



A study on public preference over fast food outlets

Dr. M Rajarajeswari

Assistant Professor & Head of the Department, PSGR Krishnammal College for Women, Peelamedu, Coimbatore, Tamil Nadu, India

Abstract

The industrial growth throws up wide choices and opportunities on people to take up take up challenges in the industry and service sector. This increases their earning capacity and there by fields the standard of living of the people. Fast food has become one of the major aspects of the food industry. There are many Indian and multinational fast food outlet providing their services at the door steps of the consumers. The present study is undertaken in the city of Coimbatore to know how far these services have infused the lifestyle of the consumers, their perceptions and attitude on fast food outlet.

Keywords: fast-food, food industry

Introduction

Owing to the economic liberalization and increased buying power, the complexity of the Indian consumer has deepened considerably and rendered a host of buying choices available in the market place. Busy work style and more women entering the work force has, thrown open opportunities to fast food outlets to cater to the basic needs of consumer food.

Review of literature

Dave JM, An LC, Jeffery RW, and Ahluwalia JS (2009;17(6):1164–70) in their “Relationship of attitudes toward fast food and frequency of fast-food intake in adults” (Silver Spring) concluded that increasing number of people are interested in eating out and visiting fast-food restaurants. Thornton LE, Bentley RJ, Kavanagh AM (2011;65(10):873–80) in their “Individual and area-level socioeconomic associations with fast food purchasing” identified that fast food supply and demand have surged in the recent decades.

Statement of the problem

The industrial growth throws up wide choices and opportunities on people to take up take up challenges in the industry and service sector. This increases their earning capacity and there by fields the standard of living of the people.

The increased standard of living completely changes the life style of the people this is especially true in the case where both husband and wife in a family are employed and hardly finding time to look after their household activities. This

ultimately results in the growth and development of restaurants and hotel. Considering the above factors the researchers is relevant to take up a study in order to know the impact of these fast food outlets on the lifestyle of people.

Scope of the study

Fast food has become one of the major aspects of the food industry. There are many Indian and multinational fast food outlet providing their services at the door steps of the consumers. The present study is undertaken in the city of Coimbatore to know how far these services have infused the lifestyle of the consumers, their perceptions and attitude on fast food outlet.

Objectives of the study

- To find out the factors that influence the fast food consumption of public

Research Methodology

Descriptive research is considered to be the most appropriate and for the present study the researcher has selected Coimbatore city. As the population for the study is infinite a sample of 200 respondents were selected for the study using convince sampling technique. The respondents include people belonging to various categories from different parts of the city. The primary data was collected through questionnaires.

Demographic profile of respondents

Table 1

Gender	
Female	76 (38)
Male	124 (62)
Age	
18-25	55(28)
26-30	76(38)
31-50	69(34)

Occupation	
Business	58 (29)
Profession	23 (12)
Employee	32 (16)
Student	87 (43)
Frequency of fast-food consumption	
Often	76 (38)
Sometimes	112 (56)
Rarely	9 (4)
Never	3 (2)
Time	
Morning	10 (5)
Afternoon	37 (19)
Evening	153 (76)
Factors Promoting Fast Food	
Attractiveness & Taste	118 (59)
Convenient	54 (27)
Habitual Consumption	28 (14)

Reason for preference over fast food - friedman test

Let the null hypothesis be that there is no distinction between order of preference and the consumption of fast food.

Table 2

Particulars		Mean rank		
Treat or Party		2.48		
Bust to Cook		3.27		
Taste of food		2.36		
Fun and Entertaining		1.88		
Frequency	N	T	df	Sig. (2-tailed)
	200	120.3	3	0

The above table shows that the calculated value at 5% level of significance is 120.3 is greater than the tabulated value 7.815, there is high significance and so the null hypothesis is rejected. Hence there is a distribution between the order of preference and consumption of fast food.

Requirements of the essentialities

Let the null hypothesis be that there is no distinction between taste preference and consumption of fast food.

Table 3

Particulars		Mean rank		
Spicy		2.48		
Trendy		3.27		
Healthy		2.36		
		1.88		
Frequency	N	T	df	Sig. (2-tailed)
	200	22.234	3	0

The above table shows that the calculated value at 5% level of significance is 22.234 is greater than the tabulated value 7.815, there is high significance and so the null hypothesis is rejected. Hence there is a distribution between the requirements of the essentialities and consumption of fast food

Suggestions

- Artificial flavour and usage of oils can be reduced.
- The surrounding and environment can be cleaned

regularly.

- Yeast and other troubling food items can be avoided.
- Degradable plates can be used instead of plastics.
- Fast food can be avoided regularly, but can be taken once in a while.

Conclusion

In order to make speedy service possible and to ensure accuracy and security, many fast food restaurants have incorporated hospitality point of scale systems. This makes it possible for kitchen crew people to view in orders placed at the front counter or drive through in real time. The consumption of fast food gives only timely job, therefore the fast food can be prepared with care and more steps can be taken regarding the health related aspects.

References

1. Demory-Luce D. Fast food and children and adolescents: implications for practitioners, Clinical Pediatrics, 2005; 44(4):279-288.
2. Bowman SA, Vinyard BT. Fast food consumption of U.S. adults: impact on energy and nutrient intakes and overweight status, Journal of the American College of Nutrition, 2004; 23(2):163-168.
3. Dingman DA, Schulz MR, Wyrick DL, Bibeau DL, Gupta SN. Factors related to the number of fast food meals obtained by college meal plan students. Journal of American College Health. 2014; 62(8):562-569.