



MARKETING OF FAST-FOOD PRODUCTS (A Study on Students' Perception of Pizza in Chennai)

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ABSTRACT

India's growing middle-class and their changing eating patterns are giving magnificent entrance to fast-food industries. The main objective of this research paper is to study students' perception of pizza in the Chennai district. For this study, data were collected from 100 respondents. The descriptive and analytical research design was used. The study gave useful insight into the improvement of Pizza Centers in the future because the upcoming new economy is more customer-oriented.

Keywords: Fast foods, Pizza, Marketing, Price.