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## A STUDY ON CUSTOMER DRIVE TOWARDS FAST FOOD

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### ABSTRACT:

*Fast food tastes good and eating it once in a while is fine, eating fast food too frequently may result in health problems such as obesity or diabetes. The problems caused by fast food are mainly in the high sugar, salt and fat content in it. Though consumers are aware of the health issue, still certain factors pull them towards these fast food shops.*

*With fast moving life style these Fast Food have become a place of entertainment for people from different walks of life. Consumers must know what they are consuming and Fast food companies should also keep minimum quality and nutrition standard to their customers to be in the race.*

**KEYWORDS:** Fast Food, Sampling, preference, health and consumer.

### INTRODUCTION :

Fast food was first started by First Fish & Chip shops in Britain in the 1860s. Drive-through eateries were first advanced during the 1950s in the United States. The expression "cheap food" was perceived in a word reference by Merriam- Webster in 1951. As per the National Institutes of Health (NIH), quick nourishments are fast choices to home-prepared suppers. They are additionally high in immersed fat, sugar, salt and calories. An excess of inexpensive food has been connected to colorectal malignant growth, heftiness and elevated cholesterol. Behaviour of buyers towards fast food has been varying with the changing times. It is influenced by numerous factors that are essential to be reviewed on the sides of both consumers and

related companies.

### REVIEW OF LITERATURE:

**Borzekowski & Robinson (2001).**, the study found that even brief exposures to food commercials on television can influence preschool children's food preferences. During one week, a child will view approximately 3 hours of food commercials Kennedy, (2000)

**Jabir Ali, Surendra P. Singh and et al., (2009):** According to the article consumers have reacting to the qualitative changes of food intake and are now more sensible with concern to nutrition, health, food safety and other issues.

**Martin W. Sivula, Ph.D May 3, (2015)** investigates what drives clients to devour inexpensive food while understanding its effect on body, this writing survey will introduce a concise clarification of cheap food antagonistic impact, break down individuals' present cheap food utilization, think about

the two inverse choices individuals make when they are looked with nourishment decision.

**Anand (2016)** explored the impact of demographics and psychographics on young consumer's food choice towards fast food in Delhi, India. The key determinants include-socialize, ambience and taste of fast food and convenience for dual-income families in urban India.

### OBJECTIVES OF THE STUDY:

- To review the current situation for fast food industry in Madurai
- To analyze the consumer's preference towards fast food with respect to gender &

- health
- Analyze the Frequency of eating of Fast Food
- To identify the impact of hygiene and nutritional value of fast foods on consumers
- To give suitable suggestions based on the findings

### Scope of the study:

The study will be useful to those who are doing research and studies in similar field specifically in marketing and retail sectors. Further the study can be extended to other areas to explore in depth the reasons associated with the preference for a particular fast food.

### Limitations of the study:

The customers may be biased while approaching them to fill the questionnaire. The study is limited to Madurai city alone hence its acceptability will be limited. Few customers may not have given exact answer for the questions.

### Sampling:

The sample size included 300 people from various locations like markets, malls, hypermarket, etc.

### Data Analysis:

From 300 respondents randomly selected for the survey, a majority of the respondents were female about 53.3 % below age of 20. More than 86.3% were undergraduate & unmarried. Above 11.3% consumer's monthly income is between Rs.5000-10000. KFC is the highly preferred fast food and 70.0% visit to eat something different.

### ANOVA:

#### Gender And Health

Ho: There is no significant association between gender and health

H1: There is a significant association between gender and health

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.985	4	2.746	12.826	.000
Within Groups	63.162	295	.214		
Total	74.147	299			

From the above table it is inferred that there is significant relationship between .000 is less than 0.005. So the Ho is accepted.

### Weighted Average Method:

Factors	HA(5)	A(4)	N(3)	DA(2)	HD(1)	Total	Average	Rank
Do you like fast food	144*5 720	88*4 352	42*3 126	8*2 16	18*1 18	1232	4.11	1
Regular intake of fast food cause obesity	131*5 655	70*4 280	56*3 168	19*2 38	24*1 24	1165	3.88	2
I eat fast food when I am with my friends	91*5 455	120*4 480	46*3 138	22*2 44	21*1 21	1138	3.79	3
Employees at fast food restaurants are friendly and courteous	65*5 325	132*4 528	67*3 201	27*2 54	9*1 9	1117	3.72	4

<b>Fast food kills traditional foods</b>	120*5 600	64*4 256	56*3 168	28*2 56	32*1 32	1112	3.71	5
<b>Fast food restaurants serve mostly high fat food</b>	82*5 410	109*4 436	65*3 195	21*2 42	23*1 23	1106	3.69	6
<b>I am well known about the fast food side effects</b>	74*5 370	123*4 492	58*3 174	22*2 44	23*1 23	1103	3.68	7
<b>I enjoy consuming meat in fast food</b>	83*5 415	92*4 368	68*3 204	40*2 80	17*1 17	1084	3.61	8
<b>Satisfaction with the taste of the food</b>	56*5 280	129*4 516	68*3 204	21*2 42	26*1 26	1068	3.56	9
<b>Satisfaction with the cleanliness</b>	82*5 410	85*4 340	74*3 222	33*2 66	26*1 26	1064	3.55	10

### SUGGESTIONS:

Younger generation should be made aware of regular exercise. Exercise has positive effect on bone density. Simple activities like running, yoga, dancing, walking etc can help in improving health issues.

Involving oneself in sports, not only helps in taking care of the body but it helps watch one's nutrition too.

Healthy food is not about eating steamed veggies. Healthy food is tasty. The trick is to know how to cook. Cooking is a skill. You can learn it. One method is to eat clean during the whole week & then take a Sunday afternoon junk fest

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