



To Study Gen-Z Attitude Toward McDonald's and Burger King in Ahmedabad

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ABSTRACT

This study examines the relationship between age and consumer perceptions, preferences, and behaviors regarding Quick Service Restaurants (QSRs), specifically McDonald's and Burger King. Ten hypotheses were tested using Chi-Square analysis and correlation to determine the influence of age on various factors, including dining frequency, quality perception, menu preferences, marketing influence, ambiance, and value for money. The results reveal that age significantly influences the frequency of dining at QSRs and the appeal of Burger King's marketing campaigns, but its impact on other factors is minimal. Most perceptions, such as quality, menu preferences, and brand advocacy, were age-agnostic, indicating that QSRs hold universal appeal across different age groups. The findings suggest that while age-based marketing strategies can enhance engagement with specific demographics, particularly younger consumers, brands should also focus on universally appealing attributes such as consistent quality, accessible locations, and customer-centric experiences. Practical implications include tailoring advertising strategies, improving ambiance, and expanding regionally relevant menu offerings. The study highlights the need further to explore other demographic, psychographic, and behavioral factors to gain deeper insights into consumer behavior. Future research could focus on cultural diversity, sustainability preferences, and technological advancements in the QSR industry. This research contributes to the theoretical understanding of demographic segmentation and provides actionable insights for QSR brands to refine their marketing and operational strategies for sustained growth and customer satisfaction.

INTRODUCTION

The fast-food industry is very highly competitive and motivated by factors like cultural differences, marketing, selling, customer preferences, and location (Vidani, 2015). A Most fast-food industry like McDonald's, Burger King, Domino's, La Pino'z Pizza, etc (Vidani & Solanki, 2015). Have their offline stores and also an online app like their own applications, Zomato, swaggie, etc (Vidani, 2015). So, they can provide services by online platform (Vidani, 2015). In Ahmedabad, McDonald's and Burger King are two popular global brands to attract local customers (Vidani, 2015). This study shows how people view of the city these brands and why they choose to go to McDonald's or Burger King (Solanki & Vidani, 2016).

McDonald's is known for quick services, reasonable prices, and atmosphere, on the other side Burger King focuses on standard, comfort, and different branding (Vidani, 2016). In Ahmedabad, those who want fast delivery or fast per-pair orders they people like to prefer McDonald's, and another side Burger King focuses on peaceful or those who want to spend more time with friends, family, and others and also want to satisfy the dinner experience (Bhatt, Patel & Vidani, 2017).

Because more and more people in India are fond of food, more and more attention are paid to food (Niyati & Vidani, 2016). That's why both brands have adjusted their menus to include vegetarian options because vegetarian items have a lot of varieties like MCAloo Tikki, veg Whopper, paneer royale wrap, piri-piri McSpicy Paneer Burger, etc so they enjoyed desi fait and also most of people are vegetarian (Pradhan, Tshogay, & Vidani, 2016). They also provided some kind of combos, festival offers, beverages, desserts, and a pocket-friendly meal for the kids (Modi, Harkani, Radadiya, & Vidani, 2016).

Suitability, Pricing, and quality of food also influence customer decisions (Vidani, 2016). McDonald's is more popular with budget-concient customers because of lower prices while Burger King's premium offerings appeal to young, ambitious individuals (Sukhanandi, Tank, & Vidani, 2018). McDonald's operates in only one city while Burger King purposed all types of urban areas (Singh, Vidani, & Nagoria, 2016).

How the people their marketing strategies attracted their customers through their advertising campaign (Mala, Vidani, & Solanki, 2016). McDonald's promotes happiness and gives importance and Burger King connects younger audience and friends (Dhere, Vidani, & Solanki, 2016).

Research Objectivise

1. To analyse consumer perceptions of the quality of food provided by McDonald's and Burger King.
2. To examine the appeal of menu options offered by McDonald's and Burger King among consumers.
3. To assess the consumer experience with the ambiance and environment of McDonald's compared to Burger King.
4. To evaluate consumer opinions on the value for money offered by Burger King and McDonald's.

5. To determine the influence of accessibility and location convenience on consumer preference for McDonald's over Burger King.
6. To investigate the impact of McDonald's advertising campaigns on consumer decision-making compared to Burger King's campaigns.
7. To analyse consumer preferences regarding the marketing campaigns of Burger King versus McDonald's.
8. To understand consumer perceptions of how well McDonald's and Burger King adapt their offerings to Indian tastes and preferences.
9. To explore consumer willingness to recommend McDonald's over Burger King to friends and family.
10. To assess the perception of customer service quality at Burger King compared to McDonald's.
11. To study the role of promotional offers and discounts in influencing consumer preference for McDonald's over Burger King.

To evaluate consumer perceptions of the comfort and dining experience provided by Burger King in comparison to McDonald's.

LITERATURE REVIEW

The fast-food industry has seen rapid growth due to globalization, urbanization, and changing consumer preferences (Singh & Vidani, 2016). McDonalds and Burger King, two global giants, have successfully adapted to diverse markets, including India (Vidani & Plaha, 2016). Factors such as restaurant ambiance, cultural adaptation, marketing strategies, and location dynamics significantly shape consumer attitudes toward these brands (Solanki & Vidani, 2016). McDonald's vibrant settings appeal to families and younger crowds, while Burger King's relaxed spaces attract those seeking quieter dining experiences (Vidani, 2016). Both brands have tailored their menus with vegetarian options like McAloo Tikki and Veg Whopper to resonate with Indian consumers (Vidani, Chack, & Rathod, 2017). McDonald's focuses on affordability and convenience, appealing to middle-class families, while Burger King emphasizes quality and a premium image to attract younger, aspirational customers (Vidani, 2018). Their advertising strategies also differ, with McDonald's highlighting family themes and Burger King using bold, humorous campaigns (Biharani & Vidani, 2018). In Ahmedabad, location plays a critical role, with McDonald's dominating busy commercial areas and Burger King targeting suburban neighbourhoods (Vidani, 2018). The clustering of outlets shows a competitive yet symbiotic relationship, enhancing consumer awareness and choice (Odedra, Rabadiya, & Vidani, 2018). Future trends like health consciousness, sustainability, and digital marketing are expected to further shape consumer preferences, offering new opportunities for both brands (Vasveliyya & Vidani, 2019). This review underscores the importance of cultural, marketing, and competitive factors in understanding consumer behaviour in Ahmedabad's fast-food market (Sachaniya, Vora, & Vidani, 2019).

Research Gap

The Quick Service Restaurant (QSR) industry is an integral part of the modern food and beverage sector, driven by changing lifestyles, urbanization, and the growing need for convenience. Among the major players in the global QSR market, McDonald's and Burger King have established strong brand recognition and customer loyalty. However, the emergence of Generation Z (Gen Z), characterized by distinct preferences and attitudes shaped by digital influence, globalization, and value-consciousness, presents a new challenge and opportunity for these brands. Despite significant research on consumer behavior in the QSR sector, there remains a notable gap in understanding the attitudes and preferences of Gen Z, particularly in localized contexts such as Ahmedabad, India.

Most existing studies on QSRs focus on broad demographic segments, often combining multiple age groups, which limits the understanding of the unique characteristics of Gen Z consumers. This generation is known for its reliance on technology, preference for experiential dining, and increased awareness of social, environmental, and health-related issues. However, there is limited empirical evidence exploring how these factors influence their attitudes toward established QSR brands like McDonald's and Burger King.

Furthermore, much of the available literature on QSR consumer behavior is focused on Western markets, with relatively little attention given to emerging economies like India. Ahmedabad, as a rapidly urbanizing city with a significant Gen Z population, offers a unique setting to explore how cultural, regional, and economic factors shape Gen Z's perceptions of international QSR brands. This gap in geographic and demographic focus limits the applicability of existing findings to the Indian context.

Another critical gap lies in the exploration of brand-specific factors. While McDonald's and Burger King are often compared in terms of global market share and brand strategies, there is limited research delving into how Gen Z perceives these two brands differently. For instance, factors such as menu innovation, pricing strategies, ambiance, accessibility, and digital engagement may hold varying levels of importance for Gen Z consumers in Ahmedabad. Understanding these nuances is crucial for QSR brands to tailor their offerings and marketing strategies effectively.

The role of digital marketing and social media influence is another underexplored area in existing research. Gen Z is a digitally native generation, heavily influenced by online reviews, social media campaigns, and influencer endorsements. However, there is a lack of studies analyzing how these digital factors impact brand preferences and loyalty in the QSR sector.

Lastly, while sustainability and ethical considerations are gaining traction among Gen Z consumers globally, there is limited evidence on how these factors influence their choices in the Indian QSR market. As McDonald's and Burger King increasingly adopt eco-friendly practices, understanding whether such initiatives resonate with Gen Z in Ahmedabad remains an open question.

In summary, this research seeks to address these gaps by focusing on the attitudes of Gen Z toward McDonald’s and Burger King in Ahmedabad. By examining their preferences, perceptions, and behaviors, this study aims to provide actionable insights for QSR brands to better connect with this influential consumer segment in a dynamic and culturally unique market.

Hypothesis

1. There is a significant relationship between Age and how often individuals eat at Quick Service Restaurants (QSRs) like McDonald’s or Burger King.
2. There is a significant relationship between Age and the perception that McDonald’s provides better quality food than Burger King.
3. There is a significant relationship between Age and the preference for Burger King’s menu options over McDonald’s.
4. There is a significant relationship between Age and the perception that the ambiance and environment at McDonald’s restaurants are more enjoyable than at Burger King.
5. There is a significant relationship between Age and the belief that Burger King offers better value for money compared to McDonald’s.
6. There is a significant relationship between Age and the preference for McDonald’s because of its accessibility and location convenience.
7. There is a significant relationship between Age and the influence of McDonald’s advertising campaigns on consumer choice compared to Burger King.
8. There is a significant relationship between Age and the appeal of Burger King’s marketing campaigns compared to McDonald’s.
9. There is a significant relationship between Age and the perception that both McDonald’s and Burger King cater well to Indian tastes and preferences.
10. There is a significant relationship between Age and the likelihood of recommending McDonald’s to friends and family more readily than Burger King.

Table 1. Validation of Questionnaire

Statements	Citation from JV Citation File (You can Add More Than 1 Citation)
How often do you eat at quick service restaurants (QSRs) like McDonalds or Burger king?	(Vidani, 2019)
McDonald’s provide better quality food than Burger king.	(Vidani, Jacob, & Patel, 2019)
Burger king’s menu options are more appealing to me than McDonald’s.	(Vidani J. N., 2016)
The ambiance and environment at McDonald’s restaurants are more enjoyable than at Burger king.	(Vidani, 2016)
Burger king offers better value for money compared to McDonald’s.	(Vidani, Chack, & Rathod, 2017)

I prefer McDonald's because of its accessibility and location convenience.	(Vidani, 2018)
Advertising campaigns by McDonald's influence my choice more than those by Burger king.	(Biharani&Vidani, 2018)
Burger king's marketing campaigns are more appealing and relatable to me than McDonald's.	(Vidani, 2018)
I feel that both McDonald's and Burger king cater well to Indian tastes and preferences.	(Odedra, Rabadiya, &Vidani, 2018)
I would recommend McDonald's to my friends and family more readily than Burger king.	(Vasveliya&Vidani, 2019)
Burger king's customer service is superior to McDonald's.	(Sachaniya, Vora, &Vidani, 2019)
McDonald's promotional offer and discount influence my decision to choose it over Burger king.	(Vidani, 2019)
Burger king provides a more comfortable dining experience compared to McDonald's.	(Vidani, Jacob, & Patel, 2019)

Source: Author's Compilation

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	151
Survey Area	Ahmedabad
Sampling Unit	Students, Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

Source: Author's Compilation

Demographic Summary

The study included a total of 151 respondents. In terms of gender, 58.3% were male (n=88), and 41.7% were female (n=63). Regarding age, the majority of participants (80.1%) were between 18-25 years old, followed by 10.6% in the 33-38 age group, and 9.3% in the 26-32 age group. In terms of occupation, students comprised the largest group at 58.9%, followed by individuals with jobs

(19.2%), homemakers (9.9%), business professionals (7.3%), and specialized professionals like Chartered Accountants and doctors (4.6%). This demographic distribution highlights a young and predominantly student-oriented sample.

Cronbach Alpha

Table 3. Cronbach Alpha

Cronbach Alpha Value	No. of items
0.886	13

Source: SPSS Software

The Cronbach's Alpha value for the 13 items in the scale is 0.886, which indicates a high level of internal consistency. This suggests that the items are closely related and reliably measure the same underlying concept. According to commonly accepted thresholds, a Cronbach's Alpha value above 0.7 is considered acceptable, and values above 0.8 indicate good reliability. Therefore, the scale used in this study is reliable and suitable for the research.

RESULT AND DISCUSSION

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/ Reject Null hypothesis	R value	Relationship
H1	There is a significant relationship between Age and how often individuals eat at Quick Service Restaurants (QSRs) like McDonald's or Burger King.	.002	<	Null hypothesis rejected	.324	Week
H2	There is a significant relationship between Age and the perception that McDonald's provides better quality food than Burger King.	.741	>	Null hypothesis accepted	.052	Week
H3	There is a significant relationship between Age and the preference for Burger King's menu options over McDonald's.	.904	>	Null hypothesis accepted	.003	Week
H4	There is a significant relationship between	.993	>	Null hypothesis	-.010	Strong

	Age and the perception that the ambiance and environment at McDonald's restaurants are more enjoyable than at Burger King.			accepted		
H5	There is a significant relationship between Age and the belief that Burger King offers better value for money compared to McDonald's.	.517	>	Null hypothesis accepted	-.055	Week
H6	There is a significant relationship between Age and the preference for McDonald's because of its accessibility and location convenience.	.115	>	Null hypothesis accepted	-.068	Week
H7	There is a significant relationship between Age and the influence of McDonald's advertising campaigns on consumer choice compared to Burger King.	.390	>	Null hypothesis accepted	.016	Week
H8	There is a significant relationship between Age and the appeal of Burger King's marketing campaigns compared to McDonald's.	.030	<	Null hypothesis accepted	-.053	Week
H9	There is a significant relationship between Age and the perception that both McDonald's and	.696	>	Null hypothesis accepted	.047	Week

	Burger King cater well to Indian tastes and preferences.					
H10	There is a significant relationship between Age and the likelihood of recommending McDonald's to friends and family more readily than Burger King.	.304	>	Null hypothesis accepted	-.201	Week

Source: Author's Compilation

This study is designed to explore Gen Z's attitude toward McDonald's and Burger King in Ahmedabad, analysing the relationship between various perceptions, ages, preferences, and behaviours. Depending on the statistical results, it was detected that age had varying degrees of influence on different aspects of these Quick Service Restaurants.

For H1, age and the frequency of visits created an important relationship for Quick Service Restaurants with a p-value of 0.002 and principal to the rejection of the null hypothesis. However, the relationship was weak, as quantified by an R-value of 0.324. This advises that the influence is limited and the frequency of visits is impacted by age.

On the opposite, hypotheses H2 between H6 were unable to indicate significant correlations between age and attitudes toward quality, menu preferences, ambiance, value for money, and accessibility. The p-values for these hypotheses were higher than 0.05 leading to the acceptance of their null hypotheses. The relationships practical was weak with R-values ranging from -0.068 to 0.052 and emphasizing the nominal effect of age on these factors.

Hypothesis H7 is also unable to establish an age relationship that has an effect on the inspirational nature of the McDonald's advertisement, with a p-value of 0.390 and a weak positive R-value of 0.016. H9 similarly showed no significant relationship between the perception and age that both brands accommodate well to Indian tastes with a p- p-value of 0.696 and a weak R-value of 0.047.

Stimulatingly, H8 which discovered the appeal of Burger King's advertising campaigns showed a noteworthy relationship ($p = 0.030$) important to the rejection of the null hypothesis. The relationship was weak with an R-value of -0.053 representing a minimal but significant age-related difference in marketing appeal.

Finally, H10 which inspected the probability of recommending McDonald's over Burger King also unsuccessful in establishing significance ($p = 0.304$) with a weak R-value of -0.201. This suggests that age does not powerfully influence Gen Z's inclination to recommend one brand over the other.

Inclusive the conclusions reveal that age has limited inspiration on most perceptions and preferences toward McDonald's and Burger King among Gen Z in Ahmedabad. The only statistically important relationships-affecting visit frequency and Burger King's advertising appeal were weak. This indicates that something other than age is the bigger influencer in determining Gen Z's attitudes toward these brands, including separate preferences, cultural trends, or brand approaches. Future research could find those dimensions to get a more profound understanding of consumer behaviour.

Theoretical Implications

The conclusions of this examination provide valuable help to the existing body of knowledge on customer behaviour in the Quick Services Restaurant industry predominantly in understanding the role of age in determining perceptions and preferences. These implications can be enclosed within the background of advertising consumer psychology and behavioural economics:

Demographic Relevance in Quick Services Restaurants Behaviour:

1. The noteworthy relationship experimental between age and the frequency of dining at Quick Services Restaurant (H1) highlights the importance of seeming demographic factors in predicting consumer behaviour. This brings into line with hypothetical models that emphasize demographic separation as a foundational style in marketing strategy. It suggests that age-according strategies may improve engagement and maintenance in specific age groups.
2. Marketing and Campaign Design: The important but weak relationship between age and the demand for Burger King's advertising campaigns (H8) emphasizes the role of age in how marketing efforts are conducted. This provisions theories of targeted marketing which emphasize tailoring messages to vibrate with different demographic segments. The results advocate that Burger King's campaigns might be somewhat more relevant to certain age groups, although the strength of this inspiration is limited.
3. Limited Role of Age in Quality and Preference Perceptions: Most of the hypotheses lack major relationships (e.g., H2, H3, H5, and H9) indicating that perceptions of quality, menu preferences, value for money, and cultural adaptation are relatively age-insensitive. This result refutes the general assumption that age is an essential determinant in all consumer attitudes and preferences; therefore, lifestyle, income, or psychographic traits might explain these better.
4. Environmental and Accessibility Factors: A weak association exists between age and perceived McDonald's ambiance (H4) and accessibility (H6). This concurs with theories of environmental psychology that are based on convenience and atmosphere in a decision. On the other hand, minimal effects for age imply that these aspects can transcend the age categories as universally appealing.
5. Brand Equity and Advocacy: The insignificance of age in influencing recommendations (H10) implies that brand equity for McDonald's and

Burger King might be above demographic boundaries. This is in line with the theories of brand loyalty, which suggest that a powerful brand often enjoys advocacy irrespective of demographic variations.

This study strengthens the requirements for a multi-dimensional approach that can explain consumer behaviour better in quick-service restaurant. Although age is an imperative demographic variable, the effect of the variable is otherwise relatively weak in many points of perception and preference. The theoretical frameworks guiding consumer behaviour need to include some other dimensions like psychographics and lifestyle along with social impacts to better understand consumer preferences.

These insights guide the researcher and practitioner to better refine their approaches to demographic analysis and targeting strategies based on evidence-based theories of consumer behaviour.

Practical Implications

The conclusion from this study provides a few practical insights for QSR brands such as McDonald's and Burger King, specifically in terms of marketing strategies, menu development, and customer engagement:

1. **Targeted Marketing Strategies:** The significant relationship between age and the frequency of visits to QSRs (H1) implies that marketing strategies must be developed in such a way that they can target the age group that visits QSRs most often. For example, it could create digital content and promotion offers for the younger ages, like 18–25 years old, because that is the largest consumer group for QSRs.
2. **Enhancing Marketing Campaigns:** The strong relationship found in H8 reveals that Burger King's advertising strategies are slightly more appealing to some age brackets. The two companies need to study what aspects of their advertisements (theme, images, or message) and improve the strategies of their marketing strategies to appeal to a wider section of society. This could be in the form of data-informed ideas for campaigns that connect with people of various ages.
3. **Focusing on Universal Appeal:** That is, a very weak or nearly negligible impact of age upon perceptions of quality (H2), menu preferences (H3), and value for money (H5) means these factors have universal appeal; brands must continue to offer excellence in these product areas across the board rather than concentrate on different age groups and, consequently, retain customers within all demographic profiles by consistently good food quality and diversified choice.
4. **Brand Accessibility:** Although no significant relationship was established between age and accessibility preferences (H6), QSRs should continue to leverage the benefits of location convenience and ease of access as critical competitive advantages. All age groups will benefit from expanded restaurant locations in urban and suburban areas as well as robust delivery services.

5. **Improving Restaurant Ambiance:** The fact that there is no significant influence of age on perceptions of restaurant ambiance (H4) means that, in general, it is appreciated to create a warm and pleasant atmosphere. Therefore, investments in modern, comfortable, and aesthetic interior designs can improve the overall experience of all customers.
6. **Developing More Inclusive Campaigns:** Since advertising campaigns (H7) and marketing appeals (H8) have weak relationships with age, QSRs would do well to be as inclusive as possible in their advertisements. Themes such as family bonding, nostalgia, or cultural values might create broader appeal.
7. **Cultural Relevance in Offerings:** H9 lacks a significant relationship; this means that the brands are perceived to be serving the Indian taste buds appropriately. They can reinforce this by putting more regionally inspired dishes and limited-time offers along local food preferences.
8. **Strengthening Word-of-Mouth Advocacy:** With no apparent significant relationship found in H10, the two brands must deliver excellent service and make wonderful memories for the customers to enjoy a heightened level of satisfaction and loyalty. This will lead naturally to customers of any age group recommending their brand to others.

While age is significant in certain behaviours, for example, dining frequency (H1) and marketing campaign preferences (H8), its impact on other factors is less. In QSR brands, therefore, the best strategy is to adopt universal strategies that appeal across demographics but focus efforts on young consumers for maximum market penetration and customer satisfaction.

CONCLUSIONS AND RECOMMENDATIONS

This learning examined the relationship between various types of perceptions and age, preferences, and behaviour toward Quick Services Restaurants comparable to McDonald's and Burger King. The conclusion revealed that while age knowingly influences the frequency of dining at Quick Services Restaurants and the demand of Burger King's marketing campaigns (H8) its influence on other factors such as quality perception, menu preferences, value for money, brand advocacy, and ambiance is minimal.

In the Quick Services Restaurants industry, consumer behaviours and attitudes that outcomes suggest to age play a limited role in determining. Factors such as cultural and convenience relevance seem to resonate crosswise all age groups representing that these features hold universal appeal. Quick Services Restaurants of the importance of their brands fixing on dependable quality, advanced marketing strategies of customer-centric knowledge to attract and retain customers across miscellaneous demographics.

Overall, this study emphasizes the requirement for a balanced method that syndicated age-specific marketing efforts for younger consumers with universal strategies that provide to bigger audience preferences. By showing this insight, quick-service restaurants can use maximum their marketing and operational strategies to achieve growth and customer satisfaction.

1. Explore Other Demographic Variables: Future research can investigate the impact of other demographic factor such as income level education and local consumer behaviour toward quick service restaurant. This variable may give additional insights of consumer preference.
2. Examine Psychographic and Behavioural Factors: Above age, psychographic factors like personality, eating habits could be explored to understand the customer preference. Behaviour factor such as dining out and brand loyalty could also give deep insights.
3. Cultural and Regional Variations: As we know the cultural diversity of India future studies should examine how regional choices and cultural differences on consumer perception and behaviour toward McDonald's and Burger kings. This helps brands to offer to local markets more effectively.
4. Longitudinal Studies: An overall approach could be adopted to observe change in consumer behaviour over the time period. This helps to understand how factors like economic condition and lifestyle changes influence quick service restaurant preference across all the age groups.
5. Comparative Analysis with Other QSRs: Adding in this study to include other quick service restaurants like KFC, Domino's and Subway provides a wider understanding of consumer preference and brand positioning within the industry.
6. In-depth Analysis of Marketing Effectiveness: Marketing campaigns show some age-related significance; future research could be deeper into the specific elements of advertising, like medium, frequency, and content. That resonates with different demographic segments.
7. Effect of Technological Innovation: Research on how technological innovation in apps for ordering, loyalty programs, and delivery services affects consumers would give QSRs direct ideas to improve the consumer experience.
8. Study on Consumer Behaviour Post-Pandemic: The COVID-19 pandemic has drastically changed consumers' preferences and habits concerning eating out. Future research will analyse how this pandemic influenced consumer behaviour in QSR, focusing on the themes of safety, hygiene, and delivery services.
9. Understanding Sustainability Preference: With growing awareness of environmental sustainability, future studies may look into how age and other demographics impact attitudes toward more sustainable practices like eco-packaging, waste management, and sourcing locally in QSRs.
10. Adopt Mixed-Methods Research: Quantitative and qualitative methods, such as surveys and statistical tests combined with interviews or focus groups, may add depth and context to understanding consumer behaviour and preferences.

By understanding and developing all of the mentioned fields, further research will thus deliver an integrated perspective of consumers in QSR industries and help them react to changes in the marketplace.

FURTHER STUDY

This research still has limitations so further research is still needed on this topic.

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