

PERCEPTION OF INDIAN YOUTH TOWARDS FASTFOOD

N.SAIBABU; **SAUMENDRA DAS;DR. B. SIVAKUMAR**

*ASSISTANT PROFESSOR, DEPARTMENT OF MBA, ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, (AITAM), AT- K. KOTTURU TEKKALI-532201, SRIKAKULAM DISTRICT, ANDHRA PRADESH (A.P.) INDIA

**ASSISTANT PROFESSOR, DEPARTMENT OF MBA, ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, (AITAM), AT- K. KOTTURU TEKKALI-532201, SRIKAKULAM DISTRICT, ANDHRA PRADESH (A.P.) INDIA

***ASSOCIATE PROFESSOR & HOD, DEPARTMENT OF MBA, ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, (AITAM), AT- K. KOTTURU TEKKALI-532201, SRIKAKULAM DISTRICT, ANDHRA PRADESH (A.P.) INDIA

ABSTRACT

India is a developing country comprises of 350 million young people aged around 18–25 years representing 35 percent of the country's population. The fast food industry in India has envisaged with the changing lifestyles of young Indian. The perception and thinking of youth on fast-food preference is seems to be varied elders. However the food habits of youngsters are becoming affected by many factors such as environment at home, educational environment, availability and accessibility to fast food providers and social environment in their surroundings. In addition to emergence of traits on independent eating habits, nutritional, education, divergence of food preferences at home and also at fast food outlets along with the ambience for socializing their visit and liking on fast food outlets. The young Indian consumer has passion to visit fast food outlets for their fun and enjoyment but home food is the best alternate choice. They feel homemade food is better than food served at fast food outlets. Because they give highest priority for taste and quality (nutritional values) followed by ambience and hygiene. Primarily, it seems to be gaining acceptance from Indian youth becoming part of their life. Keeping in view on Indian habits and changing preferences towards food consumption, the study has focus on the factors affecting the perception of Indian youth towards preference and consumption of fast foods.

KEY WORDS: Consumption, Habits, Fast-Food, Perception Preference, Nutritional and Significance.

INTRODUCION: Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states. Traditionally, Indians like to have home-cooked meals which is a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians. Fast food is one which gained acceptance of Indian palate after the multinational fast food players adapted the basic Indian food requirements viz. vegetarian meals and selected non-vegetarian. Multinational fast food outlets initially faced protests and non-acceptance from Indian consumers. This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. In addition, fast food is perceived expensive besides being out-of-way meals in Indian

culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India.

Fast food is the term given to food that is prepared and served very quickly, first popularized in the 1950s in the United States. While any meal with low preparation time can be considered fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-out/take-away. Fast food restaurants are traditionally separated by their ability to serve food via a drive-through. The term "fast food" was recognized in a dictionary by Merriam-Webster in 1951. Outlets may be stands or kiosks, which may provide no shelter or seating, or fast food restaurants (also known as quick service restaurants). Franchise operations that are part of restaurant chains have standardized foodstuffs shipped to each restaurant from central locations (Brown, McIlveen and Strugnell, 2000).

OBJECTIVES OF THE STUDY

- To study the Indian youngsters perception towards fast foods.
- To identify the factors affecting the choice of (Indian youth) consumers for fast food.
- To study the consumption pattern towards fast foods particularly with respect to the frequency of visits and choice of fast food outlets

RIVEW OF RESEARCH LITERATURE: According to world-watch estimation, India's fast-food industry is growing by 40 percent a year and supposed to generate over a billion dollars in sales in 2005. Before the entry of multinational fast food outlets, Nirula's was a popular domestic fast food provider for eating-out established in 1934. Nirula's started with ice-cream parlours and later moved on the range of fast food including burgers, pizzas, sandwiches etc. Today, Nirula's is a diversified group having a chain of Elegant Business Hotels, Waiter Service Restaurants, Family Style Restaurants, Ice Cream Parlours, Pastry Shops and Food Processing Plants in India. The chain with over 60 outlets operating in five states successfully caters to the Indian palate of over 50,000 guest everyday for over 70 years (Barker, 2006).

When liberalization policy came in to force, fast food industry grown in India as multinational fast food providers have set up their business either jointly with Indian partners or independently. McDonald's signed two joint ventures i.e one with Amit Jatia and another one with Vikram Bakshi in April 1995. First outlet was opened in New Delhi which has 50 outlets in North India and 76 in total all over India (Bender and Bender, 1995).

In 1995, Kentucky Fried Chicken (KFC) also entered the Indian market and opened its first outlet in Delhi. In 1996, Domino's set up base in India by entering into a long-term franchisee agreement with the Bhartia Brothers who had businesses in chemicals and fertilizers. By 2000, Domino's had presence in all the major cities and towns in India. Domino's had grown from one outlet in 1995 to 101 outlets in April 2001. Pizza Hurt entered India in June 1996 with its first outlet in Bangalore. Initially, the company operated its company-owned outlets and then moved on franchisee owned restaurants.

McDonald's, Domino's, Pizza Hurt and Nirula's are the most popular and frequently visited fast food outlets. KFC has limited outlets and has faced number of problems since entry in India. Besides these, there are Pizza Express and Pizza Corner which are not so popular. With changing life style and aggressive marketing by fast food outlets, fast food is also becoming

popular in small towns so success of existing fast food outlets and entry of more is inevitable (Gupta, 2003). Researchers reported that India has found that traditionally, the Indian consumers have been eating at roadside eateries, dhabas and stalls which still occupy a major share of the unorganized sector, where fast food has been eaten traditionally. However, with the changes in the economy of the country and injection of modern employment from the West, the non-home food market has now changed (Davies and Smith, 2004).

FEATURES OF FAST FOOD BUSINESS: Common popular formats of fast food business in India have the following features:

- Wide opening on the road side
- Easy to maintain and durable décor
- A cash counter where food coupons are sold
- A food delivery counter which invariably is granite topped
- Additional counters for Ice Creams, Chaats, and Beverages etc.
- A well fitted kitchen located so as to be visible to the customers
- Tall tables, usually of stainless steel, where one can eat while standing
- A drinking water fountain adorned with a water filter
- Rust-proof and non-breakable crockery

Most of the fast food outlets in India are stand alone establishment, few of them having more than one branch also.

FAMOUS INDIAN FAST-FOOD

Some of the famous South Indian fast foods
Idli – Rice Idli, Rava Idli
Vada – Uddina Vada, Rava Vada, Masala Vada, Maddur Vada
Dosa - Masala Dosa, Set Dosa, Rava Dosa
Upma, Kesari bhath
Puliyogere
Pongal
Vangibhath

Others	
Banda Soup	Pasta
Pohay	Burger (chicken, mutton, veg)
Bajji – Banana Bajji, Green Chili Bajji	Wraps & rolls
Pakora – Onion Pakora, Vegetable Pakora	Chaat
Thali - vegetable, chicken, mutton	Grilled chicken
Rajma rice	Samosa, patties(E.g. Ragda pattice), bread pakoda
Chinese food	Dabeli
Salads	Doner kebab
Fruit beer	Dum biryani
Mutar kulcha	Fish and chips
Pao bhaji	Idli sambar
Stuffed paratha	Vada sambar
Fruit salad	Dahi Wada
	Noodles

Beverages		
Coffee	Fruit punch	Milkshake
Tea	Cold Drinks	Mocktails
Lassi	Fresh fruit juice	Soup (Hot Beverage)

Source: www.datamonitor.com

LIKINGNESS OF FAST FOODS BY INDIAN YOUTH

Young consumers of fast foods visit fast food outlets one to two times in a week or in a month. It is not a regular behavior of their eating habits. The following aspects are mostly attracting the youngsters to visit the fast food outlets.

- I. Variety of Food: At homes we are not immediately preparing the desirable fast foods. We don't know the preparation of such type of fast foods. If we ready to prepare for such foods we will collect the materials and utensils and everything what not.
- II. Food taste and quality: Routinely a youngster takes common or homemade foods boredom and they want to seek for the tasty and quality food from the outside of the home. i.e. roads side, dhabas, restaurants, cafes and etc..
- III. Ambience and hygiene: Through word mouth communication the youngsters are mostly ambience to take the fast foods. They feel that the fast food is more energetic and healthy for body and also it has more calories and give good energy and good building of muscles.
- IV. Service speed: In home we don't expect the speed services what the order we made to our maiden. In other centers we give an order it will prepare in responsive time and supply to consumers. If we are busy in work it not possible to visit that point we will give an order and address the boys will supply or deliver the pack to our door step.
- V. Price: The price is not a matter of the consumers. They gave priorities for the tasty and quality of food. The fast foods are easily available with the affordable price with more conveniently. The behavioral style of youth is entirely different so that any small incident happened they committed to celebrate and also not seen back how they can expend for that purpose.
- VI. Location: Location is major aspect of the youth attracting the fast foods. Whenever they pass away on road they may appear. The fast foods centers are common to the part of human being life to days. So where ever you go there are available. It was located into the road junctions, people gathered places, beside of the roads, and etc.

RESEARCH METHODOLOGY: The present study entitled "Perception of Youth towards the Fast-foods in India" collected the data through primary observation by the help of a structured questionnaire of multiple options with a sample size of 99 college students. The collected data have been tabulated by cross tabulation and used the chi-square (χ^2) test to find out the significance at 95 percent significance level. The secondary information gathered from the referred journals, books and websites.

FORMULATION OF HYPOTHESIS

H1: There is no significant difference in fast food preference across the gender.

H2: There is no association between the preference of Fast food on perception and consumption among the youth.

H3: There is no significance between the preference of Fast food and purchase intension of buyers.

RESULTS AND DISCUSSION: Hypothesis was tested using chi square (χ^2) test on the various parameters like gender of the respondents between the age group of 18 to 25 years in different areas of Srikakulam district of Andhra Pradesh with sample size of 99. Null hypothesis and alternative hypothesis were formulated. The calculated chi square value with respective degree of freedom was compared with tabulated value at 95 percent confidence levels.

Table No.1 Gender And Preference Of Fast Food

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender and Preference of fast food	99	100.0%	0	.0%	99	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.800 ^a	3	.000
Likelihood Ratio	65.982	3	.000
N of Valid Cases	99		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 1.00.

H₀₋₁: There is no significance difference in fast food preference across the gender.

H_{a-1}: There is a significance difference in fast food preference across the gender.

Table No.1 and 1.1 exhibited that there is significance on the fast food preference among the male and female respondents under the study. Hence the null hypothesis was rejected with 95 percent level of significance and it can conclude that fast-food preference is present across the gender.

Table No.2 Preference Of Fast Food With Purchase, Perception, Positive To Health And Consumption Pattern

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Preference and fast food & Purchase of fast food	99	100.0%	0	.0%	99	100.0%
Preference of fast food & Perception of fast food	99	100.0%	0	.0%	99	100.0%
Preference of fast food & Fast food is positive to health	99	100.0%	0	.0%	99	100.0%
Preference fast food & Consumption by youth	99	100.0%	0	.0%	99	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.759E2 ^a	9	.000
Likelihood Ratio	159.597	9	.000
N of Valid Cases	99		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .36.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.210E2 ^a	9	.000
Likelihood Ratio	108.085	9	.000
N of Valid Cases	99		

a. 12 cells (75.0%) have expected count less than 5. The minimum expected count is .18.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.688 ^a	6	.000
Likelihood Ratio	89.027	6	.000
N of Valid Cases	99		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .27.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	93.763 ^a	6	.000
Likelihood Ratio	88.212	6	.000
N of Valid Cases	99		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .27.

H₀₋₂: There is no association between the preference of fast food with purchase of fast food, perception of fast food, fast food is positive to health & consumption by youth.

H_{a-2}: There is an association between the preference of fast food with purchase of fast food, perception of fast food, fast food is positive to health & consumption by youth.

Table No.2 exhibited that there is an association between the preferences of fast food with purchase of fast food, perception of fast food, positive to health and consumption by youth under this study. Hence the Null hypothesis was rejected with 95 percent confidence level and it can conclude that preference is positively related to perception and consumption of fast food by the youth.

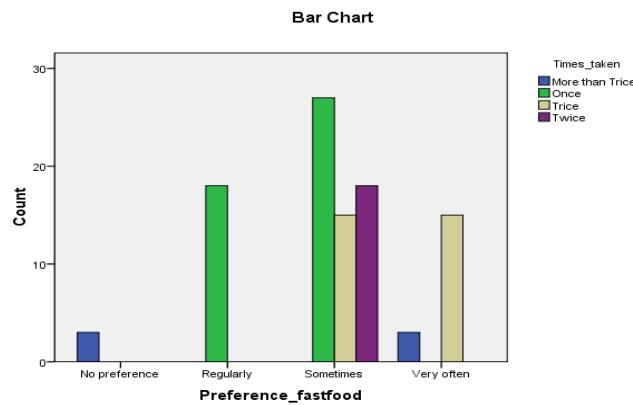
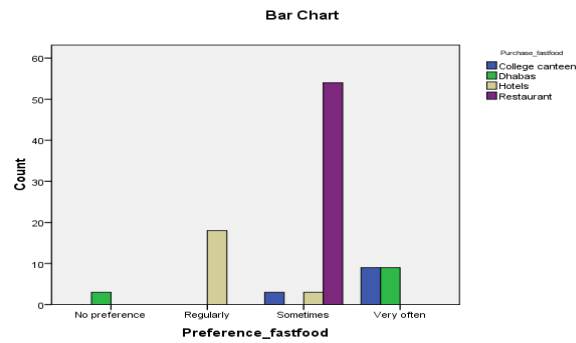
Table.No.3 Preference Of Fast Food With Time taken, Purchase, Duration habits.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Preference of fast-food & Time of preference	99	100.0%	0	.0%	99	100.0%
Preference of fast-food & Purchase of fast-food	99	100.0%	0	.0%	99	100.0%
Preference of fast-food & Duration of habits	99	100.0%	0	.0%	99	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.084E2 ^a	9	.000
Likelihood Ratio	93.336	9	.000
N of Valid Cases	99		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is .18.



Chi-Square Tests

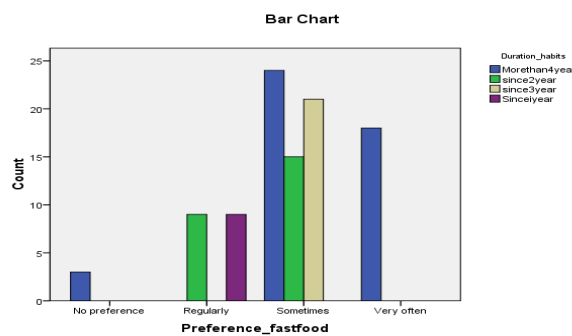
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.759E2 ^a	9	.000
Likelihood Ratio	159.597	9	.000
N of Valid Cases	99		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .36.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	86.501 ^a	9	.000
Likelihood Ratio	92.651	9	.000
N of Valid Cases	99		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .27.



H₀₋₃: There is no association between the preference of fast food with time of consumption, purchase and duration of habits among the youth.

H_{a-3}: There is an association between the preference of fast food with time of consumption, purchase and duration of habits among the youth.

Table.No.3.1 exhibited that the preference of fast food is associated with time of consumption whether morning or evening, purchase and duration of habits among the youth are significantly with 95 percent confidence level. Hence Null hypothesis was rejected. It can be conclude here that the preference of fast-food is absolutely relative with time of consumption, purchase and number of days of habits.

FINDINGS: From the above research it can be analyzed that the consumer perception towards fast food is positively related to their gender, time of consumption, duration of habits etc. In the present study, hypothesis-1 revealed that there is significance on the fast food preference among the male and female. Hypothesis-2 revealed that there is significance on preference of fast food with purchase, perception, positive to health and consumption pattern of young consumers. Hypothesis-3 revealed that there is significance on preference of fast food with time taken, purchase, and duration habits by the Indian youth of aged around 18 to 25. So we can observe that there is growing demand of fast food consumption by all Indian consumers in different areas.

CONCLUSION: In recent stage the consumer mind set has totally changed. They are celebrating every moment in their life with a great occasion. So earning, time constraint and gender is the not criteria of the youngsters to prefer any product. This study is highlighted the behavior and perception of youngsters towards fast foods which become a passionate thing in present scenario. In the coming days the growth of fast food eaters unexpectedly increase and also they habituated to several fast foods. So the fast food becomes the life line of human being. It revealed the impact of fast food consumption by the youth whether it is nutrition or starvation to health. The growing demand of fast food habit may enhance the economy but it may have an adverse effect.

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