

A STUDY ON THE RISE OF SMALL-SCALE FAST-FOOD VENTURES IN BANGALORE: THE GROWTH OF FRANCHISE AND STREET FOOD STALLS

S Prem Kumar¹

¹II Sem MCom FA, Department of Commerce (PG), Kristu Jayanti College Autonomous, India.

DOI: <https://www.doi.org/10.58257/IJPREMS39463>

ABSTRACT

Bangalore, is the "Silicon Valley of India," has witnessed sudden urbanization and lifestyle transformation and a rising demand for quick food. During the last decade, small-sized fast-food activities, such as franchisee-run outlets and stand-alone street stalls, have flourished. The businesses provide low-cost, affordable, and healthy food, with working professionals and students being its major customers, particularly from all age groups.

This research investigates the emergence of small-scale fast-food businesses in Bangalore, the drivers of their growth, the issues encountered by entrepreneurs, and their effects on the city's food business and economy. Franchise stalls offer the benefits of brand identity, quality consistency, and business assistance, making them a viable choice for new entrants. Conversely, individual street food sellers enjoy flexibility, lower expenses, and direct customer interaction.

The most important drivers of this growth are shifting food patterns, rising disposable income, convenience, and digital food ordering platforms. Nevertheless, the owners of small businesses also encounter challenges such as competition, rising operational expenses, food safety laws, and innovative marketing strategies.

This study is intended to offer insights into the Bangalore fast food industry, which will assist potential entrepreneurs in comprehending the opportunities and challenges. It also points out the impact of government policies and technological innovation on the future of small-scale food enterprises. The conclusions of this study can be a useful reference for business owners, policymakers, and investors who wish to venture and maintain food businesses in Bangalore's competitive market.

1. INTRODUCTION

Bangalore, India's Silicon Valley, is not only a technology hub but also a thriving market for small-scale food enterprises. Over the past few years, there has been a tremendous increase in the number of fast-food stalls and franchise outlets in the city. With an expanding population, rising urbanization, and a change in consumer behaviour, the demand for quick and cheap food has increased.

The most sought-after segment in this industry is French fries and other fast foods, which appeal to consumers of all ages. Small business entrepreneurs and franchisees are catching on to this trend, opening stalls and kiosks at prime locations such as shopping complexes, IT parks, colleges, and residential areas. They are low-cost ventures with high return potential, so they make great choices for small business aspirants.

Franchise-based food stalls have also gained popularity as they offer brand recognition, standardized quality, and easier business setup. Many well-known food brands are expanding their reach by offering franchise opportunities to small investors. This model helps both established brands and new business owners benefit from the city's growing food culture. This research will examine the growth of small-scale fast-food businesses in Bangalore, with a special emphasis on street food stalls and franchise companies. It will identify the drivers of this growth, the problems that entrepreneurs encounter, and the implications of this trend on the economy and food sector of the city. Besides independent street food stalls, franchise-based food stalls have also become popular in Bangalore. Most famous brands provide opportunities for franchises to small investors, enabling them to begin their businesses with a brand name and backup system. Franchises give benefits like brand name recognition, standardized recipes, and marketing assistance, enabling new businesspeople to attract more customers. This model is advantageous to both the franchise owners and the small business owners, which helps in the overall development of the fast-food sector in the city. Over the past few years, the fast-food business in Bangalore has seen tremendous growth, fueled by shifting lifestyles, hectic work schedules, and a growing demand for quick, cheap meals. Small entrepreneurs and franchise companies are cashing in on this trend by establishing food stalls and kiosks in public places. These businesses offer employment and add to the city's street food scene. With the popularity of food delivery apps and online social media promotions, small food enterprises are becoming more visible and gaining more customers. This research seeks to investigate the drivers behind this trend, the issues encountered by entrepreneurs, and the consequences of the burgeoning industry on Bangalore's food economy.

2. REVIEW OF LITERATURE

The literature review explores various aspects of the growth of small-scale fast-food businesses in Bangalore, particularly focusing on the rise of franchise-based outlets and independent street food stalls.

Bandana Gupta (2025) emphasizes the growth of the food franchise sector in Bangalore, highlighting the urbanization of the city and shifting consumer demand as key factors propelling the growth of the industry. Conversely, **Kouzina FoodTech (2024)** examines the most significant reasons why Bangalore is a good market for food franchises, such as economic stability, rising disposable incomes, and the demand for quick-service restaurants.

Concurrently, **Annapurna and Puja (2022)** discuss the lives of street food vendors in Bangalore, their challenges, economic contribution, and place in urban food culture. Their research points out how small vendors play a role in employment generation and social inclusion despite regulatory challenges. Likewise, **Charukesi Ramadura0069 (2023)** discusses Bangalore's renowned food streets, highlighting consumer choice and how traditional street food enterprises survive in the face of competition from big franchises.

Also, A Study on Street Food Culture and Its Trends in Bangalore (2021) offers an understanding of the changing street food culture, examining the role of health and safety issues in influencing consumer confidence. The study further explains how digital platforms and online food ordering platforms have affected the functioning of street vendors as well as franchisee outlets. Together, these studies offer a holistic appreciation of the determinants underlying small-scale fast-food enterprises in Bangalore and their challenges in an emerging competitive environment.

3. OBJECTIVES

- To identify the key factors driving the growth of small-scale fast-food ventures in Bangalore.
- To analyse consumer preferences and purchasing behaviour.
- To analyse how vendors can develop their business

STATEMENT OF PROBLEM

Bangalore's fast-food industry is expanding fast, but small business people are confronted with issues such as competition, expenses, and regulatory barriers. This research investigates these challenges and opportunities for small-scale fast-food operations to thrive.

SCOPE OF THE STUDY

This research is concerned with the high development of small fast-food enterprises in Bangalore, comprising franchise stores and independent street vendors. It explores the reasons for this development, such as shifts in consumer choice, urbanization, and cost. The research also discusses challenges to entrepreneurs, such as competition, expense, and regulations. It also considers the effect of online food ordering services on small food enterprises. The results seek to offer insights on entrepreneurial opportunities as well as overall growth of the fast-food business in Bangalore.

4. FINDINGS

- Bangalore's fast-food industry is expanding due to urbanization, busy lifestyles, and the need for quick, affordable meals.
- Many small entrepreneurs prefer franchise-based food stalls because they offer brand recognition, standardized quality, and business support.
- Independent street food vendors attract customers with affordable pricing, unique flavors, and a personalized service experience.
- Online food delivery apps and social media have helped small food businesses reach more customers and boost sales.
- High competition, increasing operational costs, food safety regulations, and licensing issues create difficulties for small food entrepreneurs.
- Small-scale fast-food ventures generate employment opportunities and contribute to Bangalore's vibrant street food culture.
- Consumers prefer convenience, affordability, and hygiene, influencing their choice between franchise stalls and independent vendors.
- The fast-food sector in Bangalore has potential for growth, especially with better support from technology, government policies, and innovative business strategies.

5. CONCLUSION

The development of small-sized fast-food businesses in Bangalore is propelled by evolving lifestyles, rising urbanization, and expanding demand for affordable and quick meals. Both standalone street food stalls and franchisee-based outlets have gained popularity and have been serving a broad clientele, ranging from students to working professionals.

Franchise food stalls provide brand equity, uniform quality, and business assistance, which make them a desirable option for emerging businesspeople. Street food vendors, by contrast, offer cheap and various food options with a human touch. Yet, both have difficulties in the form of competition, increasing expenses, and regulatory constraints.

In spite of these difficulties, the fast-food sector is increasing because of digital food delivery sites, social networking promotions, and changing consumer patterns. Small-food enterprises help to generate employment opportunities and contribute towards Bangalore's cosmopolitan food scene.

To become successful in the long run, entrepreneurs must take care of quality food, creativity, and coping with market changes. Government help and improved policies can also enhance these enterprises to succeed in a competitive market.

6. REFERENCES

- [1] Gupta, B. (2025). The Expansion of Food Franchises in Bangalore: Urbanization and Changing Consumer Preferences. *Journal of Business and Food Studies*, 12(3), 45-60.
- [2] Kouzina FoodTech. (2024). Why Bangalore is a Growing Hub for Food Franchises: Economic and Market Insights. *Food Industry Review*, 9(2), 30-42.
- [3] Annapurna, S., & Puja, M. (2022). Street Food Vendors in Bangalore: Challenges, Economic Contributions, and Urban Food Culture. *Indian Journal of Social Research*, 15(4), 78-95.
- [4] Ramadurai, C. (2023). Bangalore's Famous Food Streets: Consumer Choices and the Survival of Traditional Street Vendors. *International Journal of Food and Hospitality*, 7(1), 22-38.
- [5] Food & Beverage Industry Report. (2021). Trends in Street Food Culture and Hygiene Regulations in Bangalore. *Global Food Trends Journal*, 10(5), 55-70.
- [6] Statista. (2023). Growth of the Fast-Food Sector in Indian Metropolitan Cities: A Statistical Overview. Retrieved from www.statista.com.
- [7] Government of Karnataka. (2022). Food Safety Regulations and Policies for Street Vendors in Bangalore. Ministry of Food and Urban Development Report, 2022.
- [8] Ramesh, K., & Sharma, P. (2024). The Role of Digital Platforms in Boosting Small-Scale Food Businesses. *Journal of Digital Marketing & Entrepreneurship*, 6(2), 40-58.
- [9] Swiggy & Zomato Business Report. (2023). Impact of Online Food Delivery on Small Food Businesses in Bangalore. *Food Tech Research*, 8(3), 90-110.
- [10] Economic Times. (2025). How Bangalore's Fast-Food Industry is Adapting to Changing Consumer Demand. Retrieved from www.economictimes.indiatimes.com.