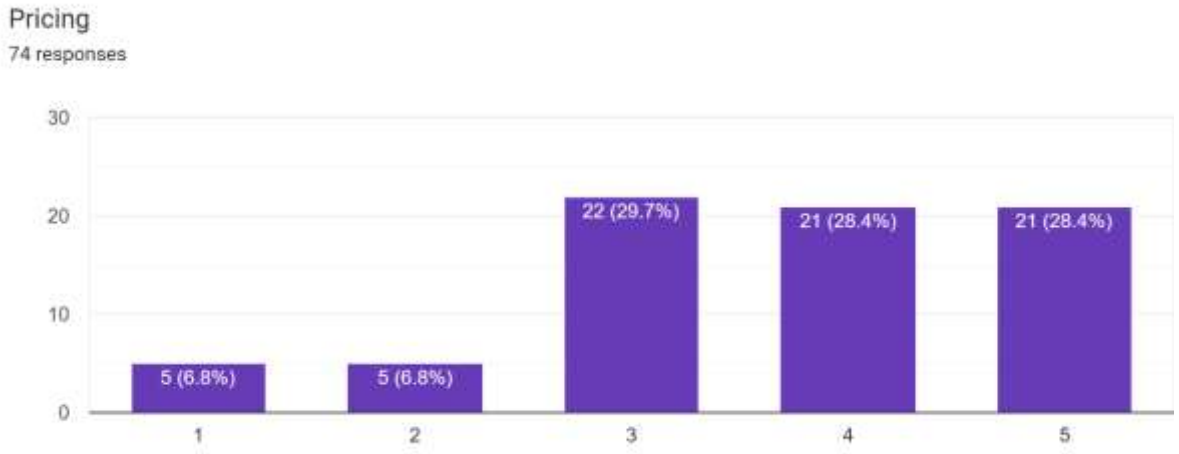
Interpretation:

- Low Importance (1 & 2): A relatively small number of respondents considered "Availability" to be of low importance.
    - 1: Only 2 respondents (2.7% of the total) rated availability as the least important.
    - 2: 7 respondents (9.5% of the total) rated availability as somewhat important.
    - Combined, only 9 respondents (2.7% + 9.5% = 12.2%) placed low importance on availability.
- Moderate Importance (3): A significant portion of the respondents considered "Availability" to be of moderate importance.
    - 3: 20 respondents (27% of the total) gave a rating of 3.
- High Importance (4 & 5): The majority of respondents indicated that "Availability" is a highly important attribute for them as customers.
    - 4: 23 respondents (31.1% of the total) rated availability as highly important.
    - 5: 22 respondents (29.7% of the total) rated availability as the most important.
    - Combined, a total of 45 respondents (31.1% + 29.7% = 60.8%) placed high importance on availability.

The data suggests that availability is a crucial attribute for most customers. A substantial majority (60.8%) of the respondents rated it as highly important (4 or 5). While a notable

portion (27%) considered it moderately important, only a small fraction (12.2%) viewed it as having low importance.

Pricing:



Graph 3: The distribution of importance assigned by customers to the attribute of "Pricing"

The distribution of importance that customers assign to the attribute of "Pricing." Similar to the previous graph, a scale of 1 to 5 was used, with 1 indicating the least importance and 5 indicating the highest importance. A total of 74 responses were collected for this attribute.

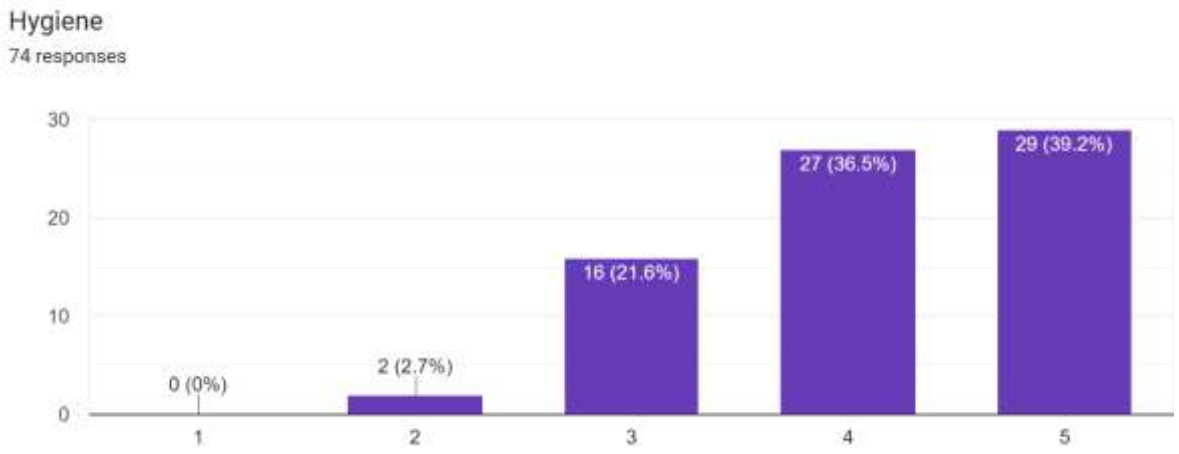
Interpretation:

- Low Importance (1 & 2): A small segment of respondents considered "Pricing" to be of low importance.
  - 1: 5 respondents (6.8% of the total) rated price as the least important.
  - 2: 5 respondents (6.8% of the total) rated price as somewhat important.
  - Combined, 10 respondents (6.8% + 6.8% = 13.6%) placed low importance on pricing.
- Moderate Importance (3): A significant portion of the respondents viewed "Pricing" as moderately important.
  - 3: 22 respondents (29.7% of the total) gave a rating of 3.
- High Importance (4 & 5): A substantial portion of the respondents indicated that "Pricing" is a highly important attribute for them as customers.
  - 4: 21 respondents (28.4% of the total) rated pricing as highly important.
  - 5: 21 respondents (28.4% of the total) rated pricing as the most important.
  - Combined, 42 respondents (28.4% + 28.4% = 56.8%) placed high importance on pricing.

The data reveals that pricing is a highly significant factor for a majority of customers. Over half of the respondents (56.8%) rated it as highly important (4 or 5). A considerable portion

(29.7%) considered it moderately important. Only a relatively small group (13.6%) viewed pricing as having low importance.

Hygiene:



Graph 4: The distribution of importance assigned by customers to the attribute of "Hygiene"

120 The distribution of importance assigned by customers to the attribute of "Hygiene." Using a scale of 1 (least important) to 5 (most important), a total of 74 responses were collected for this attribute.

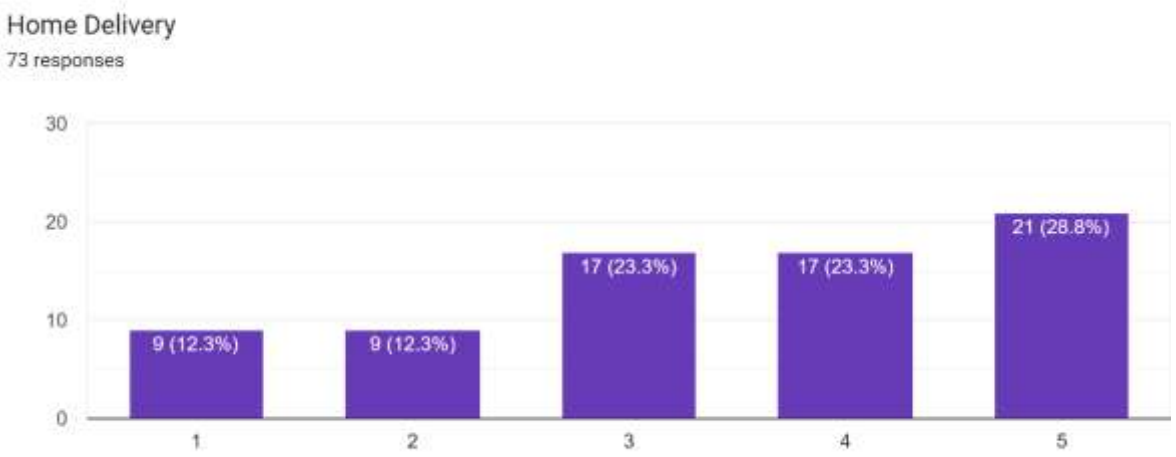
Interpretation:

- Low Importance (1 & 2): A very small number of respondents considered "Hygiene" to be of low importance.
  - 1: 0 respondents (0% of the total) rated hygiene as the least important.
  - 2: 2 respondents (2.7% of the total) rated hygiene as somewhat important.
  - Combined, only 2 respondents (0% + 2.7% = 2.7%) placed low importance on hygiene.
- Moderate Importance (3): A noticeable portion of the respondents viewed "Hygiene" as moderately important.
  - 3: 16 respondents (21.6% of the total) gave a rating of 3.
- High Importance (4 & 5): An overwhelming majority of respondents indicated that "Hygiene" is a highly important attribute for them as customers.
  - 4: 27 respondents (36.5% of the total) rated hygiene as highly important.
  - 5: 29 respondents (39.2% of the total) rated hygiene as the most important.
  - Combined, a significant 56 respondents (36.5% + 39.2% = 75.7%) placed high importance on hygiene.

The data strongly emphasizes that hygiene is an extremely critical attribute for customers. A very large majority (75.7%) of the respondents rated it as highly important (4 or 5). A smaller

portion (21.6%) considered it moderately important, and an almost negligible fraction (2.7%) viewed it as having low importance.

Home Delivery:



Graph 5: The distribution of importance assigned by customers to the attribute of "Home Delivery"

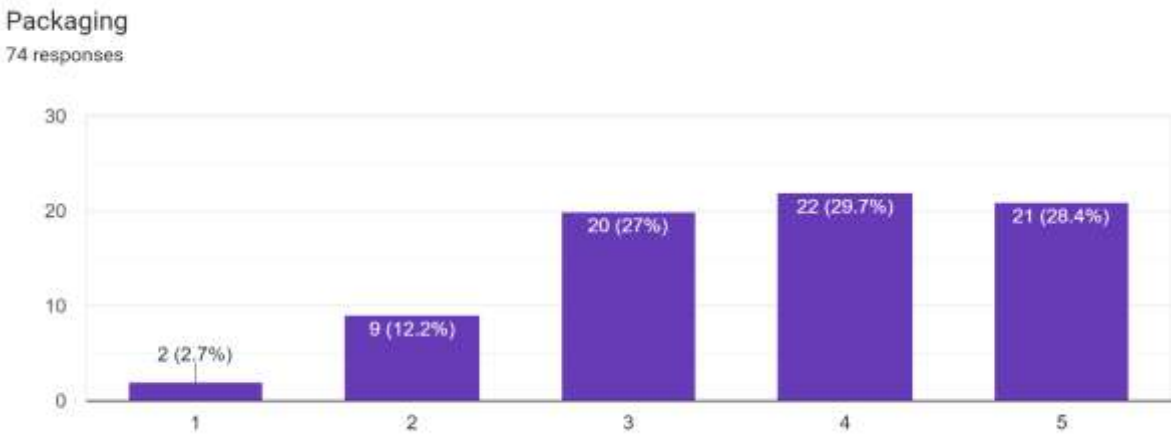
The distribution of importance that customers assign to the attribute of "Home Delivery." The survey utilized a scale of 1 (least important) to 5 (most important), and a total of 73 responses were collected for this attribute.

Interpretation:

- Low Importance (1 & 2): A noticeable portion of respondents considered "Home Delivery" to be of low importance.
    - 1: 9 respondents (12.3% of the total) rated home delivery as the least important.
    - 2: 9 respondents (12.3% of the total) rated home delivery as somewhat important.
    - Combined, 18 respondents (12.3% + 12.3% = 24.6%) placed low importance on home delivery.
- Moderate Importance (3): A significant portion of the respondents viewed "Home Delivery" as moderately important.
    - 3: 17 respondents (23.3% of the total) gave a rating of 3.
- High Importance (4 & 5): A considerable portion of the respondents indicated that "Home Delivery" is a highly important attribute for them as customers.
    - 4: 17 respondents (23.3% of the total) rated home delivery as highly important.
    - 5: 21 respondents (28.8% of the total) rated home delivery as the most important.
    - Combined, 38 respondents (23.3% + 28.8% = 52.1%) placed high importance on home delivery.

The data suggests that home delivery is an important attribute for a slight majority of customers. Over half of the respondents (52.1%) rated it as highly important (4 or 5). A significant portion (23.3%) considered it moderately important, while a notable segment (24.6%) viewed it as having low importance.

Packaging:



Graph 6: The distribution of importance assigned by customers to the attribute of "Packaging"

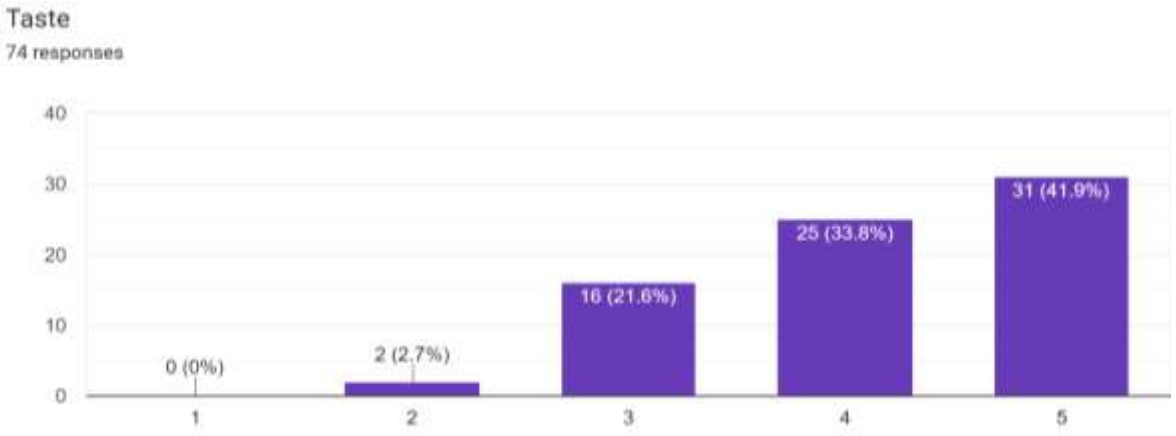
The distribution of importance that customers assign to the attribute of "Packaging." The survey employed a scale from 1 (least important) to 5 (most important), and a total of 74 responses were recorded for this attribute.

Interpretation:

- Low Importance (1 & 2): A relatively small segment of respondents considered "Packaging" to be of low importance.
  - 1: 2 respondents (2.7% of the total) rated packaging as the least important.
  - 2: 9 respondents (12.2% of the total) rated packaging as somewhat important.
  - Combined, 11 respondents (2.7% + 12.2% = 14.9%) placed low importance on packaging.
- Moderate Importance (3): A significant portion of the respondents viewed "Packaging" as moderately important.
  - 3: 20 respondents (27% of the total) gave a rating of 3.
- High Importance (4 & 5): A substantial portion of the respondents indicated that "Packaging" is a highly important attribute for them as customers.
  - 4: 22 respondents (29.7% of the total) rated packaging as highly important.
  - 5: 21 respondents (28.4% of the total) rated packaging as the most important.
  - Combined, 43 respondents (29.7% + 28.4% = 58.1%) placed high importance on packaging.

The data suggests that packaging is considered a highly important attribute by a majority of customers. Over half of the respondents (58.1%) rated it as highly important (4 or 5). A considerable portion (27%) considered it moderately important, while a smaller segment (14.9%) viewed it as having low importance.

Taste:



Graph 7: The distribution of importance assigned by customers to the attribute of "Taste"

The distribution of importance that customers assign to the attribute of "Taste." The survey utilized a scale from 1 (least important) to 5 (most important), and a total of 74 responses were collected for this attribute.

Interpretation:

- Low Importance (1 & 2): A negligible number of respondents considered "Taste" to be of low importance.
  - 1: 0 respondents (0% of the total) rated taste as the least important.
  - 2: 2 respondents (2.7% of the total) rated taste as somewhat important.
  - Combined, only 2 respondents (0% + 2.7% = 2.7%) placed low importance on taste.
- Moderate Importance (3): A noticeable portion of the respondents viewed "Taste" as moderately important.
  - 3: 16 respondents (21.6% of the total) gave a rating of 3.
- High Importance (4 & 5): An overwhelming majority of respondents indicated that "Taste" is a highly important attribute for them as customers.
  - 4: 25 respondents (33.8% of the total) rated taste as highly important.
  - 5: 31 respondents (41.9% of the total) rated taste as the most important.
  - Combined, a substantial 56 respondents (33.8% + 41.9% = 75.7%) placed high importance on taste.

The data emphatically demonstrates that taste is an extremely critical attribute for customers. A very large majority (75.7%) of the respondents rated it as highly important (4 or 5). A smaller portion (21.6%) considered it moderately important, and an almost insignificant fraction (2.7%) viewed it as having low importance.

Brands Rating on various Attributes

A preliminary analysis of customer ratings for popular burger brands in India, across several key attributes, reveals notable trends. The bar graphs presented provide a visual representation of consumer perceptions, which can inform a more in-depth factor analysis.

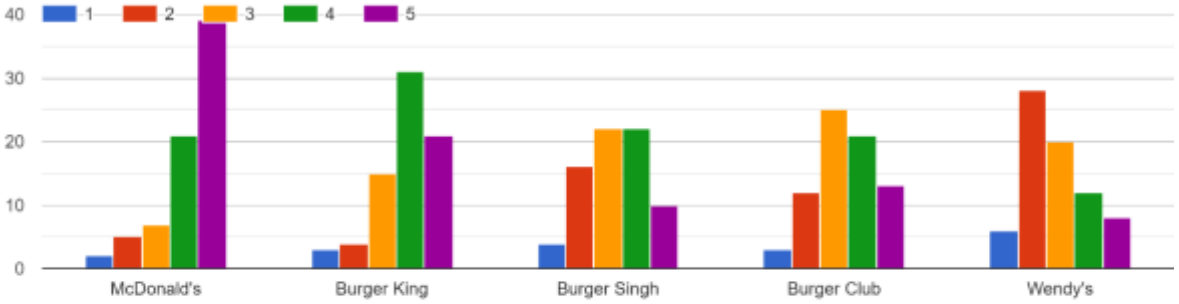
- **Availability:** McDonald's, Burger Singh, and Burger Club demonstrate strong performance, with a significant concentration of ratings in the higher categories (4 and 5), suggesting effective accessibility. In contrast, Wendy's exhibits a different pattern, with a substantial proportion of responses in the lower rating categories (1, 2, and 3), potentially indicating areas for improvement in availability.
- **Hygiene:** Burger King, Burger Singh, and Burger Club are perceived favourably, with a higher density of ratings in the 4 and 5 range. McDonald's and Wendy's show a more dispersed distribution, suggesting a wider range of consumer opinions on hygiene.
- **Packaging:** Similar to hygiene, Burger King, Burger Singh, and Burger Club receive predominantly positive ratings for packaging. McDonald's and Wendy's demonstrate a broader spectrum of perceptions.
- **Taste:** McDonald's, Burger Singh, and Burger Club exhibit a trend towards higher taste ratings. Wendy's, conversely, has a considerable number of responses in the lower taste rating categories.
- **Home Delivery:** Burger King, Burger Singh, and Burger Club are perceived more positively in terms of home delivery satisfaction compared to McDonald's and Wendy's.
- **Pricing:** Wendy's and Burger King tend to have a larger proportion of responses in the higher price rating categories (4 and 5), potentially indicating a perception of higher price points. McDonald's, Burger Singh, and Burger Club have a greater concentration of responses in the lower pricing rating categories (1, 2, and 3), suggesting a perception of greater affordability.

Discussion and Implications for Factor Analysis

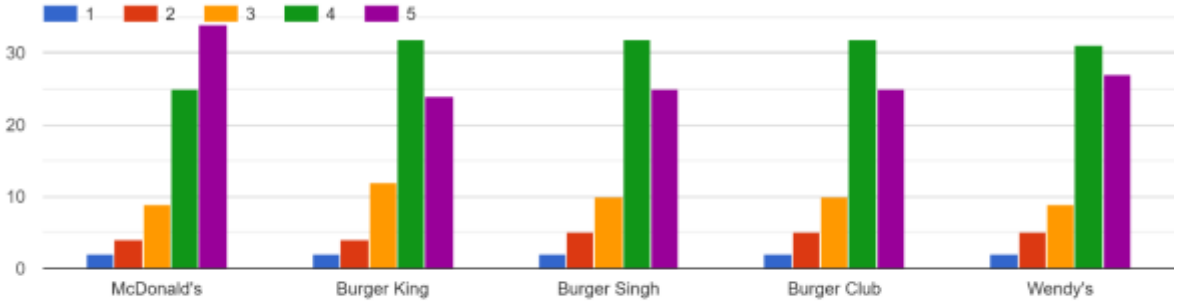
These initial observations suggest potential underlying factors influencing consumer preferences. The attributes of Availability and Home Delivery might load onto a "Convenience" factor, while Hygiene and Packaging could contribute to a "Quality and Safety Perception" factor. Taste and Pricing are likely to represent distinct factors related to the core product and its cost.

A subsequent factor analysis, applied to a more extensive dataset of consumer preferences and consumption patterns, would statistically determine the relative importance of these underlying factors in driving the popularity and consumption of different burger brands in the Indian market. This would provide valuable insights for brands to tailor their strategies based on the factors that most significantly influence their target consumers' choices.

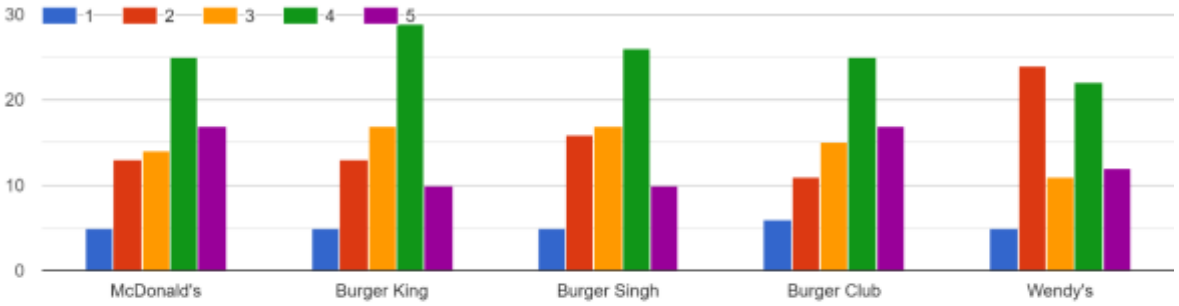
Availability



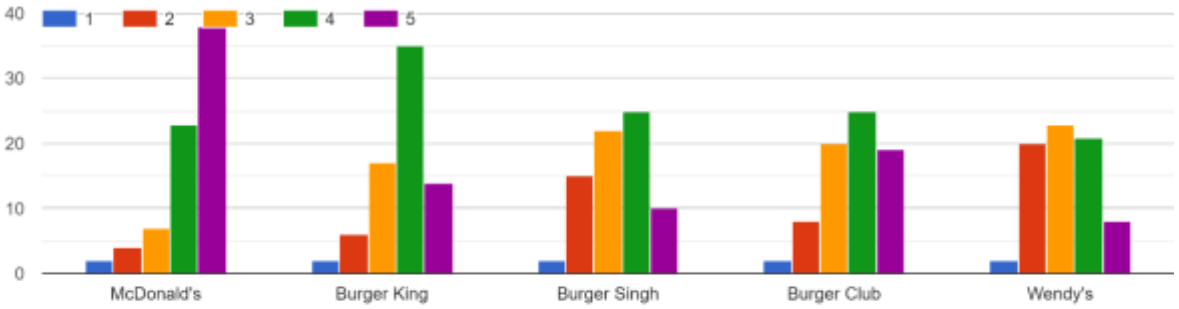
Hygiene



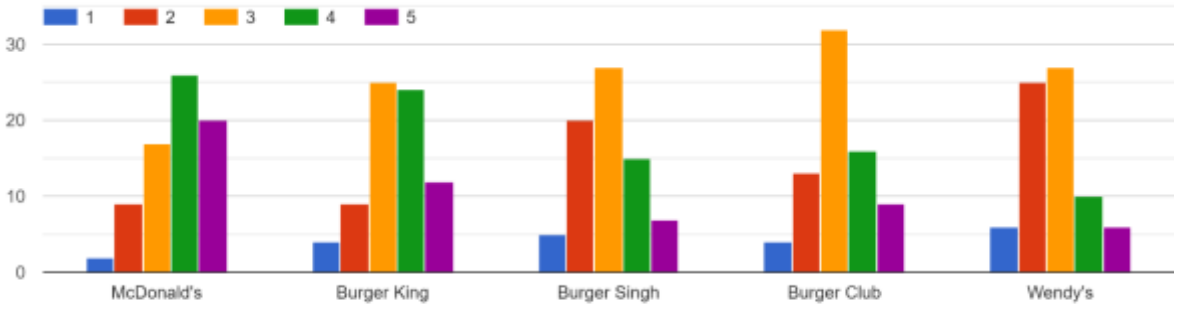
Packaging



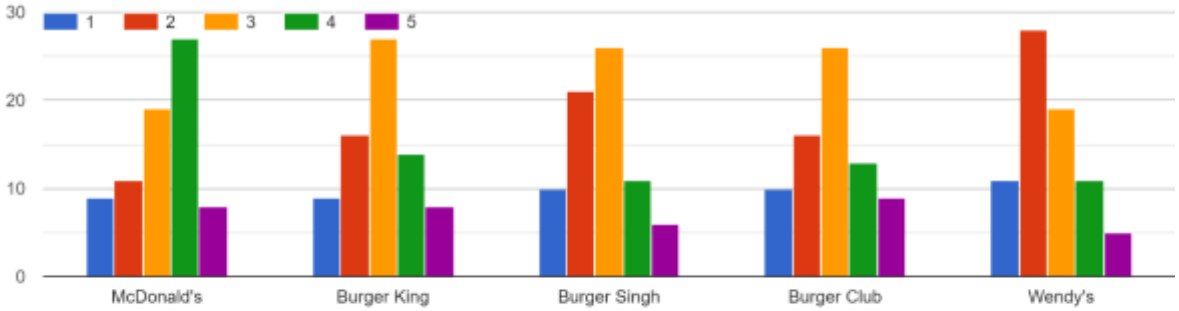
Taste



Home Delivery



Pricing



4.3 Factor Analysis

Factor analysis was performed using SPSS to reduce dimensionality and identify underlying constructs from the six parameters.

Correlation Analysis

Correlation analysis was conducted to examine the strength and direction of relationships among the six parameters affecting consumer preferences in burger consumption: Pricing, Hygiene, Home Delivery, Packaging, Taste, and Availability. The Pearson correlation coefficient (r) was used for this purpose, where values closer to +1 indicate a strong positive correlation.

Correlations

		Pricing	Hygiene	Home Delivery	Packaging	Taste	Availability
Pricing	Pearson Correlation	1	.379	.626	.654	.452	.766
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	74	74	73	74	74	74
Hygiene	Pearson Correlation	.379	1	.338	.515	.735	.473
	Sig. (2-tailed)	<.001		.003	<.001	<.001	<.001
	N	74	74	73	74	74	74
Home Delivery	Pearson Correlation	.626	.338	1	.776	.372	.592
	Sig. (2-tailed)	<.001	.003		<.001	.001	<.001
	N	73	73	73	73	73	73
Packaging	Pearson Correlation	.654	.515	.776	1	.444	.565
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	74	74	73	74	74	74
Taste	Pearson Correlation	.452	.735	.372	.444	1	.399
	Sig. (2-tailed)	<.001	<.001	.001	<.001		<.001
	N	74	74	73	74	74	74
Availability	Pearson Correlation	.766	.473	.592	.565	.399	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	74	74	73	74	74	74

1. Pricing

Pricing demonstrates strong positive correlations with several parameters:

- Availability (r = 0.766): This is the strongest correlation observed in the dataset, indicating that consumers perceive widely available brands as more reasonably priced or offering better value.
- Packaging (r = 0.654) and Home Delivery (r = 0.626) also show strong positive correlations, suggesting that consumers associate good pricing with efficient delivery and attractive packaging.
- Moderate relationships are observed with Taste (r = 0.452) and Hygiene (r = 0.379).

2. Hygiene

Hygiene is strongly related to:

- Taste (r = 0.735): This high correlation implies that consumers often link hygienic practices with better taste perception.
- Packaging (r = 0.515): Reflects the belief that hygienic handling is evident through clean, appealing packaging.
- Hygiene has a moderate correlation with Availability (r = 0.473) and a weaker relationship with Pricing (r = 0.379).

3. Home Delivery

Home Delivery shows significant correlations with:

- Packaging (r = 0.776): The strongest association here, indicating that packaging quality directly affects satisfaction with delivery services.
- Pricing (r = 0.626) and Availability (r = 0.592): Consumers consider timely and affordable delivery as an extension of pricing and accessibility.
- Weaker correlations are seen with Hygiene (r = 0.338) and Taste (r = 0.372).

4. Packaging

Packaging is highly correlated with:

- Home Delivery (r = 0.776) and Pricing (r = 0.654): Indicating the importance of good packaging in ensuring safe and presentable delivery, and its perceived value linked to cost.
- Hygiene (r = 0.515) and Availability (r = 0.565): Suggesting packaging is a visible indicator of cleanliness and brand reach.
- Moderate correlation with Taste (r = 0.444).

5. Taste

Taste is most strongly linked to:

- Hygiene (r = 0.735): Supporting the idea that clean food preparation enhances taste perception.
- Moderate associations exist with Packaging (r = 0.444), Pricing (r = 0.452), and Availability (r = 0.399), indicating some influence but not as pronounced.

6. Availability

Availability shares strong associations with:

- Pricing (r = 0.766), Home Delivery (r = 0.592), and Packaging (r = 0.565): Brands that are more accessible are viewed as better priced, better packed, and more efficient in delivery.
- Moderate to weak correlations exist with Hygiene (r = 0.473) and Taste (r = 0.399).

KMO & Barlett's Test

To determine whether the dataset is suitable for Exploratory Factor Analysis (EFA), the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted. The KMO test measures the sampling adequacy of the data and assesses whether the correlation matrix is suitable for factor analysis. In general, a KMO value of 0.6 or above is considered acceptable.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.699
Bartlett's Test of Sphericity	Approx. Chi-Square	261.199
	df	15
	Sig.	<.001

- KMO Value = 0.699
  The KMO statistic measures the proportion of variance among variables that might be common variance (i.e., variance that might be caused by underlying factors). A KMO value of 0.699 indicates moderate sampling adequacy and suggests that the dataset is appropriate for factor analysis. In general:
  - KMO values between 0.6 and 0.7 are considered acceptable,
  - Values above 0.7 are good,
  - Values below 0.5 are considered inadequate.

- Bartlett's Test of Sphericity
  - Chi-Square Approximation = 261.199,

- Degrees of Freedom = 15,
- Significance (p-value) < 0.001

Bartlett's Test examines whether the correlation matrix is significantly different from an identity matrix (a matrix in which variables are uncorrelated). In this case, the significance value is well below the 0.05 threshold, indicating that the correlations between the variables are sufficiently strong for factor analysis.

Both tests support the use of factor analysis. The KMO value confirms sampling adequacy, while the significant Bartlett's test indicates that the correlation matrix contains meaningful relationships. Thus, factor analysis can be confidently applied to extract latent constructs from the given dataset.

Total Variance Explained

The Total Variance Explained table provides insight into how much of the overall variability in the original dataset is accounted for by the extracted factors. This is a key output of Principal Component Analysis (PCA) used in factor analysis to identify latent dimensions.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.689	61.478	61.478	3.689	61.478	61.478
2	1.042	17.367	78.845	1.042	17.367	78.845
3	.570	9.492	88.337			
4	.323	5.389	93.727			
5	.244	4.059	97.785			
6	.133	2.215	100.000			

Extraction Method: Principal Component Analysis.

In this analysis, two components (or factors) were extracted based on their eigenvalues exceeding the threshold of 1.0 (Kaiser's criterion):

- Component 1 has an eigenvalue of 3.689, explaining 61.478% of the total variance.
- Component 2 has an eigenvalue of 1.042, contributing an additional 17.367% to the total variance.

Together, these two components explain a cumulative 78.845% of the total variance in the original data. This is a very high percentage, indicating that the majority of the information

contained in the six original variables (Availability, Price, Hygiene, Taste, Packaging, and Home Delivery) is captured by just these two underlying factors.

The remaining components (Component 3 to Component 6) each account for less than 10% of the variance individually and were therefore not retained for further analysis.

4.4 Value Mapping

Value mapping is a technique used to identify the key drivers of value for customers, and to understand how the company can create and deliver that value more effectively than its competitors. It involves mapping out the customer journey and identifying the key touchpoints where customers interact with the company, and then understanding what aspects of those interactions are most important to customers.

The process of value mapping in marketing management typically involves the following steps:

1. Define the customer segments: Identify the different types of customers that the company serves and their needs and preferences.
2. Map the customer journey: Understand the various touchpoints where customers interact with the company, such as product selection, purchase, usage, and support.
3. Identify the key drivers of value: Determine the factors that are most important to customers at each touchpoint, such as product quality, price, convenience, and customer service.
4. Prioritize the value drivers: Determine which value drivers are most important to customers and how the company can create and deliver more value than its competitors.
5. Develop a value proposition: Use the insights gained from the value mapping process to create a clear and compelling value proposition that differentiates the company from its competitors and resonates with customers.

By using value mapping in marketing management, companies can better understand their customers' needs and preferences, and create a more effective marketing strategy that delivers value at every touchpoint.

Attributes	McDonald's	Importance	McDonald's Brand Value
Availability	5	4	20
Pricing	4	3	12
Hygiene	5	5	25
Home Delivery	4	5	20
Packaging	4	4	16
Taste	5	5	25
		Total	118
Attributes	Burger King	Importance	Burger King Brand Value

Availability	4	4	16
Pricing	3	3	09
Hygiene	4	5	20
Home Delivery	3	5	15
Packaging	4	4	16
Taste	4	5	20
		Total	96

Attributes	Burger Singh	Importance	Burger Singh Brand Value
Availability	4	4	16
Pricing	3	3	09
Hygiene	4	5	20
Home Delivery	3	5	15
Packaging	4	4	16
Taste	4	5	20
		Total	96

Attributes	Burger Club	Importance	Burger Club Brand Value
Availability	3	4	12
Pricing	3	3	09
Hygiene	4	5	12
Home Delivery	3	5	15
Packaging	4	4	16
Taste	4	5	20
		Total	84

Attributes	Wendy’s	Importance	Wendy’s Brand Value
Availability	2	4	08
Pricing	2	3	06
Hygiene	4	5	20
Home Delivery	3	5	15
Packaging	2	4	08
Taste	3	5	15
		Total	72

Interpretation

- Hygiene is a Top Priority

All brands received high scores for hygiene, reflecting a consistent focus on cleanliness and food safety across the burger industry.

- Pricing Seen as a Weak Point

Pricing is perceived as less favourable, especially for Wendy's and Burger Club, both of which scored the lowest in this category. This suggests that customers feel these brands offer less value for money compared to others.

- Brand Acceptance and Performance
    - McDonald's is clearly the market leader, with the highest overall brand value score of 118, indicating strong performance across all attributes—especially in hygiene, taste, and availability.
    - Burger King and Burger Singh are tied at 96, indicating solid, but not exceptional, performance.
    - Burger Club (84) and Wendy's (72) scored the lowest, showing that these brands have not yet fully captured customer loyalty or satisfaction and may need to revisit their value proposition and strategy.
- Wendy's is Underperforming

With the lowest overall score, Wendy's appears to be the least favoured among the compared brands. Weak scores in availability, pricing, and packaging especially highlight key areas for improvement.

The value mapping analysis provides a clear view of customer priorities and brand performance. McDonald's stands out due to its consistent strength across critical attributes. Meanwhile, Wendy's and Burger Club need to reassess their customer value delivery—particularly in terms of pricing, availability, and overall brand experience.

4.5 Finding and Recommendations

The research was conducted to explore and analyse the key parameters that influence burger consumption in India and to map the value perception of popular burger brands among consumers aged 18–35. Based on the analysis of survey responses and factor analysis using SPSS, several noteworthy findings emerged.

Firstly, McDonald's emerged as the leading brand in terms of overall perceived value. It received the highest aggregate score, owing to its consistent performance across all key parameters including hygiene, taste, home delivery, and availability. Consumers showed a strong inclination towards McDonald's due to its standardized food quality, wide availability, and efficient delivery services.

Secondly, hygiene and taste were identified as the two most significant parameters influencing consumer decisions when it comes to burger consumption. These two factors

consistently received high importance scores across all respondents. This finding reflects a growing consumer consciousness around food safety and taste satisfaction, especially in a post-pandemic environment.

Thirdly, pricing emerged as a moderately negative factor, especially for brands such as Wendy's and Burger Club. A considerable number of respondents felt that the prices of burgers were on the higher side and did not always align with the value perceived. This is an area that requires attention for brands that are unable to justify premium pricing with matching quality or service levels.

Fourth, delivery service and availability were found to be strong brand differentiators. Brands that offered fast, reliable delivery options and had a broader presence across urban areas were rated more favourably. Consumers emphasized convenience as a key driver, particularly in metropolitan cities where food delivery is a popular consumption method.

Lastly, Burger King and Burger Singh scored moderately well, indicating that while they have established some degree of brand loyalty and market presence, there is still room for growth, particularly in areas such as packaging and availability.

84

Recommendations

Based on the findings, several strategic recommendations are proposed to enhance customer experience and improve brand positioning in the Indian burger market:

- Strengthen Delivery and Accessibility: Brands should invest in expanding their delivery networks, optimizing delivery times, and partnering with major food delivery platforms. Greater presence in high-traffic locations and residential areas can significantly increase brand visibility and convenience.
- Prioritize Hygiene and Taste Consistency: Maintaining high hygiene standards and ensuring taste consistency across outlets should be a top priority. Regular quality audits, staff training, and use of fresh ingredients can help build customer trust and repeat purchases.
- Implement Competitive Pricing Strategies: Brands facing criticism for high pricing should consider introducing value meals, combo offers, loyalty programs, or limited-period discounts. Competitive pricing aligned with perceived value can improve customer retention.
- Enhance Packaging and Presentation: In the age of food delivery, the unboxing and eating experience matters. Brands should focus on attractive, sustainable, and functional packaging that preserves taste and hygiene.
- Leverage Brand Communication: Companies should tailor their marketing efforts to highlight their core strengths—be it hygiene, taste, affordability, or innovation. Engaging storytelling, influencer partnerships, and social media campaigns can amplify brand image.
- Explore Niche Opportunities: Brands can consider offering healthier alternatives (e.g., plant-based burgers), regional flavours, or customizable options to cater to evolving preferences and dietary trends.

By addressing these areas, burger brands can not only meet customer expectations but also carve out a distinct identity in a highly competitive and growing fast-food industry in India.

4.6 Limitations of the Study

Despite the comprehensive nature of this research, several limitations should be acknowledged to understand the scope and boundaries of the findings more clearly. These limitations may affect the interpretation, applicability, and generalizability of the results.

1. Sample Size and Representativeness

One of the primary limitations is the relatively small sample size of 74 respondents. While this number is adequate for conducting exploratory factor analysis, it may not fully represent the diverse demographics and preferences of the entire Indian population. The use of convenience sampling, while practical, further limits the representativeness of the sample, as it primarily captures responses from individuals who were easily accessible to the researcher. As a result, the generalizability of the findings to the wider population remains limited.

2. Limited Range of Parameters

The study focused on a selected set of parameters—such as taste, hygiene, price, packaging, availability, and home delivery—when evaluating burger consumption behaviour. While these were identified through literature review and expert insight, it is possible that other influential factors, such as nutritional value, brand loyalty, advertising appeal, or social media influence, were overlooked. The exclusion of these variables might restrict the depth of analysis and potentially leave out key consumer drivers.

3. Geographical and Cultural Scope

This research was conducted exclusively within the Indian context and is tailored to the consumer behaviour and preferences prevalent in India. However, burger consumption patterns and brand perceptions can vary significantly across different cultures and geographical regions. Even within India, regional diversity in food habits and brand presence could result in different consumer attitudes. Therefore, the findings may not be entirely applicable to other countries or even all regions within India.

4. Subjectivity in Value Mapping

The value mapping of popular burger brands is based on consumer perceptions, which are inherently subjective. Respondents' evaluations of taste, quality, and other factors are influenced by personal experiences, expectations, and biases. This subjectivity can introduce variability in the data and affect the objectivity of the brand positioning analysis. Different individuals may interpret "value" differently, leading to inconsistencies in brand assessment.

5. Potential Bias in Self-Reported Data

The study relies heavily on self-reported data collected through online questionnaires. Such data can be influenced by social desirability bias, where respondents may provide answers they believe are more acceptable or favourable. Additionally, some respondents may not have provided thoughtful or honest answers, which could affect the reliability of the data collected.

Recognizing these limitations is crucial for maintaining the integrity and transparency of the research. It also offers a roadmap for future studies. Subsequent research could involve a larger and more diverse sample, incorporate additional parameters, and expand the geographical scope to enhance the comprehensiveness and applicability of findings. Addressing these areas can contribute to a more nuanced understanding of consumer behaviour in the fast-food industry, particularly in the context of burger consumption and brand value perception.

CONCLUSION:

The research project set out to explore the key parameters influencing burger consumption behaviour among Indian consumers and to conduct a value mapping of popular burger brands in the Indian fast-food market. Through a combination of descriptive and exploratory research methods, supported by statistical tools like SPSS and factor analysis, the study offers valuable insights into the dynamics of consumer preferences and brand positioning in the burger segment.

The findings revealed that hygiene, taste, availability, home delivery, price, and packaging are the primary factors shaping consumer decisions when it comes to burger consumption. Among these, hygiene and taste were identified as the most critical determinants. These insights underscore the evolving expectations of consumers, especially the younger demographic (aged 18–35), who seek not only flavourful food but also safe, hygienic, and conveniently accessible options.

The study further revealed that McDonald's holds a leading position in terms of consumer perception and value delivery, followed by Burger King and Burger Singh. This suggests that consistent quality, strong brand identity, and widespread availability play a pivotal role in influencing brand loyalty and preference. On the other hand, brands like Wendy's and Burger Club need to address gaps in pricing perception and availability to strengthen their market position.

The value mapping exercise highlighted how each brand is perceived along dimensions such as price, quality, taste, and convenience. It provided a visual representation of brand positioning in the minds of consumers, helping identify both strengths and potential areas for differentiation. These insights can be especially useful for marketers and decision-makers in strategizing branding, product innovation, and customer engagement initiatives.

While the study provides a foundational understanding of burger consumption behaviour in India, it also acknowledges certain limitations, such as a relatively small sample size, reliance on self-reported data, and a limited set of parameters. These factors may constrain the generalizability of the findings. Nonetheless, the study serves as a useful starting point for deeper, more expansive research in this domain.

In conclusion, as India's fast-food industry continues to evolve and grow, understanding consumer behaviour at a granular level becomes crucial for brands aiming to sustain and thrive in a competitive landscape. This research offers not only empirical evidence of consumer preferences but also actionable insights that can help burger brands better align their offerings with market expectations and thereby achieve stronger positioning and customer loyalty.

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ANNEXURE:

Factor Analysis of Parameters that Affecting Burger Consumption of Popular Burger Brands in India

We are doing a Major Research Project on Value Mapping of Different Burger Brands in India. It would take only 2 minutes of your time to fill the form, and this help will enable us to complete our research.
The Personal details will only be used for research purposes and shall remain confidential.
Thank You!

Sign in to Google to save your progress. Learn more

* Indicates required question

Name *

Your answer

Gender *

- ○ Male
- ○ Female
- ○ Other

As a customer, how much importance will you give to these attributes.

Availability *

1	2	3	4	5
○	○	○	○	○

Price *

1 2 3 4 5

Hygiene *

1 2 3 4 5

Home Delivery *

1 2 3 4 5

Packaging *

1 2 3 4 5

Taste *

1 2 3 4 5

Rate the Brands on the scale of 1 - 5 (1 = Worst and 5 = Excellent) on the basis of the followings.

Availability *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○

Hygiene *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○



Packaging *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○

Taste *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○



Home Delivery *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○

Pricing *

	1	2	3	4	5
McDonald's	○	○	○	○	○
Burger King	○	○	○	○	○
Burger Singh	○	○	○	○	○
Burger Club	○	○	○	○	○
Wendy's	○	○	○	○	○

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