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**A STUDY OF CUSTOMER SATISFACTION IN FAST FOOD
PRODUCT COMPANY IN INDIA**

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ABSTRACT

Customer satisfaction is the degree to which a fast food product company or fast food service meets the customer's expectations. If the performance meets, or surpasses, the client is pleased. The term "local food" emphasises the geographical closeness of what we consume. It is getting more frequent nowadays to hear about this idea. In 2009, for example, USDA sponsored "Know Your Farmer, Know Your Food" to promote new economic possibilities via improved connections between customers and local farmers. However, when we consider about this idea, we have to recall that not so long ago, all food was locally produced. When we think about the early 20th century, people ate primarily goods from their area simply because it was easier. However, technological advancements have altered this practise. Infrastructures, sophisticated storage techniques and new kinds of fruit and vegetables have been created and food may travel longer journeys. Free trade today has a global perspective. But we may also focus on a lesser scale, the regional size. The contemporary agricultural landscape in the United States has been influenced by agricultural industrialization. It reflects many types of changing farming and food systems circumstances. This covers the significance of big agricultural enterprises: the continuing integration of activities via ownership, acquisitions and contracts; the decrease of the cash markets on farm; the growing relevance of supply chain management; and the ongoing technological progress.