



## A Study on the Dynamics of Cultural Sensibilities Due to Globalisation Amidst Proliferation of Quick Service Restaurant (QSR)

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### ABSTRACT

Post globalisation has seen the entry of multinational **quick service restaurant (QSR)** food chains like Pizza Hut, Mc Donald's, Subway, & KFC etc. They are primarily non vegetarian food outlets catering to continental taste but after their arrival in India they have to do so many adjustments including adding local taste like Mc Aloo Tikki burger, Paneer Pizzas, KFC vegetarian buckets etc. and Veg only outlets in Vaishnu Devi, in J&K and also at Golden temple. Amritsar, Punjab. This they have to do to sustain and grow in the market. From the customer side if they want such continental foods with their taste they have no options but to take it from them negotiating on their traditional sensibilities as these outlets serve in their menu, Vegetarian and non-vegetarian with Pork as well in one place. Only concession is no beef in menu. Of late, it is seen that MNC Super Market Chains, like Spar, Easy day etc., has started selling beef in their counters. This may in tern lead to offering such in future as well.

This study tries to analyse the changing sensibilities, redefining community's comfort zones on various aspects of life more primarily focussing on food habit, because of entry of multinational food chains and retail chains with their own peculiar characteristics

### KEYWORDS

Globalization, Culture, Quick service station, etc.

### Introduction

Globalization is the process which expands and accelerates the movement of ideas and exchange of commodities over vast distances. From a global perspective, globalization's most important impacts are often highly localized. Globalization really affects people with respect to their way of life, culture, taste, fashion, preferences, etc. It has led to good and bad effects on the lives of the people. With the dream of great opportunities, people used to move from east to west and vice-versa.

Indian culture which in effect means multicultural, multi-religious, multi-community civilization and multiple ways of life are under the lethal threat of the ruthless forces of globalization today. What went by the name of colonialism in classical history textbooks produced in the days of British rule has been replaced today by the synonym of globalization. The unbridled expansion of western culture has continued at an accelerated rate along with the denigration and decline of Indian culture, civilization, religion, art, literature and customs. This new colonialism has taken on several new faces or rather put on new masks. This is not very different in either kind or intent from old western colonialism. Human beings cannot hold themselves apart from some form of cultural influence.<sup>1</sup>

Culture gives meaning and form to those drives and motivations that extend towards an understanding of the cosmological ordering of the universe. All cultures, in one manner or another, invoke the great philosophical questions of life: the origin and destiny of existence, the nature of knowledge, the meaning of reality, and the significance of the human experience.

### 2. Literature Review

Ismail metin, yildiray kizgin Said that in global competitive environment, to move one step forward fast-food companies turn to different methods of international marketing. Foremost among these international marketing methods is "Think global, act local". There are lots of differences among the nations' cultures and it may affect the cooking or preparing the food and beverage to adapt their selves to local communities,

global fast-food chains have to take into consideration about the economic, cultural and religious properties of the consumers who live all over the world.<sup>2</sup>

Subhankar Chakraborty said Indian food has diversified range and varies according to different regions in the country. However, western food has influenced the eating habits of the Indian consumers in the recent times due to the increased awareness and shift in food consumption patterns. Globalization and liberalization have allowed the entry of huge multinational fast food market retailers in the country.<sup>3</sup>

### 3. Objectives of Study

1. To assess the status of changes in cultural sensibilities of Indian consumers relating to food habits.
2. To offer suggestions to QSRs for better services to customers.

### 4. Research Methods and Design

#### Data Collection

This study involves both primary data as well as secondary data. To analyse the cultural sensibility primary data is collected through well structured interview schedule. The collected data is analysed by using chi square test.

#### Hypothesis

Ho: There is no significant association between cultural sensibilities and consumers' food habits.

#### Sampling and Sample Size

Convenience sampling method is applied for collect data from 85 respondents of North Bangalore.

#### Limitations of the Study

Since the road to improvement is never ending, so this study also suffers from certain limitations. Some of them are as follows:

1. The Study is limited to only McDonalds and KFC only.

2. The study is confined only in North and East Bangalore
3. The study is restricted with cultural sensibility and customer satisfaction other aspects are excluded.

**5. DATA ANALYSIS**

The researcher has tested the association between the cultural sensibilities, of Indian consumers relating to food habits with respect to dining in QSR. The independent variables considered for the study are gender, age, occupation, food habits, income, religion, objection from family, frequency of visit.

**Table 1.1  
Gender and Cultural Sensibility**

Gender	Low	Medium	High	Total
Male	5 (63%)	14 (29%)	12 (43%)	31
Female	3 (37%)	35 (71%)	16 (57%)	54
Total	8 (100%)	49 (100%)	28 (100%)	85

(Source: Primary Data)

It is found that among the low cultural sensible respondents - 63% are male, and at medium level 71% are female, 57% female are highly culturally sensible.

To find the relationship between the gender and cultural sensitivity towards food habits Chi-square test was applied and the results of the test is given in the following table.

Hypotheses: There is no significant relationship between the gender and their cultural sensibility. With Chi Square Value of 4.152 and significant value .002

The Chi-square result reveals that null hypothesis is rejected. There is a significant association between the gender and cultural sensibility. It is found that female is more culturally sensible.

**Table 1.2  
Religion and Cultural Sensibility**

Religion	Low	Medium	High	Total
Hindu	7 (87%)	32 (65%)	15 (54%)	54
Muslim	1 (13%)	2 (4%)	3 (10%)	6
Christian	0 (0%)	15 (31%)	10 (36%)	25
Total	8 (100%)	49 (100%)	28 (100%)	85

(Source: Primary Data)

It is found that at low level of cultural sensibility 87% are Hindus, at medium level 65% are Hindus and at the same time 54% Hindus are highly culturally sensible. It is noted that Hindus have low level of cultural sensibility.

Chi – square test was applied and the results of the test were there is no significant association between the religion and cultural sensibility towards food habits. With Chi Square Value of 6.163 and significant value .187

Hypotheses: There is no significant association between the religion and cultural sensibility.

**Table 1.3  
Objection from Family And Cultural Sensibility**

Objection	Low	Reasonable	High	Total
Yes	6 (75%)	19 (39%)	7 (33%)	32
No	2 (25%)	30 (61%)	21 (67%)	53
Total	8 (100%)	49 (100%)	28 (100%)	85

(Source: Primary Data)

It can be interpreted from the above table that family members of 75% of customers are objecting at lower level for QSR, 61% are reasonably objecting and 67% are objecting at high level.

Chi square test has been applied, and the result of the test is given below.

Hypotheses: There is no significant relationship between the objection from the family and their cultural sensibility. With Chi square result value of 20.610 with significant value .048.

The chi square result reveals that there is significant association between the objection from the family and cultural sensibility towards food habits.

**Table 1.4  
Ages and Cultural Sensibility**

Age (In Yrs.)	Low	Reasonable	High	Total
15-25	0 (0%)	2 (7%)	8 (16%)	10
26-35	1 (12.5%)	16 (57%)	25 (51%)	42
36-45	0 (0%)	10 (36%)	11 (22%)	21
46 and above	7 (67.5%)	0 (0%)	5 (11%)	12
Total	8 (100%)	28 (100%)	49 (100%)	85

(Source: Primary Data)

It is noted that low level of cultural sensibility is highest at 67.5% among the age group of above 46 years. At reasonable level, it is highest - 57% among the age group of 26-35 years as well as high level of cultural sensibility is 51% at the same age group. Chi square test has is given below.

Hypotheses: There is no significant relationship between the age of the respondent and their cultural sensibility. With Chi-value of 43.337 with no significant value.

It is observed that respondents of 26-35 years age group are more culturally sensible.

**Table 1.5  
Occupation and Cultural Sensibility**

Occupation	Low	Reasonable	High	Total
Employed	8 (100%)	37 (76%)	21 (75%)	37
Students	0	7 (14%)	0	7
Business men	0	5 (10%)	7 (25%)	5
Total	8 (100%)	49 (100%)	28 (100%)	85

(Source: Primary Data)

It is noted that at low cultural sensibility, 100% are employed. At reasonable level, 76% are employed. At high level of cultural sensibility are again employed respondents at 75%.

Chi square test has been applied, and the result of the test is given below.

Hypotheses: There is no significant relationship between the occupation of the respondent and their cultural sensibility.

The chi-square test result reveals that null hypothesis is rejected with 9.722 chi- square value with significant value .001 and there is significant association between the occupation of the respondent and their cultural sensibility.

**Conclusion**

The study concludes with many findings as detailed in the paper, this is an attempt to conduct a study on the dynamics of cultural sensibilities of the people due to expansion of QSRs and resultant effect as a whole on the society. This is also an

attempt for the QSRs to adopt more culturally sensible aspects for their further growth and sustenance along with that they should not be held responsible for certain erosion of culture ethos held by the society at large for a long time. This study also reveals dynamic changes among various group of respondents to show change is happening with respect to food sensibility which has led to more acceptability of QSRs food outlets serving menu list both vegetarian and non vegetarian food items in same place, otherwise it was a taboo in the society.

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