



### CULTURAL ACCOMMODATION OF FAST-FOOD CONSUMPTION

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#### ABSTRACT:

*Consumption of fast-food, ready to eat food culture is growing in India and Solapur also. Because of industrialization, education, liberalism, globalization impact of west western type of employment the younger working population prefers to have fast food. It is prepared quickly, easily available and served at the door. Dozens of brands like McDonald, Domino, Windys, Berger King, KFC, Chinese, sandwiches, Kebabs, Chicken rolls are available easily. The fast-food culture is generating employment to chefs, waiters, hotels and delivery-boys. People prefers fast food not only at working hours but also at different occasions like marriage,, birth-days, kitty parties etc. Having fast food is the sign of advancement and modernization. Consumption of fast food is*

*creating health problems in the target population.*

**KEY WORDS:** *fast-food , advancement and modernization.*

#### INTRODUCTION:

Fast food is any food quickly prepared and served, often at chain restaurant, canteens, bakeries, eateries, food court, food parlour and typically associated with less expensive and less nutritious items like hamburgers, French fries, Pizzas, Burgers, and soda. The composition of population in Solapur is of Andhra, Karnataka and Maharashtra with their distinctive food culture. Later the advent of Industries & technology, industrialization, urbanization, information technology, education hubs, globalization, employment opportunities people are more engaged in jobs and profession, Like other urbanites in India the consumers in Solapur are open and adaptive to accommodating fast food culture. The youth in the age span of 8 to 30 years of age are the major consumers. Cultural adaptability out of need making the consumers to forget their conventional nutritious food culture. There are some merits and demerits of the fast food culture, but being in the mainstream of development, adaptation and modernization fast-food culture is growing. The fast-food culture of any region or area reflected on the health of the consumer population. Overweight, indigestion and under-nutrition are the replication of the fast food-culture.

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**METHODOLOGY:**

As the researcher hails from the Solapur city itself and is participant and witness to the prevailing fast food culture in the city. He adapted following method to study the cultural resistance to fast food. Target population : Youngsters between 8 to 30 yrs of age. Consumer population: students of schools and colleges, young workers in Industrial estate, techies, professional like doctors, paramedicals, lawyers, sales executives and office bearers of different organizations, travellers and tourists etc.

**AREA OF STUDY:**

educational hub of Ashok chowk, Jule Solapur and Pune road. Industrial area of MIDC, market places, railway station and shopping malls, eateries. Events of marriages, anniversaries, Birth day parties, Sunday out-door meals etc. Technique: The attitude and food habit of the target population is observed in the above events and places many of them are interviewed even the owners of the eateries, confectionaries, canteens and their chef in the area selected for the data collection. Cultural adaptability: Attention was paid on the traditional food and food-habits, and how a gradual change is seen in the form of resistance, adaptability, sustainability in the people to accommodate Western fast-food culture.

**OBSERVATIONS:**

Solapur is the city of south-west Maharashtra sharing the border with Andhra and Karnataka, citizens in Solapur are from three states having three major linguistic groups and food culture. The Andhra people (Solapurkars) have their population at eastern part of the city and have monopoly over power-loom industry, dying plant and Beedi industry and have distinctive south Indian style cuisine Annam and Rassam as major food. The Karnataka people (Solapurkars) are more in Southern part of the city are farmers, having business in market yard, groceries, shops and in government jobs having Karnataka style of cuisine and food culture whereas the Maharashtrians are at the northern party of the city they are farmers, industrialists, shop owners, running educational institutions and in government jobs too; the Marathas or Maharashtrians are fond of Jawar, zunkaBhakar, green vegetables and non-veg. Professionals like doctors, engineers, charter accountant, lawyers, teachers, tailors, hoteliers are in all three sectors of population. Prior to year 2001 each part of the city had traditional business and distinctive food culture. Even the feast in marriages are conventional which is inconvenient for the others.

At the dawn of the 21<sup>st</sup> century by the advent of technology, mechanization, computerization, globalization and modernization there emerged many mechanical, electronic and automobile workshops and show rooms, the city has many cloth emporium, tailored show rooms, many super-speciality hospitals, pathological-labs, construction sector, 12 engineering colleges, four medical colleges, pharmacy colleges, one university, several arts, science and commerce colleges, around 100 schools, several three star hotels, gyms& beauty parlours, big municipal corporation, police commissionerate area, employing thousands of youths, besides this it has thousands of central govt. state govt. semi govt. and local govt. sectors giving employment to thousands of people, thousands of youth are working in Pune, Mumbai, Hyderabad and Bangalore in MNCs, in Information technology, telecommunication, electronic and mechanical industries to support their families in Solapur. The city is now turning into cosmopolitan and heterogeneous culture. It is observed that, people in Solapur are responding to the technological, global and cultural changes, many of them are coming out of their conventional professions and traditional cuisines.

Fluctuation in population, Employment opportunities, educational hub, medical hub, busy schedule, desire for change factors have brought changes in traditional occupation and conventional food habits, cuisines, palate and taste of youngsters hence the fast food culture is growing in Solapur. The term fast food dates back at least 1951, an industry term describing the new and now ubiquitous trend of restaurants providing food and fast food. Fast food is widely used in speech and writing to refer to a meal or food item that is made and served quickly. Fast food constitutes Hamburgers and Fries made and served by popular brands such as McDonald, Burger King, Wendy's Hardees and Dominos etc. fast food also includes local products like sandwiches (subway), Burritos, Pizza (pizza hut), Chinese food (panda express), fried chicken, Kebabs, chick roll, fried fish, Omlet cutlets, Eggs puddings, Manchurians, all sort of Chips and Dairy products etc. All types of fast food are served at restaurants, canteens, eateries, food court, shopping malls, by foot-path vendors, mobile vendors etc. The school going and college going students, techies, teachers, sales personnels, office goers, industrial workers, paramedical staff, shoppers, industrialists even house wives are also the consumers of the fast-food. The consumer approach the restaurant or canteen or mall to enjoy fast food, or it is cashed and carried to home or some-times the food is ordered through phone and is delivered by Zomato or Swiggy gigs. An average student spend Rs. 100 to 200, office goers spend around Rs.2000/- an industrial worker and paramedical staff spends around Rs.1000/ on fast food, the expenditure of shopper and house wives is not known. These consumers have (eat) the fast food in their working hours and busy hours. Besides the working days many youngsters refers to have fast food on the occasion of Birth day parties, marriage anniversaries, kitty parties and eating out on Sundays and holidays etc. A report by *Research on India* has found that traditionally, the Indian consumers have been eating at roadside eateries, dhabas, canteens, hotels, stalls which still occupies a major share of the unorganized sector. However with the changes in the economy, education, individualism and injection of modern employment from the metro-cities and Western world the non-home food market and fast food culture is growing. Indian consumers are unwilling for being friendly with foreign education and business by when it comes to fast food, international chains are being warmly welcomed by young and educated population. As the consumers are educated, liberal and adaptive hence they opt for veg fast food or non-veg fast food depending upon the event, situation and company. Fast food and eating out has dramatically grown in India and Solapur, the advent of the technological economy and the adoption of modern life is the fast contributing to this growth.

### CONCLUSIONS:

- 1). Solapur is the city of Maharashtra situated at the border Andhra, Karnataka and Maharashtra, naturally the people of three states now citizens of Solapur are living together with cultural integration having their distinctive traditional food.
- 2) Industrialization, urbanization, technology, information technology, electronification educational hub, medical hub, new workshops, show-rooms, hotels, tourism etc. created now employment opportunities to all, people came out of their conventional occupation and traditional food culture.
- 3) Social mobility, cultural integration and assimilation made the target population to adapt fast food culture for adjustment, amusement and as sign of development.
- 4) One can get fast-food in short time and at any-where hence the target population prefers it.
- 5) The prices, taste and brand of the fast-food is universal it never confuse the consumers.

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- 6) Fast food culture gave employment to many hands like chef, delivery boys, waiters and groceries  
7) Cultural resistance to fast food brought the target population together, population from different family and religious background are dining and enjoying together.  
8) The line of discrimination between vegetarian and Non-veg consumers is melting.  
9) In the name of development, liberalism, resistance and adaptation of fast food culture the parents and their new generation is losing the knowledge, cuisine, skill of preparation and taste of their conventional nutritious food.  
10) Change in diet, increase in consumption of oil, animal fats, proteins, use of artificial colours and food preservatives are causing health problem in target population. Obesity, over-weight, indigestion, under-nutrition are the health problem.

### SUGGESTIONS:

1. Having fast food is out of need and adjustment, but it should not be consumed on the occasion of marriages, Birth day parties and kitty parties.
2. To avoid the menace of health problem caused by fast food the Indian eateries should come ahead to produce and serve natural, pure, traditional food packs.
3. The working population can implement the Dabewalla system of food delivery working in Mumbai
4. Schools and colleges should have their own canteen and eateries serving natural and nutritious food the students.
5. The drug and food department should be alert and active to curb on the use of chemicals, colours, unhealthy oil in the process.

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