



**International Conference on Innovations in Engineering, Science and  
Technology & Humanities  
(ICIESTH – 2021)**

**25<sup>th</sup> July, Vijayawada, Andhra Pradesh, India**

**CERTIFICATE NO : ICIESTH /2021/ C0721534**

**A STUDY ON PERCEPTION OF YOUNGSTER'S FOR QUICK  
SERVICE IN FAST FOOD RESTAURANTS**

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**ABSTRACT**

In the past several decades, the fast food or Quick Service Restaurant (QSR) sector has seen remarkable development. Quick service restaurants (QSR) supplanted the phrase 'fast food', which was defined as places where better food was provided, since fast food was deemed unhealthy. Consumers' buying power grew along with the effect of globalization. As a result, fast food became one of their preferred choices. Both local and international fast-food businesses were equally appealing to children. It is important to remember that children are the main consumer, influencer consumer and future consumer. This research focuses on tweens, defined as youngsters between the ages of 8 and 12 years. "In between" younger kids and teenagers, tweens are a significant customer demographic, according to the National Retail Federation. In the terms subteen or preteen, the name tween is derived. The term teen is derived from the word subteen/preteen. There has been much research done on tweens throughout the globe, since youngsters in this age group seem to have outgrown their years in terms of preferences and perceptions as well as conduct.