

## Mapping Research on Fast Food Consumption and Societal Outcomes: A Micromarketing Bibliometric Study

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### Abstract

In the progressive era of rapid transformation, food service industry stands as dynamic sector that is evolving and reshaping with respect to consumer preferences, technological integration and globalization. As a result, the food service industry has witnessed accelerated popularity leading to transformations from fine dining to casual dining, to fast food, street food and take aways concepts. [Ali-Alsaadi et al., \(2023\)](#). Lot of research in the area has been done focussing on health, hygiene, quality aspect and understanding the consumer behaviour towards various sector of food service industry. The current study is an attempt to provide comprehensive bibliometric analysis of the research work that has been carried with respect to studying consumer behaviour towards fast food . The aim is to map the intellectual structure and thematic evolution of the field. The bibliometric study has been conducted using SCOPUS database. The most used and popular network visualisation VOS Viewer is used to analyse the research work done in the field. The findings of the bibliometric analysis reveals four core dimensions that shapes the literature in the area so far, which includes 1) a thematic shift from health-related concerns to sociocultural and lifestyle pattern (2) strong geographic clustering in countries (3) the shift of consumer values from utilitarian – functional needs to more complex hedonic – emotional needs with respect to fast food preferences, and (4) an upward shift in publications, particularly post-2010. The study also highlights the increasing role of glocalization, digital influence, and symbolic consumption patterns in shaping fast food demand contributing to better understanding of consumer behaviour towards fast food offering great implications for marketers, policy makers, scholars in navigating the interplay between culture, consumption and convenience.

**Keywords:** *Consumer Behaviour, Fast food, Bibliometric analysis, SCOPUS, VOS Viewer, PRISMA, Hedonic, Utilitarian, Sustainability, societal norms*

## **1. Introduction**

Peighambari et al., (2016), highlighted the need for continuous enquiry into the area of consumer behaviour for its dynamic nature, and carried extensive studies with respect to multiple areas that impacts the behaviour of consumer, as changes in society, economics, market, technology and other environmental factors all influence the consumers resulting in to change of behaviour. Continuous study is carried to understand the development status of consumer behaviour field is critical in ensuring its future growth. (Kellershohn et al., 2021) consumers have changed with respect to what they eat, where they eat and how they eat, this has led to increasing consumption of fast food, Now a days the pattern of eating has changed and eating out of home has increased exponentially, this has resulted in increased visits to fast food outlets.

Going out with family and friends has been a trend in today's World. These changing trends has contributed to the growing demand of restaurants and food resulting in the transformation of food industry, the changing lifestyle and habits, like working pattern, family size, less time for cooking, convenience, easy accessibility have contributed significantly to the growth of food sector. (Ala et al., n.d.).

Lee et al., (2022) traced this growth trajectory back to the launch of first fast food joint of hamburger chain (White castle) that was opened in America, in 1921, since then the fast-food industry has been expanding constantly redesigning their menus and serving styles. The sector not only has traditional fast-food restaurant, also referred as quick service restaurants (QSR), but also many other varieties like grab -and-go, global cuisine, fast casual dining. This shows quite evidently the increasing demand for fast food. Fast food as defined by Merriam Webster, refers to the food that can be made and served quickly (ref 1).

As per the report published by World Population Review in 2022, the consumption of fast is highest among United States, with customers indulging one to three times a week, with an annual expenditure amounting to \$ 160 billion. United kingdom and France also are few Countries which are second in the race of fast food consumption, and India being on 13<sup>th</sup> position (ref 2). As per the report published in newspaper , Live Mint in June 2024 India's quick-service restaurants (QSR), or fast-food chain market, is expected to clock a compound annual growth rate of 23% between FY21 and fiscal year 2025. It was also reported that Westlife Food world that look after the management of McDonald's, has opened 41 outlets in south & west part of India by 2024, and has a target of opening 45-50 stores by 2025. Also, Devyani International that looks after the management of KFC, Costa Coffee, Pizza Hut, also has a plan of adding 275-300 more stores in next five years (ref3).

### **An Overview of Consumption Rate of Fast Food in Indian Market**

India's exposure to global cultures has increased in recent time, due to active media, travel & tourism, which has influenced the choices & preferences of consumers. Entries of many global food brands in India has offered consumers vast & varied choices. This has resulted in more consumers preferring the consumption of fast food for regular meals & occasional gatherings. These multinational food brands with their expertise services have influenced the consumers choices. Rapid urbanization is also responsible for shifting lifestyle. The urban population today has less time to cook at home and prefer out of home as an easy & convenient option. India also has large younger population, who love to experience new food items and are keener on consuming fast-food (ref 4). Oe & Weeks, n.d. Many multinational brands have taken efforts to adapt to local market and MacDonaldd is one such examples, who have modified their menu for local market.

Consumption of fast food has increased a lot, contributing to the market size valued worth USD 784.24 billion in 2023, and is expected to touch USD 1096.22 billion between 2024 to 2030. This sector of food industry plays a very crucial role in the economy of many Countries. India's fast food is also expected to grow with a CAGR of 9.72% during the period of 2024-32 (ref 4).

## 2. Literature Review

Ali & Raheem Ahmed, n.d.(2023) conducted a research study to analyse, the growth and demand of fast food by understanding how multinational global brands adapt to the local culture, to understand and find the new techniques, approaches and methods to understand the consumer preferences and accordingly present their food items and services to influence the local consumers. Glocalization is thus a new trend for the fast-food industry, and adapting to glocalization creates huge demand for this fast food, resulting in the growth and expansion of fast-food industry. In Pakistan fast food business is based on Halal, Eid, Ramdan, whereas in India the fast-food business must be on vegetarian food, keeping the diversity of religion and culture, and eastern countries will have most of non- vegetarian food with less spice. The findings of the study help the managers of fast-food industry to understand that the local consumer preferences and behaviour towards global fast food that is sold in the market

Izquierdo-Yusta et al., (2019) has mentioned that with Globalization getting intense, lot of cultural and sociological changes have also deepened, resulting into changes in the habits of consumers and culinary preferences. Consumers now a days are spending less time in buying and cooking for themselves. Hence the demand for eating joints has increased, catering to the need of each segment. There are providers for vegetarian and non-vegetarian, organic, gluten free food and so on. This demand is catered easily by fast food restaurants which are very important sector of food industry. Fast food is preferred today, as it fulfils the demand of many with respect to convenience, time saving, pleasure, positive image of modern food, lower prices, service and healthy offerings. Magapa & Masitenyane, (2023) has highlighted that many a times the design and the content of the food menu is used to attract the attention of the consumers and hint their ordering pattern. He also mentioned that well-organized representation of the menu is a basis to evaluate the quality of food, that can persuade the consumers to buy the food and helps in keeping the brand fresh in their mind. The consumers are mostly millennial who have substantial disposable income and are generous in their spendings especially towards fast food. These millennials are at one point spends too much on fast food and try every new food in the menu, but at the same time if they are dissatisfied with the services or food preparations, they tend to be very vocal about the same. It is therefore very important to understand their behaviour. A study by Ryu et al., (2010) suggested that the consumption at fast food casual restaurant is based on hedonic and utilitarian values, where hedonic consumption has been considered as pleasure - oriented consumption, which is mainly for pleasure and fun. On the other hand, the utilitarian values are goal oriented, which is mainly to fulfil the basic needs. The fast casual restaurant which is like fast food restaurants and differ with respect to the quality of services. In spite of fast-growing segment, the research with respect to the same has been less. It is therefore very important to understand how consumers perceived value with respect to the services and their internal & external responses.

Lada et al., (2009), in the study, conducted on Malaysian consumer market, with the purpose to understand the consumer behaviour with respect to consumption of fast food. The study indicates that in countries like Malaysia, Singapore, Muslim community consumers do consume the fast-food having halal (lawful) certification. Halal food in food & beverage industries refers to, food that are permissible to consume & is in accordance with the Shariah Method (ref. 5).

[Park Cheol\(2004\)](#) in his exploratory study mentioned that during 1988 Seoul Olympic Games, held in Korea, the consumer demand for fast food in Korea has increased tremendously over past few years. Some of the famous international brands that has good market share are McDonalds, KFC and Poppeye's, and Lotteria the local brand selling fast food items. The shift in the demand of fast food can be because Korean consumers are adapting western culture. The attributes that are a motivating factor behind the consumption of fast food can be categorized as hedonic and utilitarian values. Pleasure, entertainment, social interaction, and the mood transformation are some aspects that motivates consumers to consume fast food, these are considered as hedonic values. The utilitarian value on the other hand refers to functional & economic aspects like hunger, economical eating, convenient food. It was analysed that hedonic values, like mood, quick service, cleanliness, location, promotional incentives, taste of food, variance of menu, employee kindness, reputation, and facilities are all major reasons for Korean consumers to consume fast food the utilitarian values. Similarly, [Bulut & Kenanoğlu, \(2022\)](#), present their view that consumption of fast food and buying preferences of consumers has increased in Izmir province in Turkey . The consumers consuming the fast food belongs to various demographic groups. The main reason to consume fast food are the taste of the food and time saved in consuming the fast food. The consumption of these food is more frequent in men then in women, with a consumption rate of Men consuming twice in a week, and women once in month. Similarly, most of the consumers of fast food are from employed community.

Fast food, which is world's most growing food items, are categorised as quick, reasonably priced, convenient and economical as per the study conducted by [Rabotata & Malatji, n.d.\(2021\)](#). Consumers also perceived fast food as symbol of wealth, progress and well-ordered openness from society perspective, hence becomes an attraction for many, especially younger generations.

As per [Law et al., \(2022\)](#) consumption of out of home food, has become a major part of food diet for many. This includes consumption at restaurants, fast-food outlets, food retails and other outlets. Out of these, consumption of fast food as a part of out of home has major proportion. [Lee et al. \(2022\)](#) have examined that fast food has been an important part of diet for many since long. As per the records of National Health and Nutrition Examination survey records of 2013-16, 36.6% of adults consume fast food on a regular basis, who are mainly younger adults. There were concerns about these food impacting the health, many brands like MacDonal has modified the menu to make it more healthy and nutritional. It has been observed that factors like price, availability, time and taste have been found as motivating factor responsible for consumption of fast food.

[L Zasimova.\(2022\)](#) in his study conducted has also highlighted the association between fast-food consumption and job-related factors among Russian adults, which clearly indicates that consumption of fast food among adults is influenced by their employment status and work intensity. Working pattern, modes and proximity to food outlets, impacts the food choices of customers. Most of the consumers prefer consuming fast food during mealtime, as it is quickly prepared and readily available. It is observed that work intensity directly influences the frequency of eating fast food. Part time working decreases the frequency of consuming fast food, whereas having more than one job increases the frequency of fast-food consumption. Similarly living in large cities increase the frequency of fast-food consumers, as there is easy access to the availability of fast food. [Liew et al., \(2021\)](#) mentioned that one of the presumptions about fast food is that of high speed of customer service and an affordable price. Hectic lifestyle, rapid urbanization, dual earner partners are all opting for consumption of fast food, as compared to home cooked food. The fast-food industry grew three folds within no time across the World. In Malaysia the government

is supporting the growth of this industry, to boost the economy. The consumers of fast food are youngsters belonging to Generation Z, who prefer consuming fast food over home cooked food because of convenience and taste. It was concluded in the research study that many factors like service quality, food value, environment, food quality, price, promotion attractiveness, humanic clues, influences the purchase of fast food. The study was conducted by [Xue et al., \(2021\)](#) which mentions that apart from the factors like taste, hygiene and affordability that influence the behaviour with respect to the consumption of fast food, awareness about fast food and characteristics of consumers of fast food also plays an important role in consumer decision making. The attitude of consumers play an important role in influencing the decision of consumers. Attitude which is formed as per the belief, philosophies and feelings of an individual is responsible for specific behaviour. Family structure of an individual also influences the decision of an individual, with respect to buying the fast food. Like in nuclear family the purchase of fast food is more as compared to joint family, where the decision of buying fast food is limited. Similarly, the knowledge about fast food influences the decision about fast food.

[Kellershohn et al., \(2018\)](#), has opinionated in his study that restaurant meals which used to be an occasional meal once has now become a place of daily consumption. The lifestyle changes have contributed a lot in making these eating joints, a third place for family gathering and interactions. After home & office, restaurants are being considered as “home away from home” (coined by sociologist Ray Oldenberg in 1989) for many. This includes coffee shops and fast-food restaurants. Fast food is now a days consumed a lot so much so that it has become an eating pattern and has become a larger portion of diet for many.

A comparative study of fast-food outlets in two different Countries, India and Mexico by [Chowdhary & Avila, n.d.\(2001\)](#) was carried to understand the difference with respect to customer expectations towards fast food services among two countries and to study what consumer want, how they want in both the places. With liberalization speeding up in India, the service sector has seen a steep growth. Many brands like Pizza Hut. MacDonald, Wimpey’s etc are some brands that settled down successfully, and captured a good market, The quick-serve food industry, popularly known as fast food industry has captured the market, and this has resulted in intense competition, as a result the player in the industry must pay attention towards specification of consumer’s taste and ways to attract them. It was also observed that consumption is mostly on weekends and during evenings. The comparative study between Mexico & India with respect to fast food clearly establishes that consumer perception about the service quality and to the cultural system.

The current study has been carried beyond conventional method of conducting study of literature review, instead an amalgamation of bibliometric analysis and Vos viewer is used for studying systematic literature review with respect to consumer behaviour towards consumption of Fast Food. The study will be providing an insight in the relevant topic by mapping existing literature and providing an overview of the publication trends. The study will be therefore helpful in providing a holistic view of current state as well as scope for future study. The study also identifies gaps in the existing literature, thereby creating opportunities for future research. The research paper has been structured properly to give a systematic review of the work that has been done so far in the related area of research .

### **3. Methodology**

The research paper has been written following scientific mapping work flow as proposed by [Zupic and Cater ~ \(2015\)](#), which includes clear research design involving choosing a database, selecting

and compiling data, analysing & visualizing the data and then interpreting the same. Research design involves defining research questions precisely and answering them using appropriate method.

Research design includes defining research questions precisely and identifying the appropriate methods for answering them. Data compilation includes selecting the appropriate database(s) and then filtering and refining the data to suit the needs of the study. Data compilation is then followed by software selection for information visualization to draw meaningful conclusions.

### **3.1 Research Questions**

With the growing demand of fast food among consumers across globe, the topic like study of consume behaviour, consumer culture, fast food consumption has emerged as a significant area of inquiry. The study aims at mapping the intellectual structure and scholarly evolution of studies on consumption of fast food and its societal implications. Bibliometric analysis on the available literature published between the period 2000 to 2024, is an attempt to uncover patterns, collaboration, thematic trends, key contributors of the topic in the domain. Some research question that has been studied for investigating the same include:

**RQ1** Annual publication trends in the domain of fast food consumption and its societal outcomes between 2000 and 2024

**RQ2** The most prolific and influential authors contributing to the literature on consumer behaviours and fast food, as identified through publication volume and citation impact.

**RQ3** Years that have witnessed the highest scholarly output in the domain

**RQ4** Countries publishing the maximum number of research papers with respect to consumer behaviour and fast food

**RQ5** Most frequently co-occurring keywords in the literature on fast food consumption, indicating thematic focus areas

**RQ6** Most co-cited authors in this field, and what does their prominence suggest about foundational or influential contributions.

### **3.2 Data compilation**

Scopus data base which is widely used and academically recognized has been used for the current research study. The database was searched extensively using keywords related to the area of study on 7<sup>th</sup> of May 2024 by using string for searching title, abstract and keywords and the related publications were retrieved. Total 473 documents were retrieved. For performance analysis, has been done using few indicators, for generating the quantitative data, which included maximum number of publications by authors, maximum number of publications by years, number of publications in journals, number of publications in types of documents, number of publications in respective subject areas, and number of publication country wise on consumer behaviour and fast food. The indicators that are used to study the literature while doing performance analysis and science mapping are: -

Table 1 List of Indicators used for data analysis

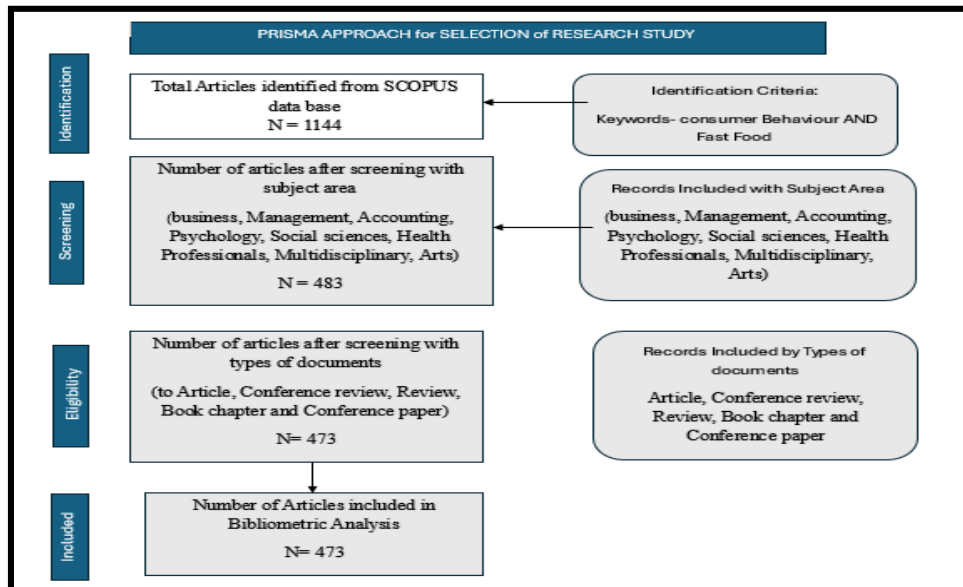
Performance Analysis	Scientific Mapping Analysis
Publications by Authors	Co – Authorship
Publications by Years	Co- Occurrence
Publications by Documents	Citation
Publications by Subject Categories	Co-Citation
Publication by Countries	
Publication by Journals	

Source:- By Author

### 3.3 Data Extraction

The bibliometric analysis research study has been carried using PRISMA approach. All the stages of PRISMA were followed for scrutinization of documents. Identification, screening, eligibility and inclusion steps were followed in different stages. [Page et al., \(2021\)](#). Below is the flow diagram (Figure I) of the steps of PRISM approach:

Figure I- Flow diagram of article selection using the PRISMA protocol



Source: - By author using PRISMA Framework

The selection process of the articles followed the steps below:

- **Identification-** The identification phase is carried using SCOPUS database. The period considered was from Year 2000 to Year 2023 in the search option to understand the evolution and overview of the topic of research. The two main keywords, which are ‘Consumer Behaviour’ AND ‘Fast Food’ keywords were selected for the study based on the scope of review with the primary focus to understand the consumer behaviour towards fast food. Using the keyword search was performed in the SCOPUS database. The total documents identified by applying the filter for English language only, were 1144.
- **Screening-** In the screening phase, 1144 documents were then filtered further based on subject area & types of documents. The search was carried limiting the field to Business, Management, Accounting, Psychology, Social sciences, Health Professionals, Multidisciplinary, Arts & Humanities, Immunology and Microbiology, Neuroscience and Dentistry., which resulted in 483 documents. The records so found were again filter by restricting the document type to Article, Conference review, Review, Book chapter and Conference paper, which resulted in 473 documents.
- **Eligibility-** In the eligibility phase, all the records that were found after screening stage was then exported as CSV file and the manual content screening of 473, documents is performed to test the duplication. The eligibility of the records full-text articles is performed based on the objective of the study is to understand consumer behaviour towards fast food.
- **Inclusion-** In the inclusion phase, detailed content analysis of 473 Journals & articles are included for the bibliometric study. The final data after performance analysis and mapping was included for the research study.

### **3.4 Software selection**

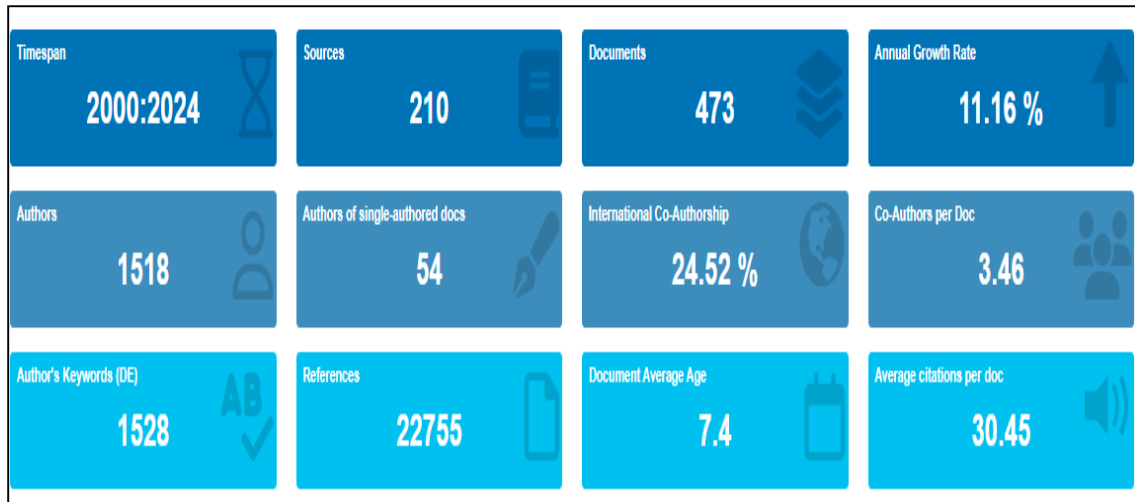
The study has been conducted using a tool called as biblioshiny, a web interface that helps in performing analysis and visuals. Many papers were referred to understand the Biblioshiny, R Studio software. The research papers gave a clarity with respect to understanding the user interface and using the same for data analysis [Deivanai & Professor, n.d.](#); [Öztürk et al., \(2024\)](#); [Rojas-Sánchez et al., \(2023\)](#). SCOPUS data base has been used for extraction of database. With the available data after the PRISMA approach has been used for performance analysis and scientific mapping on the topic, using Biblioshiny and VOS viewer. Papers done using VOS viewer were studied to understand the scientific mapping and the analysis derived from the same [Yu et al., \(2020\)](#). Various indicators are used for performance analysis, which includes most relevant countries, most relevant authors, most Globally cited articles, most frequent used words, most cited articles, year wise publication, journals for publication. This analysis was done using Excel generated through bibliometric analysis. Scientific mapping was also conducted using VOS viewer software. The analysis was done based on co-authorship, co-occurrence, and co-citation.


## **4 Bibliography Descriptive Analysis**

### ***RQ1 Annual publication trends in the domain of fast food consumption and its societal outcomes between 2000 and 2024***

The volume of production is an important indicator revealing the developmental trend of the chosen research area Year-wise publication data of Scopus database is used for deciphering the trend [Yusoff f.A.M. et al. \(2023\)](#)

Figure 2 – Overview of the SCOPUS Data Analysis of 473 Documents



Source: Figure using Biblioshiny 

The bibliometric study of the SCOPUS data base of 473 documents that has been retrieved and included, reveals a consistent growth and evolution of scholarly interest in the research study of fast-food consumption. The publication data clearly indicated the growing academic and societal relevance of the topic. The annual growth rate in the publication volume stands 11.16%, which shows notable and sustained increase in the scholarly engagement. There are almost 210 journal categories, authored by 1,518 contributors, with the usage of 1,528 keyword instances, which exhibits in depth intellectual landscape. The average citation count is around 30.45 per document, which indicates the conceptual depth in the related field.

The annual publication between the period 2000 to 2024 highlights the growing volume of research in the area and a base for exploring, how fast-food consumption relates to issues related to culture, changing consumption pattern, preferences, health & hygiene, public policy at global level.


***RQ 2 The most prolific and influential authors contributing to the literature on consumer behaviours and fast food, as identified through publication volume and citation impact.***

The data base from year 2000 to 2024 of SCOPUS has been analysed to identify the authors who have published maximum number of papers the topic of research.

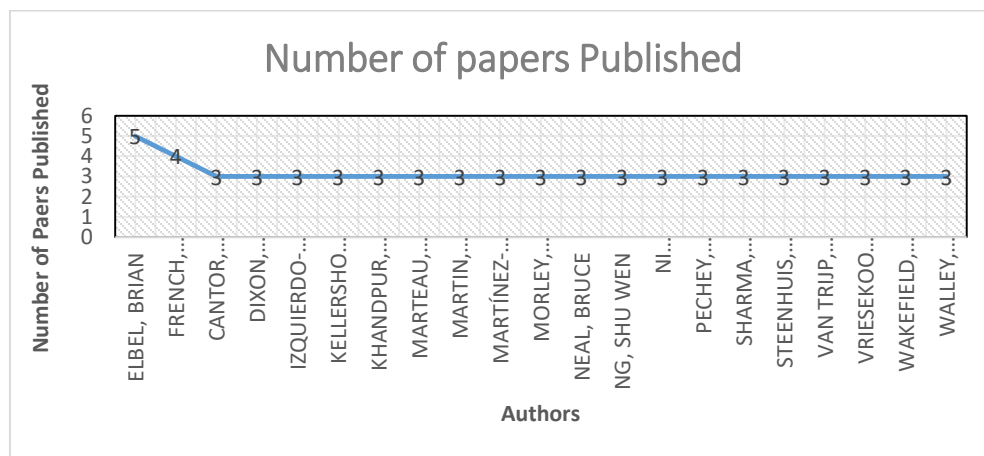
**Table 2: Maximum number of studies on consumer behaviour towards Fast food published by the most prolific authors with at least 3 papers**

Authors	Number of papers Published	Authors	Number of papers Published
ELBEL, BRIAN	5	NEAL, BRUCE	3
FRENCH, SIMONE A.	4	NG, SHU WEN	3

CANTOR, JONATHAN	3	NI CLIONA	3
DIXON, HELEN	3	PECHEY, RACHEL	3
IZQUIERDO-YUSTA, ALICIA	3	SHARMA, PIYUSH	3
KELLERSHOHN, JULIE	3	STEENHUIS, INGRID H.M.	3
KHANDPUR, NEHA	3	VAN TRIJP, HANS	3
MARTEAU, THERESA M.	3	VRIESEKOOP, FRANK	3
MARTÍNEZ-RUIZ, MARÍA PILAR	3	WAKEFIELD, MELANIE	3
MORLEY, BELINDA	3	WALLEY, KEITH	3

Source: Figure using Biblioshiny 

**Figure 3 – Number of Papers published on Consumer behaviour & Fast Food**



Source: Figure using Biblioshiny 

As a part of bibliometric investigation carried on the SCOPUS data base between 2000 to 2024 with respect to consumer behaviour towards fast food and its societal outcomes, a analysis was carried to identify the number of contributors who have studied the intersections of fast food, consumer behaviour and societal implications. The analysis focuses on 99 authors who have published three or more articles in the area. But it is also observed in the study that significant number of contributors have authored one or two papers in the domain. The highest number of publications by individual author is five. This analysis reveals a deeper understanding of the academic & scholarly work that has been done about the cultural shifts, changing food systems, consumption patterns, lifestyle changes that are responsible for the inclination towards consumption of fast food.


***RQ3 Years that have witnessed the highest scholarly output in the domain***

The study was further done with respect to finding the number of publications that has been done between the period of 2000 to 2024. Year wise publications have been recorded from the database of SCOPUS which has been included for the study, using the keyword ‘consumer Behaviour’ and ‘Fast Food’.

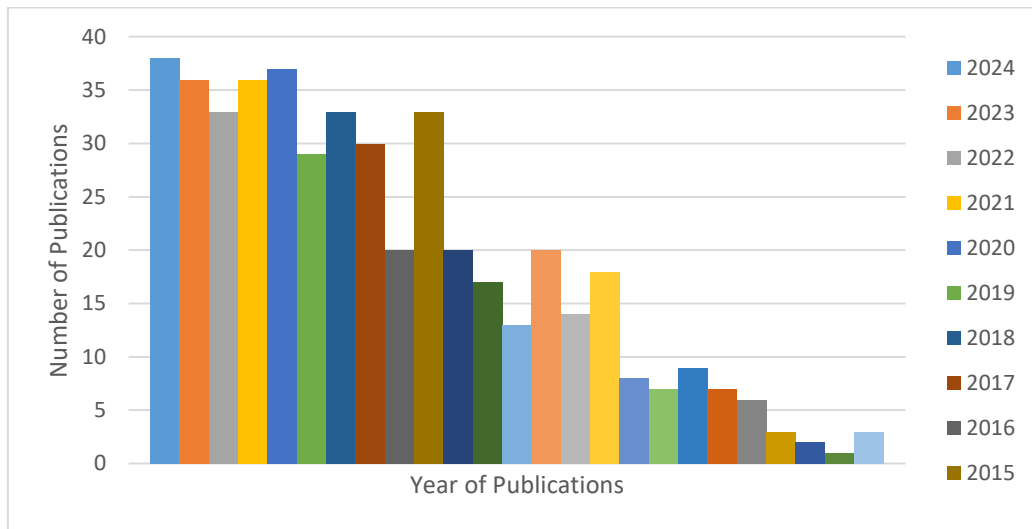
**Table 3: Year wise publications on Consumer Behaviour towards Fast Food.**

<b>Year</b>	<b>No. of Publications</b>	<b>Year</b>	<b>No. of Publications</b>
<b>2024</b>	38	2011	20
<b>2023</b>	36	2010	14
<b>2022</b>	33	2009	18
<b>2021</b>	36	2008	8
<b>2020</b>	37	2007	7
<b>2019</b>	29	2006	9
<b>2018</b>	33	2005	7
<b>2017</b>	30	2004	6
<b>2016</b>	20	2003	3
<b>2015</b>	33	2002	2
<b>2014</b>	20	2001	1

2013	17	2000	3
2012	13		

Source: Figure using Biblioshiny 

**Figure 4: Year wise publications on Consumer Behaviour towards Fast Food**



Source: Figure using Biblioshiny 

The bibliometric analysis reveals an upward trend in the study on the topic with respect to fast food consumption and societal outcomes that has been done and the pattern that can be inferred from the analysis tells that the number of studies has increased a lot year on year. The total studies that have been carried out in 2024 includes 38 studies on consumer behaviour and fast food. In the year 2001 only one study has been done, which is the lowest. The number of studies done on the topic has significantly increase in the year 2015, almost 33 publications has been recorded in this year. After this there is an increasing trend that has been recorded in the area and dimensions associated with many aspects like health concerns, cultural shifts, changing societal norms, lifestyles and environmental shifts along with global marketing practices.

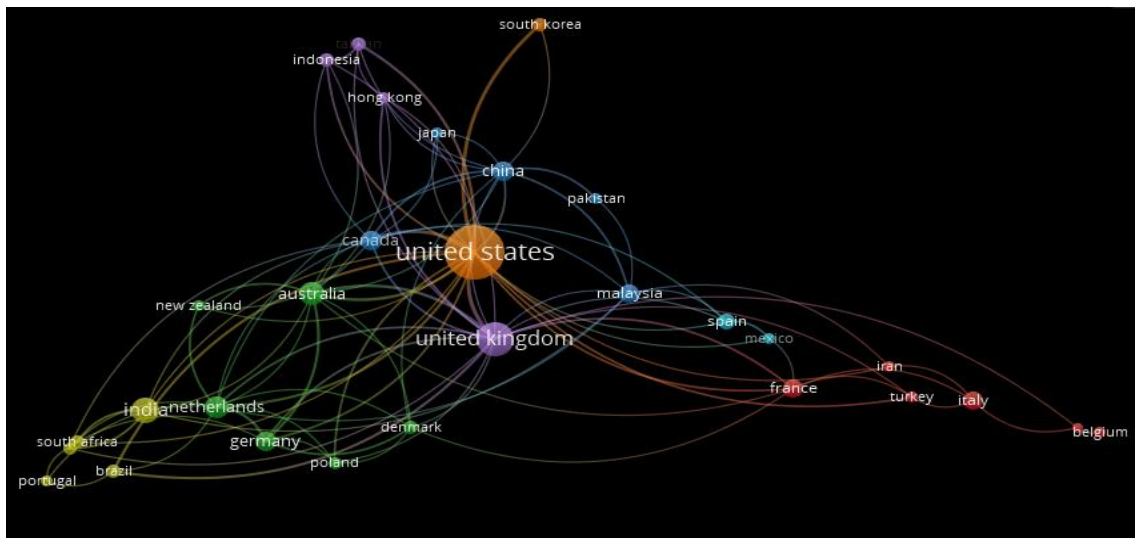
***RQ4 Countries publishing the maximum number of research papers with respect to consumer behaviour and fast food***

The study has been carried using VOS viewer to study the Co-Authorship analysis with different Countries in the domain of fast food consumption and its societal outcomes. There are total of 81 countries, out of which 30 countries met the threshold and has been considered for the study. The strength of the links between the Countries is calculated and minimum number of documents per Country considered is 5. For each of the 30 Countries, the total strength of co-authorship links with other Countries is calculated and Countries with the greatest total link strength is selected.

**Table 4- Mapping of Countries which have co-authored the maximum with other Countries**

<b>Country</b>	<b>Docume nts</b>	<b>Citatio ns</b>	<b>Countr y</b>	<b>Docume nts</b>	<b>Citatio ns</b>	<b>Country</b>	<b>Docume nts</b>	<b>Citatio ns</b>
<b>United States</b>	145	5771	Denmark	10	568	Spain	12	145
<b>United Kingdom</b>	58	2590	India	32	523	Turkey	7	137
<b>Australia</b>	26	1186	Norway	8	509	Italy	16	365
<b>Netherlands</b>	23	904	Taiwan	9	144	Mexico	6	274
<b>Canada</b>	19	924	Indonesia	9	370	Iran	6	98
<b>China</b>	20	242	Hongkong	6	287	Japan	7	136
<b>Germany</b>	20	799	New Zealand	7	287	Pakistan	6	23
<b>France</b>	16	732	Poland	8	549	Portugal	6	70
<b>Malaysia</b>	17	659	South Africa	9	333	Switzerland	5	191
<b>Brazil</b>	10	324	South Korea	9	740	Belgium	6	130

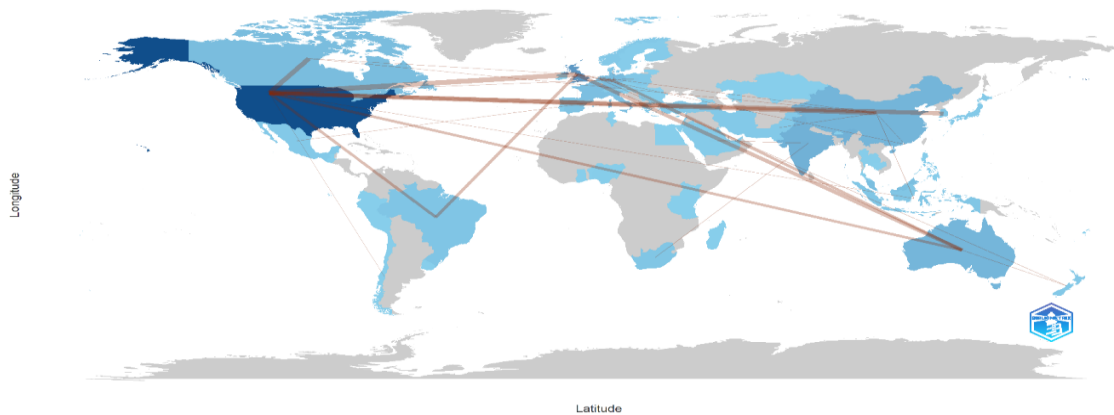
**Fig 5 (a) Mapping of Countries which have co-authored the maximum with other countries**




Source :- By Author Using VOS viewer 

Figure 5 shows the clear view of Countries that have co-authored with other Countries. Mapping shows that United States has maximum number of co-authorships, i.e. 145 having 5771 citations, followed with United Kingdom with 58 having 2598 citations. Switzerland has minimum number of Co-authorships of 5 documents and 191 citations. India has an average of 32 documents that has been co-authored with 523 citations.

**Country Collaboration Map**



**Fig 5 (b) Mapping of Countries which have co-authored the maximum with other countries**

Source: By Author using Biblioshiny 

The findings of the co-authorship among countries clearly reflects the scholarly engagement in the field and its global relevance in relation to public health, culture and changes in the consumption pattern among consumers.

***RQ5 Most frequently co-occurring keywords in the literature on fast food consumption, indicating thematic focus areas***

The study has also been carried to do the analysis of 473 documents of SCOPUS, to find out the co-occurrence of key words. The analysis findings using VOS viewer is that total number of 3036 key words was found co-occurrence, out of which 283 words meet the threshold. To do the analysis, total strength is considered. For each of 283 key words the total strength of the co-occurrence links with other keywords is calculated and keywords with greatest total link strength is selected.

**Table 5 keywords which co-occur with the most used keywords**

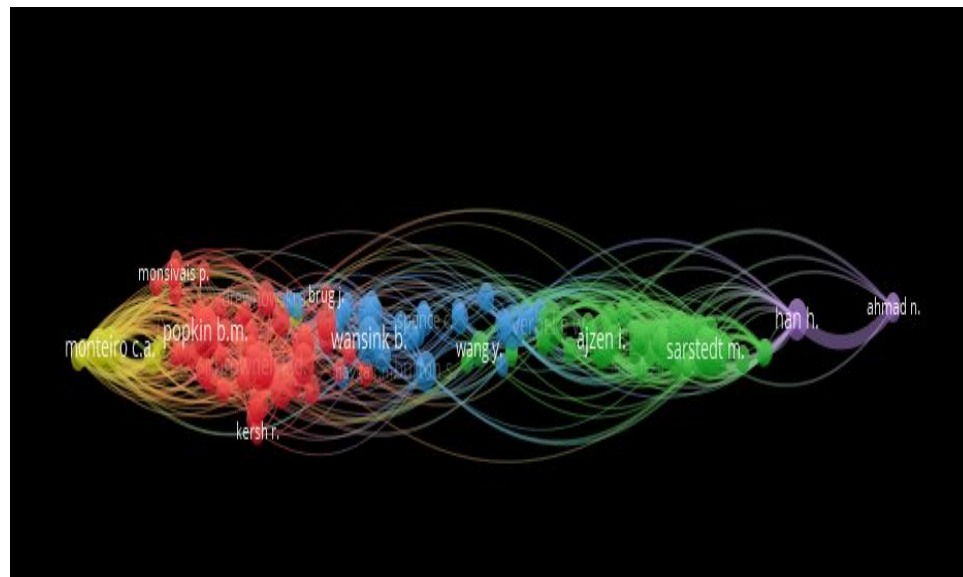
<b>Terms</b>	<b>Frequ</b>	<b>Terms</b>	<b>Freque</b>	<b>Term</b>	<b>Frequ</b>	<b>Terms</b>	<b>Frequ</b>	<b>Terms</b>	<b>Frequ</b>
	<b>ency</b>		<b>ncy</b>	<b>s</b>	<b>ency</b>		<b>ency</b>		<b>ency</b>
<b>Femal</b>	263	young	96	Obesity	61	snacks	44	health	34
<b>e</b>		adult						y diet	
<b>Male</b>	241	Diet	95	food	57	food	43	nutriti	34
				packagi		intake		onal	
				ng				value	
<b>Adult</b>	219	middle	95	consum	56	food	42	bevera	33
		aged		er				ge	
<b>Huma</b>	192	consu	87	health	56	catering	41	purcha	31
<b>n</b>		mer		behavio		service		ing	
		behavi		r					
		or							
<b>fast</b>	181	food	86	united	51	consum	39	attitud	30
<b>food</b>		prefere		states		ption		e to	
		nce				behavio		health	
						r			





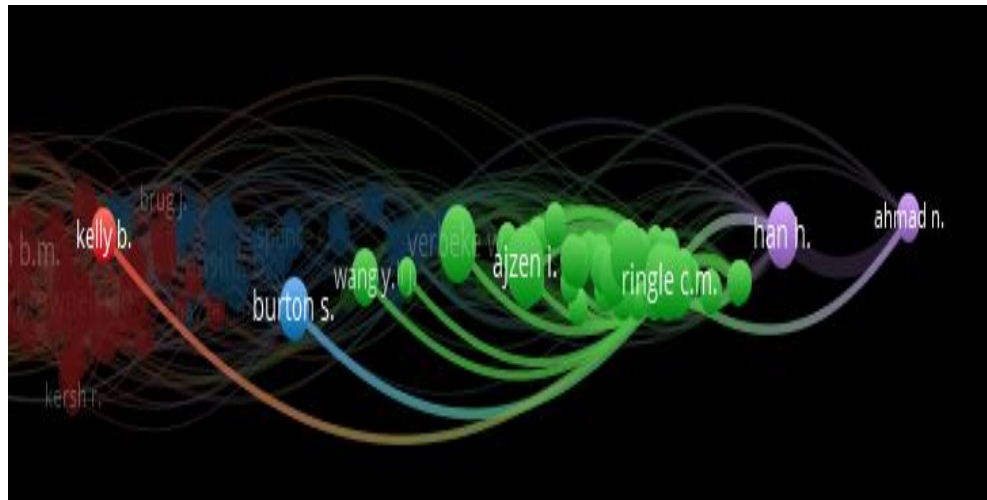
Monteiro c.a.	68	Wansink b.	80
Popkin b.m.	94	Story m.	64
Hair j.f.	74	Moubarac j.c.	29
Brownell k.d.	87	claro r.m.	29
Cannon g.	51	French s.a.	56
Han h.	64	Fornell c.	51
Levy r.b.	48	Ng s.w.	35
Ajzen i.	93	Wardle j.	52

**Figure 7(a): Most Co-cited Authors**



Source :- By Author Using VOS viewer 

• **Figure 7 (b): Most Co-cited Authors**



**Source:** - By Author Using VOS viewer 

Figure 7 (a) shows the authors with the greatest total link strength who has been co-cited, and Figure 7 (b) shows the most co-cited author who is Ringle C.M. who has been cited 71 times and the total link strength appears to be 2067.

**5. Research gaps**

The purpose of the research study is to review the literature that is available in the chosen area and identify the gap areas that are still underexplored or unexplored. No doubt there is significant work that has been carried with respect to consumer behaviour towards fast food, but the studies has been mostly carried with respect to hygiene, health & nutrition and is restricted to the consumption of bast food by children and youngster. But many aspects such as stimulus in the form of sensory cues, factors that influence the decision of consumers towards fast food consumption has not been explored in depth. Based on the descriptive analysis of the topic, the study can be carried on the identified gap areas. To summarise, the few gaps that has been identified are:

**Table 7 : Gap Identified from the literature**

Aspects	Current Research focus	Gaps Identified
<i>Area of research</i>	Nutrition, sanitation, health & hygiene	Limited study on factors for consuming fast food
<i>Scope of research</i>	Limited to generic, and gives an overview on	In-depth study of factors driving consumption with respect to taste ,

choices, preferences and consumption patterns and culture, convenience has not been done

<i>Demographic Focus</i>	Studies conducted are majorly focusing on youngsters and children	Other broader age groups has not been studied, as fast food is consumed by all age groups
<i>Cultural Influences</i>	Limited study on Cultural influences	Influence of culture & religion with respect to choice of fast food can be studied in depth
<i>Geographic Focus</i>	Studies so far has been covered majorly to tier I & tier II cities	Tier III cities and small towns are still not explored much
<i>Health-Conscious Consumer Behaviour</i>	Major studies have been carried on basic food items of fast food	New addition to the list of fast food has not been included much in studies conducted so far
<i>Sensory Marketing</i>	Limited studies have been carried considering the role of sensory marketing	Studies can be carried to explore the role of sensory cues on the purchasing decision of fast food
<i>Sustainable Practices</i>	Fast food sector has not been studied much with respect to sustainability	Future studies can be carried on sustainable practices that impact the consumer behaviour

## 6. Future Scope of Study

The research study carried on the literature review of documents that has been published and listed with Scopus database between the period of 2000 to 2024, provides an insight about the scholarly work that has been carried with respect to fast food consumption and its societal implications. The descriptive analysis clearly indicates that most of the research work related to consumer behaviour

towards fast food with respect to health, nutrition & hygiene, but there are some areas which are yet to be explored in depth , hence the bibliometric analysis clearly gives an indication of the following aspects that can be studied in future:

1. As most of the studies that has been carried on topics related to nutrition, sanitation, health & hygiene, however areas like reasons behind the increasing demand of fast food can be studied in depth, such as scarcity of time, affordability, urban lifestyles, convenience for better and deeper understanding of consumer decision making.
2. The analysis also indicates that majority of research work has been carried focussing only younger generations, but not much work has been done to study demographic groups like professionals, adults. Hence future research can be carried to understand the behavioural study of these demographic groups in varying socioeconomic and cultural contexts.
3. The research work carried were too generic and provides an overview about the choices, preference, and consumption pattern of fast food. But in depth studies has not been studied with respect to various sensory cues and emotional triggers that prompts consumers towards consumption of fast food.
4. It also indicates that the role of culture and religion in taking decision for consuming fast food is also one aspect that is not fully explored. Hence further studies can be carried to understand the influence of culture & religion that impacts the decision making of consumers with respect to consumption of fast food.
5. Further the study on fast food is restricted to tier one and tier two cities, but now the consumption & availability of fast food can also be seen in tier three cities as well. This provides an opportunity to explore the evolution of consumer behaviour with respect to fast food.
6. Further as the bibliometric analysis indicates that not much aspect related to health conscious and sustainable food consumption has been studied. Future study in the area can be hence c carried to understand the same. Growing consumer interest in plant – based, low calorie and organic food, all the more indicates towards exploring the shifty and changes in the consumption pattern towards fast food.
7. With sustainability being an important aspect the studies that has been carried so far , misses sustainability aspect. In future the research studies can be carried for exploring the way consumers in todays' time is adopting and changing their preferences with respect to fast food outlets that are taking initiative in adopting sustainable and environmentally friendly practices for enhancing the consumer experiences.
8. Sensory marketing is also one area that has not been studied much so far, how various sensory cues drive consumer preferences and choices resulting into an action. The study can also be carried in future with respect to what efforts marketers should take for engaging and increasing the loyalty of consumers by giving them a good experience.

## **7. Practical Implications**

The current study can help the marketers, managers and academicians in identifying and understanding the reasons for increasing demand and consumption of fast food. An understanding about downturns, price sensitivity, changes in disposable income will help in making & formulating better marketing strategies with respect to enhanced consumer engagement and experience that will influence the consumer behaviour. The paper will provide an insight for various fast-food chains, restaurants, marketers and policymakers in understanding the consumer preferences and improvise service offerings. The study of consumer behaviour will also provide

insights to fast-food brands in tailoring their offerings, glocalizing the food items, changing trends in choices & preferences towards fast-food, like inclusion of items like healthier option, plant-based food to suit the requirements of consumers. Further the study will also provide a wisdom for understanding the difference in preferences & choices of different demographic groups like millennials, Generation Z, urban dwellers. During pandemic, people also developed a habit of ordering the food using online platform, which increased post pandemic, that reshaped the food service sector. The changing trends of fine dining, casual dining can also be studied and analysed in future with respect to quick service, convenience, quality, food taste, hygiene, ambiance, and concept like cloud kitchen and ghost kitchen. Role of culture in preferential choices of consumers in different regions towards global fast-food chains is very important to explore in future. Fast food businesses can further be studied to understand the importance of prioritizing the health focused services and food items. The study can be a guiding source in formulating strategies with respect to prices, advancement of customer loyalty, personalized experiences for marketers.

By understanding and implementing these practical implications, fast food businesses can align their strategies with current consumer behaviours, improve customer satisfaction, and remain competitive in a rapidly evolving market.

## **8. Conclusion and Limitations of the study**

Though the bibliometric analysis for studying consumer behaviour towards fast food has been carried out thoroughly with an intention to study all details, there are some limitations which may provide suggestions for future analysis in the field. The data was extracted using SCOPUS database only for current study, whereas there are other sources also available that has research work on the subject, like Google Scholar, Web of Science, & other Journals. The articles have been shortlisted only for English language, whereas there is research work conducted in other languages also. Unpublished papers, books and theses, were also not considered for the study. Hence the analysis has its own limitations and many such research analysis can be done using other resources.

The current study is an attempt to analyse the research work that has been done and available on consumer behaviour towards fast food. For the current research paper includes a detailed bibliometric analysis using 473 documents from the SCOPUS database, that has been screened & included using PRISMA approach. The bibliometric analysis conducted reveals that that most of the studies that has been carried so far are with respect to the nutrition, health & hygiene. There are very less number of studies that has been carried with respect to consumer behaviour towards fast food.

The trend itself shows the future prospect that lies with the sector and hence it is imperative to study various aspects with respect to the increasing demand of fast food. In this regard, the current paper presents a bibliometric study to review the work that has been carried with respect to the consumer behaviour towards fast food. The analysis that has been done using VOS viewer indicated the network visualization for the number of papers that has been published, the authorship & co-authorship in the subject. Figure 1 shows the count of various research study that has been carried on the topic between the time span of 2000 to 2024. The total count of documents is 473 from 210 sources. There were only few studies till 2008, it is evident that more studies have been carried from 2009 onwards and has further intensified from 2009. Most studies have been conducted in USA, and UK. The analysis results also show that major studied that has been carried out are with respect to the concerns about nutrition, health & hygiene, which reveals that the fast

food is unhealthy and can cause many diseases. However, there are few papers that reveals that there are factors like convenience, price, taste and variety of food, that attracts the consumers towards consumption of fast food. The paper can clarify the topics that are not explored much and can be studied for further knowledge. The paper will also be helpful to many fast-food chains and marketers in understanding the factors that attracts consumers for fast food consumption and the area of concerns, which can be taken care of in the future.

The identified gap and scope of future research in the field of consumer behaviour with respect to fast food establishes a framework that can be an aid to many researchers. Overall, the current research study provides an analysis about the research work that has been carried so far in various interdisciplinary domain and suggests future research areas.

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