Project Dissertation

To study consumer awareness and attitude towards junk food and comfort food

Submitted By:

Anuj Kathwariya

2K13/MBA/12

Under the Guidance of:

Dr. Vikas Gupta

Assistant Professor

DELHI SCHOOL OF MANAGEMENT

Delhi Technological University

Bawana Road Delhi 110042

Jan -May 2015

CERTIFICATE FROM THE INSTITUTE

This is to certify that the thesis titled "To study consumer awareness and attitude towards junk food and comfort food" is a bona fide work carried out by Mr. Anuj Kathwariya of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

Place: Seal of Head

Date:

DECLARATION

I Anuj Kathwariya, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that thesis report on "To study consumer awareness and attitude towards junk food and comfort food" submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Date: Anuj Kathwariya

Place: 2K13/MBA/12

ACKNOWLEDGEMENT

It is often said that life is a mixture of achievements, failures, experiences, exposures and efforts to make your dream come true. There are people around you who help you realize your dream. I acquire this opportunity with much pleasure to acknowledge the invaluable assistance of Delhi school of management faculty members and all the people who have helped me through the course of my journey in successful completion of this thesis. I wish to express my sincere gratitude to my faculty guide, Dr. Vikas Gupta (Assistant Professor, Delhi School of Management, Delhi Technological University) for his guidance, help and motivation. Apart from the subject of my study, I learnt a lot from him, which I am sure, will be useful in different stages of my life. I would like to thank him for his help in understanding and formulating the model design and methodology as well as help me in acquitting to the subject and clearing my concepts and also for his review and helpful comments. I feel deep sense of gratitude towards Mr P.K. Suri, (Head of Department, Delhi School of Management, Delhi Technological University) for being a constant source of motivation and guidance throughout the course of my thesis. I am grateful to my friends who gave me the moral support in my times of difficulties. Last but not the least I would like to express my special thanks to my family for their continuous motivation and support.

Regards,

Anuj Kathwariya

Class of MBA (2013-15)

ABSTRACT

People in the Indian subcontinent have long been known for the delicious foodstuffs they prepare, serve, and eat. People in India subcontinent invest a lot of time, energy and wealth to arrange their meal. As the time passed the food habits of people in these areas have changed considerably and also the socio-economic structure of the countries. People living in urban areas either living as bachelor or in nuclear families are short of time and thus cannot invest the same amount of time as before. This report focuses on the fast food trend in today's Indian society. Questionnaire was used as data collection tool. Qualtrics software was used to get the responses from the respondents and **Statistical Package for social sciences** (SPSS) was used for inferential and descriptive analysis. The result showed that people like to eat outside their home. Results also showed that youngsters spend more on Junk foods also people conceive fast food as a way of enjoyment and fun. Quality and value related perception is influenced by income. Junk food and its effect on human perception have been analyzed in this report. The report tries to explain several feature of eating fast food and the current trend in the modern society.

Contents

Table of Tables

1. INTRODUCTION

Fast food denoted as food that can be cooked and dished up swiftly. They're admired as they serve filling foods that taste fine with low expenditures. Nevertheless, the food is frequently made with cheap items such as high fat beef, classy grains and added sugar & fats, rather than nourishing ingredients, for instance, lean meats, fresh fruits, and vegetables. There were a time people used to consume junk food with their neighbors and relatives. Off late young people are more inclined towards junk food such as hamburgers, fried chicken, pizza etc. There are various causes for the fame of fast food. The major cause is the fact that people have changed their lifestyle as plenty of people work for long hours or comprehensive school days. They lack time to discover ingredients or organize good food. A further reason is the enormous number of young, well off people. In most of countries larger amount of people are young population so they spend more money on fast food. (Farzan Yahya, 2013). According to the World watch Institute (a Washington D.C. based research organization), for the first time, the number of obese adults in the world now matches the number of adults who are underweight. While the world's malnourished population has declined since 1980 to 1.1 billion, the number of overweight has increased to 1.1 billion. Child obesity has reached epidemic proportions in some countries and is on the rise in others. Approximately 17.6 million children aged five years and below are estimated to be overweight worldwide. Ethnic differences were also observed, especially among boys, where 16.8 per cent of Malays were obese compared to approximately 11 per cent of Chinese and Indians.

Concept of relationships and living standard are superimposed to accommodate the new fast age and habits of eating is no exception too. Nourished and nutritious foods have been overpowered by the new kind of food mantra – THE JUNK FOOD! Today, in the relation of world economy, fast food has become a global phenomenon. The readily availability of junk food and snacks at cheap prices and promotional strategies adapted by manufacturers of these food organization have triggered a euphoria wherein, use of

foods that require neither much of the hard work nor the preparation of a proper meal. This euphoria has absorbed every age group; every race and the latest entrants on platform are school going children in particular. Hence, an analytic presentation has been made in this report from the articles of various sources underlining eating trends, nutritional dimensions and standard of unhealthy food, their impact on intake of food and precautionary methods to be adopted. A health education initiative, a change towards good eating practices and adaption of healthy living is possible (Deepthi, 2012).

2. LITERATURE REVIEW

2.1 Buying behavior of consumers for food products in an emerging economy

In the paper by Jabir Ali, Sanjeev Kapoor, Janakiraman Moorthy, (2010) "Buying behavior of consumers for food products in an emerging economy", British Food Journal, Vol. 112 pp.109 – 124. The purpose of this paper was to develop a marketing strategy for a modern food based on consumer preferences and behavior. The preferences of the consumers clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability. The consumers' preference of marketplace largely depends on the convenience in purchasing at the marketplace along with the availability of additional services, attraction for children, basic amenities and affordability. Results suggest that most of the food items are purchased in loose form from the nearby outlets. This paper analyses the buying behavior of the consumers under survey with respect to food items. These consumers are in a relatively advantageous position in terms of purchasing power and awareness of health and nutrition. This research paper has given good insights regarding the buying behavior of consumers towards the junk food

2.2 Consumer Preference and Spending Pattern in Indian Fast Food industry

In the paper by Y Prabhavathi, N T Krishna Kishore, M. Ramesh Kumar February (2014), International Journal of Scientific and Research Publications, Volume 4, Issue 2. The overall objective of the study is to analyze the food consumption lifestyle behavior of consumers segment for developing new marketing strategies in fast food sector.

- To analyze the consumer`s spending behavior on fast food consumption and their preference on fast food menu and fast food restaurants,
- To analyze the consumer`s consumption expenditure towards fast food with respect to gender.

- The survey was conducted in 2 major cities Hyderabad and Coimbatore by selecting randomly 100 respondents

- Male and female gender has equal lifestyle behavior with regard to consumption of fast food. Taste, convenience and alternate to home food were found to be major reasons for consuming fast food by the young consumers. Young consumers are spending considerable amount of their income for eating outside due to convenient lifestyle as it saves their time.

- Young consumers preferred major fast food types such as sandwiches, pizzas and burgers with spicy flavors. Fast food restaurants provide satisfaction to the young consumers in the form of matching their taste needs and relaxation with friends. No new variety and slow delivery were the major problems in consumption of fast food. But they are looking for comfort food rather than healthy food.

2.3 Consumer perception about fast food in India

In the paper by Anita Goyal and N.P. Singh, MDI (2007), Emerald Group Publishing Limited, British Food Journal, Vol. 109 No. 2, pp. 182-195 the author seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. Young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets' attributes are identified. The two fast food outlets' rating differs significantly on the seven attributes. McDonald's scores are higher on all attributes except "variety". Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen.

Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and nutrition

value of fast food which will help in building trust in the food provided by fast food players.

2.4 Consumer Behaviour for Food Products in India

In the paper by Kirti Bardhan Gupta, Hungary (2009), International Food & Agribusiness Management Association, 19th Annual World Symposium the author states about The five most important parameters that respondents rated very highly for food purchasing decisions are: cleanliness, free from pesticides, freshness, good for health, and clean place of sale. Value for money, overall quality, taste, variety of products availability at same place, seasonality, flavor, good display of products, nearby availability and good ambience are some other parameters, which were rated highly by respondents. Parameters like promotional offer and products produced in other country were not considered as very important by respondents.

The quality of food is one of the biggest criteria of buying a particular food item. But people of late do not see it as a parameter as there are more looking towards the brands of the food products rather than the ingredients of the food products. People have started going out and have started having food outside in different restaurants but most of the food which is preferred in these restaurants is fast food or junk food.

The organized retails stores have grown exponentially over the years and there has been a growing a trend in the young people or people of urban class to go outside and have food. But it's been observed that despite in an increase in the number of restaurants people prefer junk food because of shortage of time. Most of the people are working these days and this has also given a boost to the increase in the consumption of fast food. India has been going under transformation over the last decade and as a result of this there have been plenty of malls that have been built and also one of the major reason of fast food growing is because of the fact that people migrate to new cites in search of jobs leaving their families and hence it results introduction of junk food in their lives. Restaurant and other eateries have transformed their business models as they have started home deliver and hence it has become much accessible for the people to easily

get junk food. Local retails eateries have also developed a relationship with the customers so as to increase their sales.

2.5 Fast Food grows in India

In the paper by Amit Malhotra, June 2 (2010), Food, Desiblitz the author states that the the introduction of various global brands has also given a boost to the consumption of junk food in India. Global brands have aggressively entered into the Indian market keeping in view the growth prospects and the major reason for it is the population the country which is 1.25 billion. These global majorly produce junk food. These global bands have some flagship products which are there USP and they majorly promote these products.

Over the year Indian people have been eating on the roadside dhabas but this food was generally nutritious as these dhabas used to serve nutritious and most importantly Indian food. This model used to give employment to plenty of people but off late global brands have overpowered this category as they have opened up plenty of stores. These global companies have given plenty of employment to Indian people. Indian people have also transformed their business watching the entry of global brands in India. Now people in India have also opened their shops in malls and super stores. Many companies have adopted the model of franchise in India. They give franchisee to the people of India and consolidate their business.

In India there is a growing category of cafes, restaurants and other eateries. Most of these eateries have a very formal setup and they try to cater to the customer by bringing various other factors like ambience, price, and discounts and that's why these companies are able to pull plenty of crowd. These companies are also relying on providing customer the option of various products i.e. he menu that these companies provide is really flooded with plenty of options. These companies take into account the changes in the eating behavior of the customer. They spend significant amount of money on research to come out with some really good dishes for the people. But of these products

most of the products are junk good dishes so they are not good for the health especially for the people of India who are accustomed to having traditional Indian food.

2.6 A Study on Consumer Behaviour towards Fast Food Products with Special Reference to Domino's Pizza

In the paper by P. Deivanai (2013), a study of Consumer behavior towards fast food, International research journal of Business and Management, Volume No. – V the author states that to examine the factors influence to purchase of Domino's Pizza. To identify the overall satisfaction level among the customers in Domino's Pizza Centre. Dominos pizza mostly competes on price, location and food quality. An adult play an important role in the buying process reasons such as tasty, cleanliness. Convenience, family outings and celebration of special occasions are considered important in buying pizza. Customers eat out for a change from home prepared food but they do not believe that fast foods provide good nutritional value. Hence, it is vital that efforts to maintain or increase a chain's market share should be tailored according to the pattern of consumer behaviour.

2.7 Exploring Consumer Behavior in the Context of Fast Food Industry

In the paper by Nadia Farhana & Shohana Islam (2011), Exploring Consumer Behavior in Fast Food Industry, World Journal of Social Sciences, Vol. 1 Pp 107-124 the author states that female students considered the fast food from the broad food chain context and male considered fast eating and satiety. The study pointed out good and bad attributes of fast food and attitudes of young students, but did not consider the loyalty status of the student and overall customer service of the restaurants. The quality and nutrition level of food are important regarding food choice, but did not mention the factors like menu, payment method, environment of the restaurants and price that affect the food choice. This study shows that people have positive attitude towards fast food industry. Most of the consumers have brand preference and they are ready to pay more for their favorite restaurant. People like to eat fast food in the restaurant and they have a tendency to consume fast food.

Mostly they take meal outside at the time of lunch and midday considering cost, mood, availability of different types of food, the convenience of taking food outside, and location. They also have a preference to eat at a particular restaurant and like to travel and pay more to the restaurant to have meal. That shows the loyalty status and brand preferences of the customers. Consumers have a positive perception regarding attributes, quality of food and convenience of taking food in the restaurants, but have strong attributes related perception. They basically perceive quality product if that is supported by their income level. There is a relationship of consumers' attributes related perception and quality and value related perception with overall customer service. But quality and value related perception is more closely related with overall impression of customer service.

2.8 Consumer Behaviour towards Fast Food

In the paper by M Iqbal Zafar, Saif-ur –Rehman, Ayesha Chaudhry (2002), Pakistan Agri Research Council, Islamabad, Vo. 12, PP 1-6 the author states that it was found that food is considered to be a preferred place for entertainment. Majority of the respondents was young, highly educated, married and belongs to the nuclear families. The reasons for preference of fast food over home cooked food have been reported as a time save nature of fast food and good taste. They spend huge amount on fast food and the most preferred fast food item was pizza. Majority believes that fast food staff is cooperative but they charge high rates. There is a need to teach people about caloric need according to sex, age, profession and health so that they can choose a balance diet. They rates may be maintained at such a level where majority of visitors can easily afford them.

2.8 Fast food and ethical consumer value: a focus on McDonald's and KFC

In the paper by M Iqbal Zafar, Saif-ur –Rehman, Ayesha Chaudhry (2002), Pakistan Agri Research Council, Islamabad, Vo. 12, PP 1-6 the author states that it aims to investigate the effect of communicating corporate social responsibility (CSR) initiatives to young consumers on their fast-food purchasing with reference to McDonald's and

Kentucky Fried Chicken (KFC). There are important implications for global fast-food companies in terms of protecting and developing their brand value; they need to respond to the wider food-related debates in society, in particular, those concerning healthy eating and food ethics. They also need to ensure that their business practices are fully consistent with the values expressed in their CSR initiatives. The special value of the paper lies in its joining together of current perspectives on CSR and consumer value in the food industry as it explores both through the perceptions of young consumers of fast food.

2.9 Nutritional awareness and food preferences of young consumers

In the paper by Karen Brown, Heather McIlveen, Christopher Strugnell, (2000) "Nutritional awareness and food preferences of young consumers", Nutrition & Food Science, Vol. 30 Iss: 5, pp.230 – 235 The need for effective nutritional education for young consumers has become increasingly apparent given their general food habits and behavior, particularly during adolescence. It aims to analyze the interaction between young consumers' food preferences and their nutritional awareness behavior, within three environments (home, school and social). Preliminary findings in this study would indicate that the perceived dominance of this home, school and social interaction appears to be somewhat overshadowed by the young consumers, developing "independence" trait, particularly during adolescent years. This appears to be reflected in their food preferences within the associated three environments. Suggests that such food preferences are often of a "fast food"-style and consequently the food habits of many young consumers may fuel the consumption of poor nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behavior did not always appear to reflect such knowledge, particularly within the school and social environments.

2.10 The formation of consumer attitudes and intentions towards fast food restaurants: How do teenagers differ from adults?

In the paper by Bjorn Frank, (2012) "The formation of consumer attitudes and intentions towards fast food restaurants: How do teenagers differ from adults?", Managing Service Quality, Vol. 22 Iss: 3, pp.260 – 282 the author states that past research showed that overly positive attitudes and intentions towards fast food contribute to obesity. In the face of rising childhood obesity, the purpose of this paper is to explore attitudinal and behavioral reasons behind adolescents' suboptimal food choices. It tests hypotheses about differences between teenagers and adults in customer attitudes and intentions regarding fast food restaurants. Teenagers do not underestimate the negative effects of fast food. However, their decision making fails to incorporate existing knowledge on competitive advantages and gives greater weight to customer satisfaction compared with adults. Behavioral differences between teenage and adult consumers result from differences in cognitive development rather than social pressure. Of importance to fast food restaurant managers, the primary determinants of customer attitudes and intentions are food quality, the public brand image, social recognition, and perceived competitive advantages. By contrast, service quality and perceived value are less influential. Satisfying teenage customers is more important than informing them about competitive advantages. He results imply that fast food-related childhood obesity may be caused by lack of rationality rather than peer pressure or lack of knowledge.

2.11 Attitude and behavior in relation to healthier fast food

In the paper by Klaus Thomsen Volhaj (2013), Attitude and behavior in relation to healthier fast food among Danes, Pp- 5-23 the author states that the aim is to map the Danes' attitude in relation to healthier fast food and to clarify if the Danes want healthier fast food and which initiatives should be taken to obtain products and concepts which the Danes then want. A second aim is to map the behavior the Danes exhibit when consuming fast food and to gain insight into which measures could be used to obtain a

healthier way of consuming fast food. One objective is to conduct a questionnaire analysis of the attitude among Danes towards fast food, with emphasis on healthier concepts and alternatives, including the Keyhole symbol. Another objective is to provide an overview of how the attitude among Danes is related to the behavior they exhibit when buying and consuming fast food, including a natural experiment set in a fast food outlet. Final objective is to provide an insight into measures available to selected stakeholders to modify people's behavior towards a healthier way of life, with particular emphasis on labeling.

2.12 The theory of consumer behavior in fast food marketing: strategies for competitive advantage

In the paper by Emmanuel Selase Asamoah, Miloslava Chovancová, Faculty of Management and Economics, Pp 51-56 the author states that the economists believe that consumers behave rationally and given the chance they will chose the best alternative with their level of income and preference. This paper examines the consumer behavior theory and its relevance in the marketing practices of fast food firms. The aim is to bring out the interrelationship between the consumer behavior theory as explained by Alfred Marshall and the marketing aspects of fast food chains. The paper provides a comprehensive analysis of some conceptual and theoretical tools in consumer behavior that contributes immensely to the development and implementation of viable marketing strategies in the fast-food industry. Hence, the marketing aspects of fast food firms are analyzed within the framework of the concept of consumer behavior. the paper concludes that although the consumer behavior theory proposes the rationality of consumers and their desire to optimize utility with their scarce income, given the monopolistic nature of the fast food industry all over the world, marketing variables like advertising and other sale promotions (marketing communication) that are adopted by firms tend to affect the rational proposition of the consumer behavior theory. These variables enable the firm to maximize their revenue, increase their competitiveness and consequently increase their share of the market. The theory of consumer behavior is significant for international fast food firms mainly because, it contributes to shaping the competitiveness of the firm.

2.13 Is Comfort Food Causing Your Depression?

There is now absolutely zero reason to be eating fast food whatsoever! For those of you who always knew that fast food wasn't healthy but ate it anyway because it made you feel happy, I have some unfortunate news. A recently published study in the Journal of Public Health Nutrition showed that people who ate hot dogs, hamburgers, and pizza were 51% more likely to suffer from depression than those who rarely or never ate the stuff.

We celebrate with food, we mourn with food, and we often turn to food when things just aren't going our way. We have grown very accustomed to using food as an antidote to our emotions.

There are two reasons we do this to ourselves:

- It kinda, sorta works.

- Sad feelings and hunger are easy to confuse.

But, in reality, the after-effects of such cheap and poor-quality food is leading them down the road to depression. It's going to become an endless cycle unless we take a few important steps to stop it in its tracks.

- Eat real food.

- Avoid excess sugar, salt and fat whenever possible.

- Know the difference between your emotions and physical hunger.

2.14 Why comfort food is healthy

Some of our favorite dishes such as mashed potatoes and apple crumble - even chocolate - are packed with nutrition and are less fattening than most people think. These childhood favorites, rather than being unhealthy, are made from traditional staples such as calcium-rich milk and high fiber dishes. Comfort food is often characterized by its

smooth, creamy and melt-in-the-mouth texture with an instant ability to satisfy. The latest research from the British Potato Council (BPC) found almost one third of people prefer their potatoes mashed. Nutritionists further explain that many of the foods we find solace from contain high levels of carbohydrates to counteract mood swings brought on by the winter blues. Our bodies have the ability to convert carbohydrates into serotonin - our own feel good factor hormone which helps us to feel happy and relaxed.

Top three popular comfort dishes and explore their nutritional value.

- Mashed Potato

- Baked Beans

- Chocolate

3. Objectives of the study

The objective of this study is to find out the consumer awareness towards junk food and comfort food. The study analyses that how a customer reacts towards the junk food and comfort food keeping in view different segments of customers. The study finds out that what are the factors that draw customers towards fast food i.e. whether it is the taste, convenience or status symbol. The study also takes into account that what are the factors that fast food restaurants take into account to draw people into the restaurants. The main points of focus of this study are:-

1. To investigate the dependence of consideration of fast food as lunch/breakfast/dinner on gender
2. To study Effect of income towards consideration of fast food.
3. To explore inexpensiveness of fast food is dependent on profession.
4. To investigate perception of social hangout with respect to age groups
5. To explore perception of convenience with respect to family structure
6. To find perception of convenience is influenced by age
7. To study perception of fast food quality is influenced by age
8. To explore social hangout is dependent on income distribution

4. METHODOLOGY

4.1 Sampling Technique

A non-probabilistic sampling technique 'Convenient Sampling' is used. When using this survey one criterion needs to be met in defining the qualified respondents: Respondents has the habit of eating fast food regularly or occasionally. The following two reasons can be put forward in favor of using Convenient Sampling

1. There is no complete listing of our target population; no formal sampling frame.

2. This gives a better result within a small budget and time constraints.

4.1.1 Sample Size

The ideal sample size for any exploratory research is 40-60. Based on this criteria we selected 50 respondents who have the tendency of consume fast food regularly or occasionally.

In the main study for 103 respondents have been drawn from metro and non-metro cities, who have a tendency to consume fast food. An exploratory factor analysis should at least 4 or 5 times the total number of items used in the study. 10 items were used to collect the data, so the required number of respondents to be included in the sample should be (10*5=50).

To maintain such criterion, 103 respondents were contacted for the survey by using self-administered questionnaires.

4.1.2 Demographic Profile of the Sample

The demographic characteristics of the sample taken for the study have been summarized in table:

		Frequency	Percent
Gender	Male	111	66
	Female	56	34
	Total	167	100
		Frequency	Percent
Occupation	Student	111	66.46
	Working Professional	53	31.74
	Retired/House maker	3	1.79

Table3.1: Demographic characteristics of the sample

4.2 Method of Analysis

The collected data have been analyzed using different statistical methods. The statistical techniques used include descriptive analysis, factor analysis, ANOVA, Regression Analysis and reliability analysis. SPSS was used to conduct these analyses.

4.3 Research Hypotheses

Hypothesis 1: Consideration of fast food as lunch \ breakfast\ dinner is dependent on gender.

Hypothesis 3: Inexpensiveness of fast food is dependent on profession

Hypothesis 4: Social hangout is dependent on income distribution

Hypothesis 5: Perception of fast food quality is influenced by age

Hypothesis 6: Perception of convenience is influenced by age

Hypothesis 7: Perception of convenience with respect to family structure

Hypothesis 8: Perception of social hangout with respect to age groups

5. ANALYSIS

5.1 Factor analysis

A factor analysis was done to find out the factors that shape the attitude of people towards the fast food. Total of 9 questions were asked in the questionnaire. Factor analysis was done on these questions which converged to the motivating factors.

The following figure shows the snapshot of the component matrix which was obtained after factor analysis in spss.

Component Matrix[a,b]				
	Component			
	1	2	3	4
Why do you eat fast food-I like the environment	.692			
Why do you eat fast food-Convenient	.683			
Why do you eat fast food-Social hangout	.637			
Why do you eat fast food-Offers a variety	.593			
Why do you eat fast food-Status symbol	.555		-.546	
Why do you eat fast food-They are quick(service)		.726		
Why do you eat fast food-I'm too busy to cook		.719		
Why do you eat fast food-I like the taste			.758	
Why do you eat fast food-They are inexpensive				.797
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Component Matrix[a,b]				
	Component			
	1	2	3	4
b. Only cases for which Do you prefer fast food or comfort food (Comfort Foods are traditional foods like parantha, idli = Fast Food are used in the analysis phase)				

Table 4.1: Component Matrix obtained after Factor Analysis

Analyzing this component matrix we can clearly see that 4 factors have emerged that shape customer's attitude towards fast food. These factors are:

1. Social Reasons
2. Convenience
3. Taste and Variety
4. Inexpensiveness

5.1.1 T-tests

4.1.1.1 Case 1

Hypothesis 1: Consideration of fast food as lunch \ breakfast\ dinner is dependent on gender.

Ho: Both male and female have same attitude towards fast food being an alternate to breakfast/lunch/dinner.

H1: Both male and female do not have the same attitude towards fast food being an alternate to breakfast/lunch/dinner.

Group Statistics

	What is your gender	N	Mean	Std. Deviation	Std. Error Mean
Do you consider fast food as an alternative to breakfast/lunch/brunch/dinner	Male	107	2.40	.845	.082
	Female	54	2.33	.727	.099

Table 4.2: Group Statistics of Hypothesis 1

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Do you consider fast food as an alternative to breakfast/lunch/brunch/dinner	Equal variances assumed	2.757	.099	.508
	Equal variances not assumed			.534

Table 4.3: Independent Sample Test of Hypothesis 1

From the table of independent sample t-test we can see that the significance value obtained is .099 which is more than .05. Thus we <u>fail to reject</u> the null hypothesis.

Thus:

Thus the attitude of both male and female towards considering fast food as an alternate for breakfast/lunch/dinner is the same.

5.1.1.2 Case 2

Hypothesis 2: Consideration of Fast food as basic need for income groups (less than 20k and more than 20 k)

Ho: Attitude of fast food being a basic necessity for all the income categories is the same.

H1: Attitude of fast food being a basic necessity for all the income categories is not the same.

Group Statistics

	You belong to : Income-Choose your response	N	Mean	Std. Deviation
Has fast food become a basic need for you	>= 2	97	1.72	.451
	< 2	64	1.73	.445

Table 4.4: Group Statistics of Hypothesis 2

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means
		F	Sig.	t
Has fast food become a basic need for you	Equal variances assumed	.126	.723	-.176
	Equal variances not assumed			-.177

Table 4.5: Independent Sample Test of Hypothesis 2

Since the significance obtained is .723 which is much greater than .05, we <u>fail to reject</u> the null hypothesis.

Thus:

Attitude of fast food being a basic necessity for all the income categories is the same

Also, from the group statistics, we can see that the mean for both the categories is around 1.725. This means that fast food has not become a basic necessity for any income category.

5.1.2 One-way ANOVA

5.1.2.1 Case1

Hypothesis 3: Inexpensiveness of fast food is dependent on profession

Ho: The perception of all the professions towards the fast food being inexpensive is the same.

H1: The perception of all the professions towards the fast food being inexpensive is not the same.

Descriptives

Why do you eat fast food-They are inexpensive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Student	107	3.26	1.058	.102	3.06	3.46
Working	51	3.06	.968	.136	2.79	3.33
Retired/Housewife	3	3.00	1.000	.577	.52	5.48
Total	161	3.19	1.028	.081	3.03	3.35

Table 4.6: Descriptives of Hypothesis 3

ANOVA

Why do you eat fast food-They are inexpensive

|	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.535	2	.767	.724	.487
Within Groups	167.496	158	1.060		
Total	169.031	160			

Table 4.7: Anova of Hypothesis 3

Since the significance value is .487 which is more than .05, we fail to reject the null hypothesis.

Thus,

The attitude of all the professions is the same towards the inexpensiveness of the fast-food.

Also, the mean value is close to 3 for all the professions, therefore, all of them neither agree nor disagree that fast food is inexpensive.
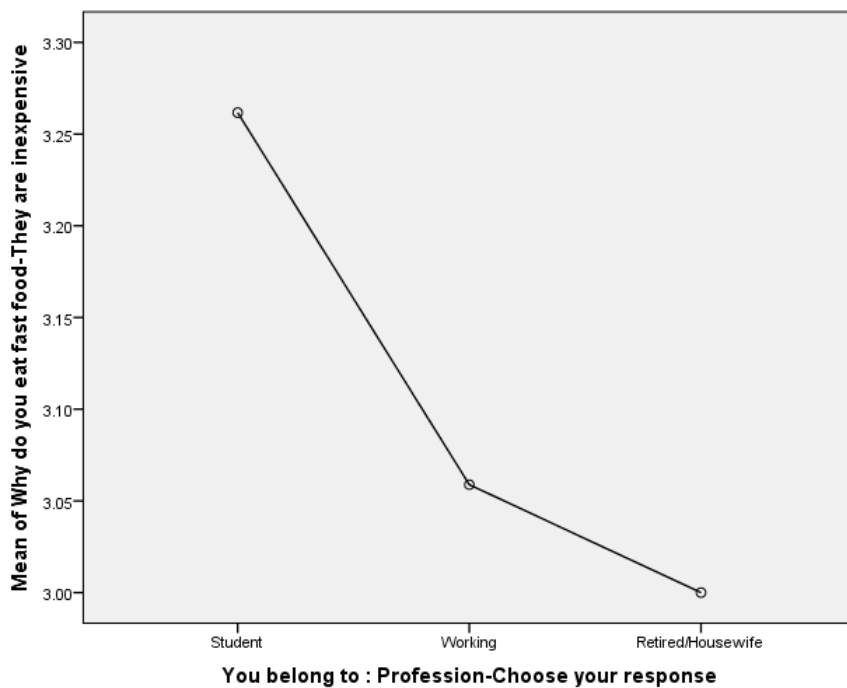
5.1.2.2 Case 2

Hypothesis 4: Social hangout is dependent on income distribution

Ho: All the income categories perceive fast food corners as a social hangout to the same extend.

H1: All the income categories do not perceive fast food corners as a social hangout to the same extend.

Descriptives								
Why do you eat fast food-Social hangout								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-20000	64	1.97	.872	.109	1.75	2.19	1	5
20000-40000	34	1.88	.591	.101	1.68	2.09	1	3
above 40000	63	1.94	.998	.126	1.69	2.19	1	5
Total	161	1.94	.871	.069	1.80	2.07	1	5

Table 4.8: Descriptives for Hypothesis 4

| **ANOVA**					
Why do you eat fast food-Social hangout					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.166	2	.083	.108	.898
Within Groups	121.213	158	.767		
Total	121.379	160			

Table 4.9: Anova for Hypothesis 4

Since the significant value is .898 which is more than .05, we fail to reject the null hypothesis.

Thus:

All the income categories perceive fast food corners as a social hangout to the same extend.

Also, from the descriptive table, we find that the mean is close to 1.94. This means that all the social categories consider fast food as a place for social hangout irrespective of the income level.
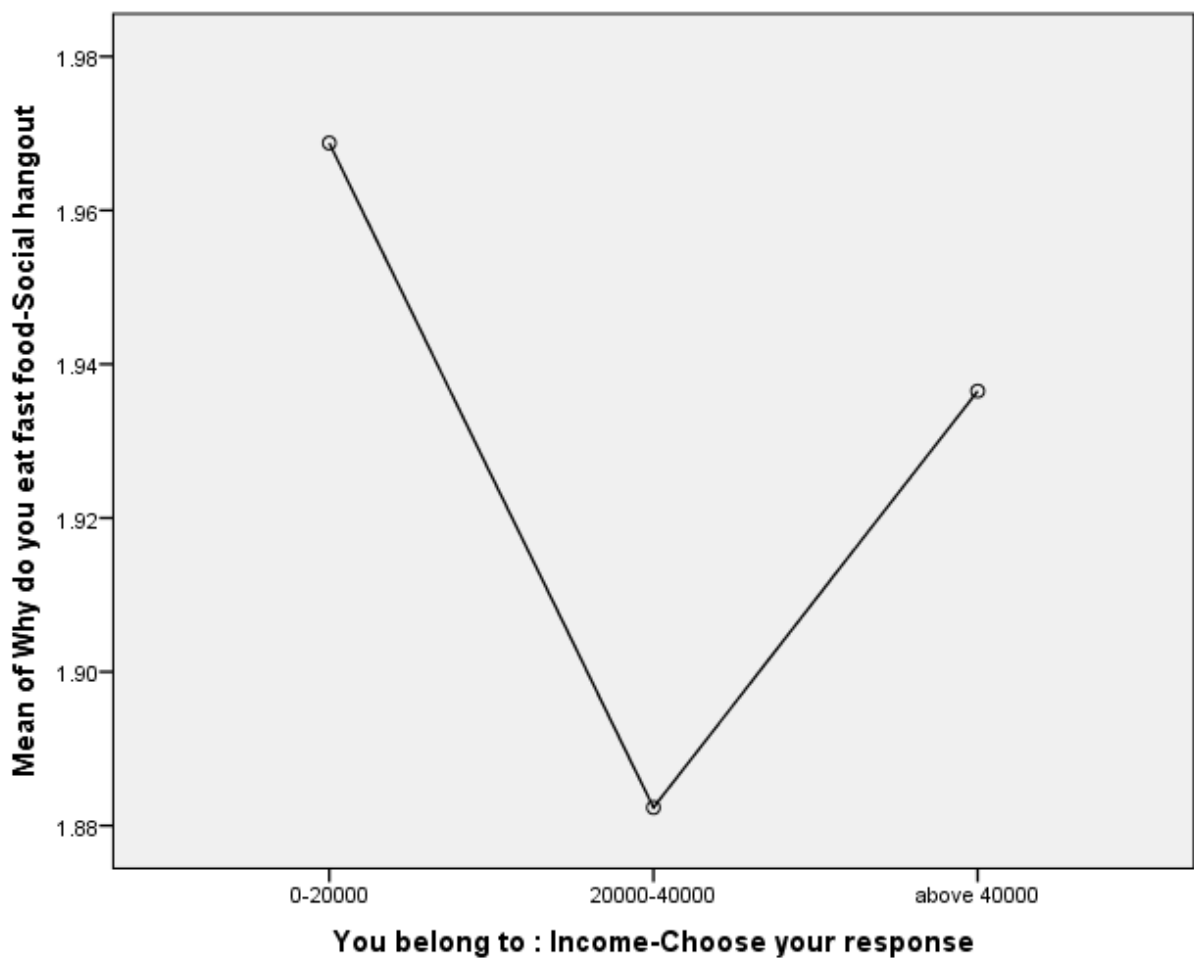
5.1.2.3 Case 3

Hypothesis 5: Perception of fast food quality is influenced by age

H0: The perception of all the age categories towards the fast food being is the same.

**H1: The perception of all the age categories towards the fast food being is not the same.**

Descriptives								
Do you check the fast food quality								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
12-17	2	2.00	.000	.000	2.00	2.00	2	2
18-24	103	1.15	.354	.035	1.08	1.21	1	2
25-35	57	1.21	.411	.054	1.10	1.32	1	2
36-50	1	1.00	.	.	.	.	1	1
above 50	1	1.00	.	.	.	.	1	1
Total	164	1.18	.383	.030	1.12	1.24	1	2

Table 4.10: Descriptives for Hypothesis 5

ANOVA					
Do you check the fast food quality					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.583	4	.396	2.823	.027
Within Groups	22.289	159	.140		
Total	23.872	163			

Table 4.11: Anova for Hypothesis 5

Means Plots
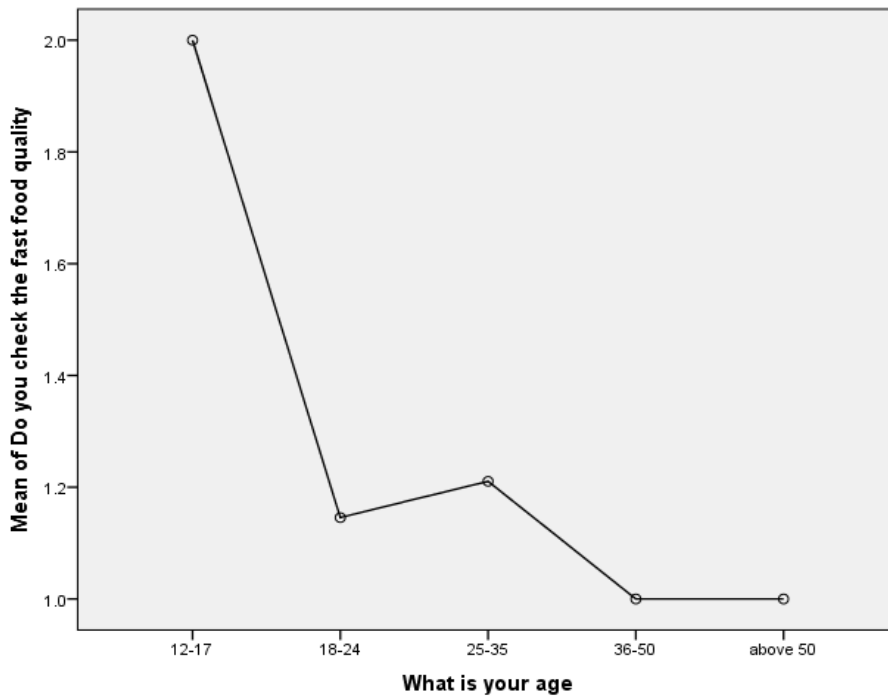
Since the significant value is .027 which is less than .05, we reject the null hypothesis.

Thus,

Significance level lead to a conclusion that this data is of statistical significance, and a conclusion can be drawn that quality perception varies with age which can be showed on the evidences of the above test.

Quite evident from figure that age group of 12-17 years generally does not look for quality and elderly people prefer the quality in fast food.

5.1.2.4 Case 4

Hypothesis 6: Perception of convenience is influenced by age

H0: The perception of all the age categories towards the convenience of fast food being is the same.

H1: The perception of all the age categories towards the convenience of fast food being is not the same.

Descriptives								
Why do you eat fast food-Convenient								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
12-17	2	3.00	.000	.000	3.00	3.00	3	3
18-24	103	2.18	.801	.079	2.03	2.34	1	5
25-35	57	1.91	.763	.101	1.71	2.11	1	5
36-50	1	2.00	.	.	.	.	2	2
above 50	1	1.00	.	.	.	.	1	1
Total	164	2.09	.797	.062	1.97	2.21	1	5

Table 4.12: Descriptives for Hypothesis 6

ANOVA					
Why do you eat fast food-Convenient					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5.571	4	1.393	2.259	.065
Within Groups	98.057	159	.617		
Total	103.628	163			

Table 4.13: Anova for Hypothesis 6

Means Plots
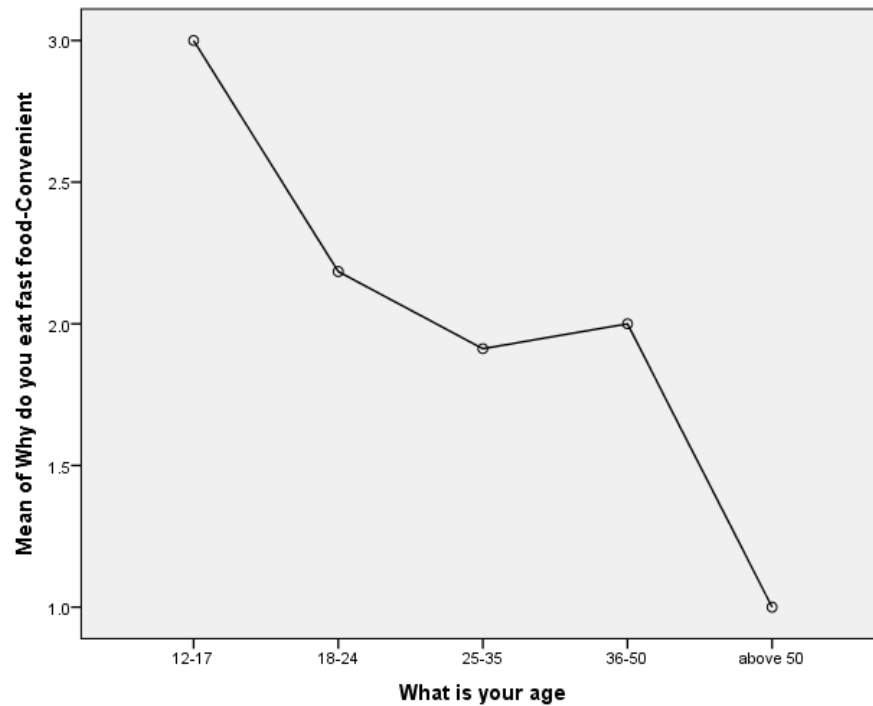
Since the significant value is .065 which is more than .05, we fail to reject the null hypothesis.

Thus,

Relationships is of no significance as depicted by the above tables.

A common trend which comes out that convenience is most sought by age group of people above 25 years.

5.1.2.5 Case 5

Hypothesis 7: Perception of convenience with respect to family structure

H0: The perception of all the family structures towards the convenience of fast food being is the same.

H1: The perception of all the family structures towards the convenience of fast food being is not the same.

Descriptives								
Why do you eat fast food-Convenient								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Nuclear	83	2.18	.857	.094	1.99	2.37	1	5
Joint	39	2.13	.767	.123	1.88	2.38	1	4
Single	42	1.88	.670	.103	1.67	2.09	1	4
Total	164	2.09	.797	.062	1.97	2.21	1	5

Table 4.14: Descriptives for Hypothesis 7

ANOVA					
Why do you eat fast food-Convenient					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.575	2	1.288	2.051	.132
Within Groups	101.053	161	.628		
Total	103.628	163			

Table 4.15: Anova for Hypothesis 7

Means Plots
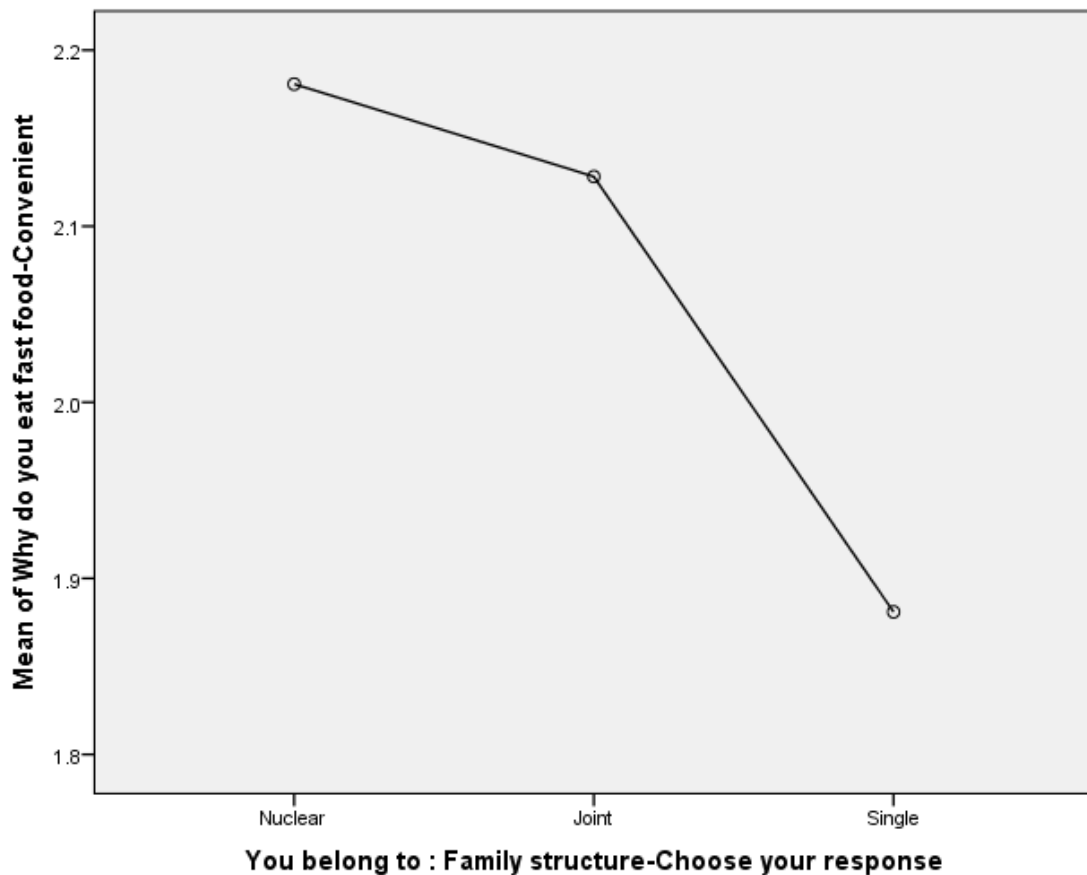
Since the significant value is .132 which is more than .05, we fail to reject the null hypothesis.

Thus,

It does not show any significant statistical relationship to conclude anything.

Preference of all family types is same for fast food consumption as they think that it's highly convenient to consume.

5.1.2.6 Case 6

Hypothesis 8: Perception of social hangout with respect to age groups
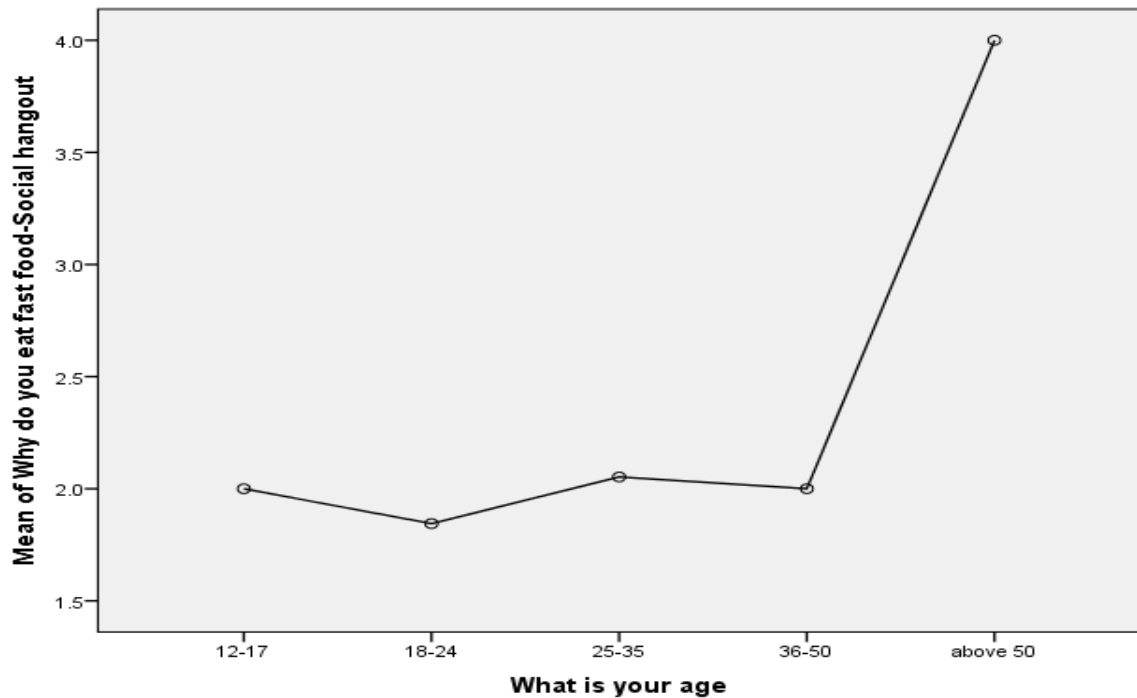
H0: People of all age groups perceive eating fast food as means for social hangout

H1: People of at least one age group not perceive fast food as means for social hangout

Descriptives								
Why do you eat fast food-Social hangout								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
12-17	2	2.00	.000	.000	2.00	2.00	2	2
18-24	90	1.84	.718	.076	1.69	1.99	1	4
25-35	57	2.05	1.059	.140	1.77	2.33	1	5
36-50	1	2.00	.	.	.	.	2	2
above 50	1	4.00	.	.	.	.	4	4
Total	151	1.94	.874	.071	1.80	2.08	1	5

Table 4.16: Descriptive for Hypothesis 8

ANOVA					
Why do you eat fast food – Social hangout					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.799	4	1.450	1.948	.106
Within Groups	108.664	146	.744		
Total	114.464	150			

Table 4.17: Anova for Hypothesis 8

Significance level of .106 in ANOVA table does not reject null hypothesis.

Thus,

It signifies that people from all age groups consider eating fast food as a means for social hangout. However from the 'Descriptives' table we observe that people within age group of 18-24 have mean value of 1.84 which suggests that they strongly perceive eating fast food as means for social hangout. People within age group 25-35 with mean value of 2.05 also perceive strongly fast food as a means for social hangout but comparatively less than the previous age group.(Only above mentioned age groups are considered since remaining ones do not have sufficient no. of responses to conclude).

6. CONCLUSION & LIMITATIONS

6.1 Conclusion

Our study indicates that major growth drivers for fast food consumption are social reasons (need for affiliation), convenience (quickness), taste and variety offered and inexpensiveness, Almost everyone thinks fast food as an alternative to lunch \ dinner \ breakfast. Fast food is not a necessity in people's lives till now. People are neutral about fast food being inexpensive in nature. Fast food restaurants are always considered as a place for hang out among all income levels. People from every age group also think that fast food is consumed much due to social reasons. Younger people do not care much about quality of fast food while elderly people look for quality. Convenience is most sought by people above 25 years. Even all family structure thinks that fast food is good to consume for its convenience. Fast food is mostly consumed by youth and they are most consistent customer of this category. Pizza comes out as the most favored fast food (73%) followed by burger (44%).

6.2 Limitations

1. Survey was mostly taken by youths so result are not implicated for all age groups
2. There is no surety of correct responses because people tend to fill up questionnaire fast.

REFERENCES

- Islam, Nadia Farhana and Shohana (World Journal of Social Sciences)
- Fast Foods and their Impact on Health (Department of Biochemistry)
- (Farzan Yahya, 2013) Farzan Yahya, Rabbia Zafar, Soam Shafiq (Trend of Fast Food Consumption and its Effect on Pakistani)
- A study on perception of soft drinks and fast foods advertisements and its impact on youth lifestyle and eating habits (Dr. Zeeshan Amir, Asma Farooque)
- Aysha Karamat Baig, Munazza Saeed (Review of Trends in Fast Food Consumption)
- Swarna Sadasivam Vepa (Impact of globalization on the food consumptionof urban India
- Josef Schmidhuber and Prakash Shetty (The nutrition transition to 2030 Why developing countries are likely to bear the major burden)
- Jabir Ali, Sanjeev Kapoor, Janakiraman Moorthy, (2010) "Buying behavior of consumers for food products in an emerging economy", British Food Journal, Vol. 112 Iss: 2, pp.109 - 124

- P. Deivanai (2013), a study of Consumer behavior towards fast food, International research journal of Business and Management, Volume No. - V
- Y Prabhavathi, N T Krishna Kishore, M. Ramesh Kumar February (2014), International Journal of Scientific and Research Publications, Volume 4, Issue 2.
- Anita Goyal and N.P. Singh, MDI (2007), Emerald Group Publishing Limited, British Food Journal, Vol. 109 No. 2, pp. 182-195
- Nicole Burley,(2012), World of Psychology, Yourtango Experts, Pp 17
- Kirti Bardhan Gupta, Hungary (2009), International Food & Agribusiness Management Association, 19th Annual World Symposium
- M Iqbal Zafar, Saif-ur –Rehman, Ayesha Chaudhry (2002), Pakistan Agri Research Council, Islamabad, Vo. 12, PP 1-6
- Naomi Coleman, femail.co.uk, health, mailonline,

ANNEXURE

Questionnaire

Junk Food vs Comfort Food awareness

Q1 Do you prefer eating eating out

❍ Yes (1)
❍ No (2)

Q2 Fast food is mostly preferred by

❍ Teenagers (1)
❍ Youth (2)
❍ Working Professionals (3)
❍ Elderly people (4)

Q3 Do you prefer fast food or comfort food (Comfort Foods are traditional foods like parantha, idli, khichdi etc)

❍ Fast Food (1)
❍ Comfort Food (2)

Answer If Do you prefer fast food or comfort food (Comfort Foods are traditional foods like parantha, idli,... Fast Food Is Selected

Q4 Which one do you prefer in fast food

❑ Snacks(Samosa, pakoda, chips, fried foods etc) (1)
❑ Soft drinks (2)
❑ Candies (3)
❑ Burger (4)
❑ Pizza, Pasta (5)
❑ others (6)

Q5 Which one do you prefer in comfort food

- ❑ Khichdi (1)
- ❑ Parantha (2)
- ❑ Idli (3)
- ❑ Dosa (4)
- ❑ Upma (5)
- ❑ Rajma Chawal (6)
- ❑ others (7)

Q6 Do you check the fast food quality

- ◯ Yes (1)
- ◯ No (2)

Q7 What is your favorite fast food place

- ❑ Outlets(KFC, Dominoes. Pizza Hut, McDonald's etc) (1)
- ❑ Vanity Vans (2)
- ❑ Road side dhabas/ shops (3)
- ❑ Home (4)
- ❑ others (5)

Q8 Do you enjoy fast food

- ◯ Yes (1)
- ◯ No (2)

Q9 Why do you eat fast food

	Strongly Agree (1)	Agree (2)	Neither Agree nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
They are quick(service) (1)	○	○	○	○	○
They are inexpensive (2)	○	○	○	○	○
I like the taste (3)	○	○	○	○	○
Offers a variety (4)	○	○	○	○	○
I like the environment (5)	○	○	○	○	○
I'm too busy to cook (6)	○	○	○	○	○
Convenient (7)	○	○	○	○	○
Social hangout (8)	○	○	○	○	○
Status symbol (9)	○	○	○	○	○

Q10 How are your fast food cravings satisfied

	How often do you order in a week			How do you order		
	>5 (1)	3-5 (2)	0-2 (3)	Take Away (1)	Home Delivery (2)	Dine in (3)
Pizza Hut (1)	❍	❍	❍	❍	❍	❍
Domino's (2)	❍	❍	❍	❍	❍	❍
McDonald's (3)	❍	❍	❍	❍	❍	❍
KFC (4)	❍	❍	❍	❍	❍	❍
Road side dhabas (5)	❍	❍	❍	❍	❍	❍
Vanity Van (6)	❍	❍	❍	❍	❍	❍

Q11 What time would you normally buy fast food

❑ Before 12noon (1)
❑ Between 12-3pm (2)
❑ Between 3-6pm (3)
❑ Between 6-9pm (4)
❑ After 9pm (5)

Q12 Do you consider fast food as an alternative to breakfast/lunch/brunch/dinner

❍ Always (1)
❍ Sometimes (2)
❍ Rarely (3)
❍ Never (4)

Q13 Has fast food become a basic need for you

○ Yes (1)
○ No (2)

Q14 Do you consider fast food as unhealthy

○ Yes (1)
○ No (2)

Q15 Do you know having fast food on daily basis makes you eat more

○ Yes (1)
○ No (2)

Q16 What is your gender

○ Male (1)
○ Female (2)

Q17 What is your age

○ 12-17 (1)
○ 18-24 (2)
○ 25-35 (3)
○ 36-50 (4)
○ above 50 (5)

Q18 You belong to

	Profession			Family structure			Income		
	Student (1)	Working (2)	Retired/Housewife (3)	Nuclear (1)	Joint (2)	Single (3)	0-20000 (1)	20000-40000 (2)	above 40000 (3)
Choose your response (3)	○	○	○	○	○	○	○	○	○