

“A STUDY ON CONSUMER PREFERENCE TOWARDS FAST FOOD WITH REFERENCE TO SALEM”

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ABSTRACT

Customer satisfaction is one the most common and important aspects in any organization particularly in fast-food industry Due to market competition and availability of businesses, an organization needs to focus on the degree to which a customer is satisfied with its products and/or services of the organization. This research project is based on the comparative study on customer satisfaction at fast food.

Keywords: Fast Food, Customer Satisfaction, Customer behavior, Customer attitudes.

1.INTRODUCTION

Fast food is a type of mass-produced food designed for commercial resale and with a strong priority placed on "speed of service" versus other relevant factors involved in culinary science. Fast food was created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at a public house or diner and wait for their meal. By making the speed of service the priority, this ensured that customers with strictly limited time (a commuter stopping to procure dinner to bring home to their family, for example, or an hourly laborer on a short lunch break) were not inconvenienced by waiting for their food to be cooked on-the-spot (as is expected from a traditional "sit down" restaurant). In 2018, the fast food industry was worth an estimated \$570 billion globally.

Although a wide variety of fast food can be “cooked fast”, “fast food” is a commercial term limited to food sold in a restaurant or store with frozen, preheated or precooked ingredients and served to the customer in a packaged form for take-out/ take-away.

Eating fast food has been linked to among other things, cardiovascular disease, colorectal cancer, high cholesterol, insulin resistance conditions and depression. Controlling for others diet and lifestyle confounders of fast food consumers often doesn’t attenuate these association and it sometimes strengthens the association between fast food consumption and mortality. Many fast food tends to be high in saturated fat, sugar, salt, and calories.

The traditional family dinner is increasingly being replaced by the consumption of takeaway fast food. As a result, the time invested on food preparation is getting lower, with an average woman in the United States spending 47 minutes per day preparing food and the average man spending 19 minutes per day in 2013.

2.METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of findings solutions to a problem. The word ‘research’ is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. This type of methodology includes interviews, surveys and research of publications. All of these types include the use of present and historical information. When someone is doing theoretical work, paradigms can be used to satisfy most of the criteria that are set forth for methodology.

2.1 Sample size

The sample size in the study is 105.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

3.DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

TABLE NO - 3.1

GENDER OF THE RESPONDENTS

Sources: Primary data

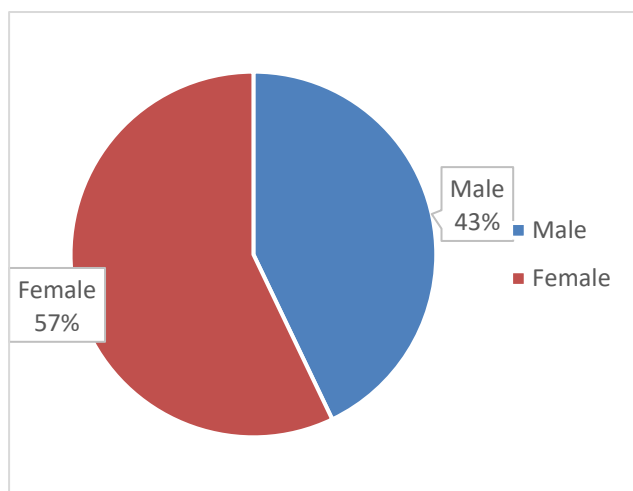
GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	45	42.9
Female	60	57.1
Total	105	100%

INTERPRETATION:

The above table shows that 42.9% of the respondents are male and remaining 57.1% of the respondents are female. Majority (57.1%) of the respondents are female.

CHART NO - 3.1

GENDER OF THE RESPONDENTS



2) FAST FOOD LIKERS

TABLE NO - 3.2

FAST FOOD LIKERS

FAST FOOD LIKERS	RESPONDENTS	PERCENTAGE
YES	88	83.8
NO	17	16.2
Total	105	100%

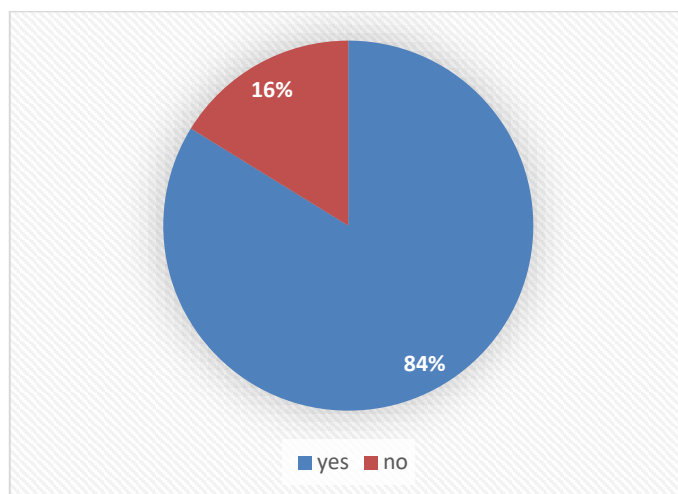
Source: Primary data

INTERPRETATION:

In this table shows that 83.8% of the respondents are like the fast food and 16.2% of the respondents are not like the fast food. Majority (83.8%) of the respondents are fast food likers.

CHART NO - 3.2

FAST FOOD LIKERS



3) DO YOU EAT FAST FOOD DAILY?

TABLE NO - 3.3

EAT FAST FOOD DAILY

EAT FAST FOOD DAILY	RESPONDENTS	PERCENTAGE
Yes	8	7.6
No	56	53.3
Sometimes	41	39
Total	105	100%

Source: Primary data

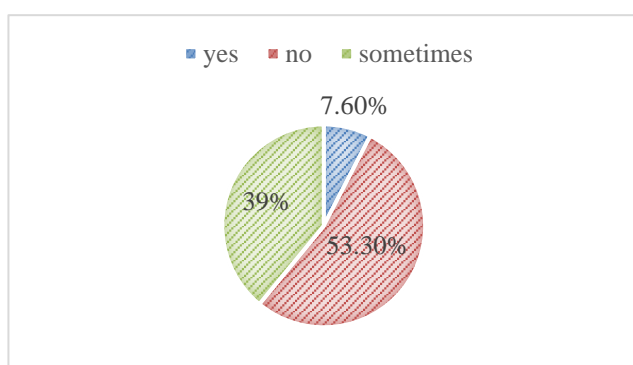
INTERPRETATION:

In this table shows 53.3% of the respondents are don't eat the fast food in daily and 39% of the respondents are sometimes they eat fast food in daily and 7.6% of the respondents are they must eat the fast food in daily.

Majority (53.3%) of the respondents are not consuming the fast food daily.

CHART NO - 3.3

EAT FAST FOOD DAILY



4) DO YOU THINK FAST FOOD IS MORE CONVENIENT AND CHEAP ALTERNATIVE TO HOME MADE FOOD?

TABLE NO - 3.4

FAST FOOD IS MORE CONVENIENT AND CHEAPER ALTERNATIVE TO HOME MADE FOODS

FAST FOOD IS CONVENIENT AND CHEAP ALTERNATIVE TO HOME MADE FOOD	RESPONDENTS	PERCENTAGE
Yes	44	41.9
No	61	58.1
Total	105	100%

Source: Primary data

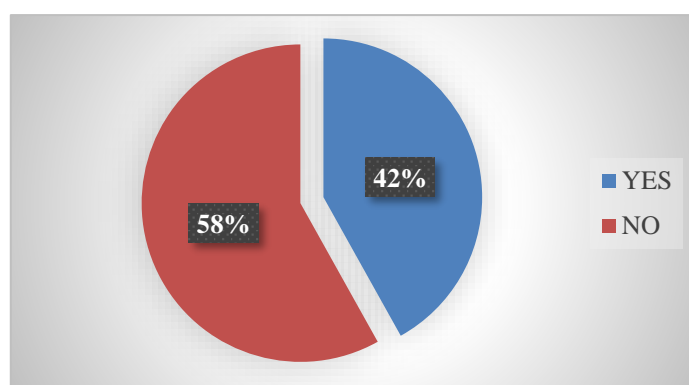
INTERPRETATION

In above table most (58.1%) of the respondent are said fast food is not a convenient and cheaper alternative to homemade food and 41.9% of the respondent are said yes, the fast food is convenient and cheaper alternative to homemade food.

Majority (58.1%) of the respondents are not more convenient and cheaper alternative to home made foods.

CHART NO - 3.4

FAST FOOD IS MORE CONVENIENT AND CHEAPER ALTERNATIVE TO HOME MADE FOODS



5) WHY DO YOU EAT FAST FOOD?

TABLE NO -3.5

RESPONDENT REASON FOR EATING FAST FOOD

REASON FOR EAT FAST FOOD	RESPONDENTS	PERCENTAGE
Tasty	42	40
Convenient	3	2.9
Affordable	7	6.7
Variety Of Menu	15	14.3
All The Bove	38	36.2
Total	105	100%

Source: Primary data

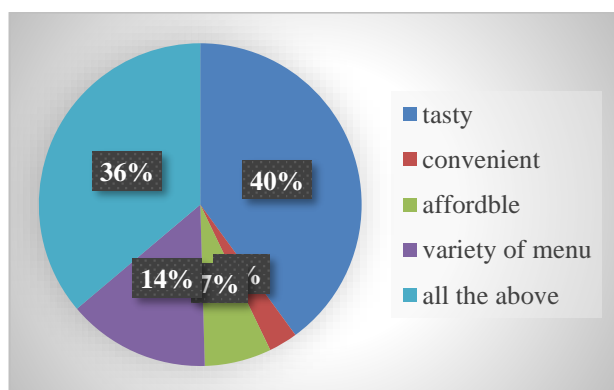
INTERPRETATION

From In above this table 40% of the respondent are eating food for tasty and 36.2% of the respondent are like all the reasons for easting fast food such as tasty, convenient, affordable, variety of menu and 14.3% of the respondent are the reason for eating is variety of menu and 6.7% of the respondent are reason for eating fast food is affordable and only 2.9% of the respondent are have convenient to eat the fast food.

Majority (40%) of the respondents are eating fast food reason is taste.

CHART NO - 3.5

RESPONDENT REASON FOR EATING FAST FOOD



6) WHICH PART OF THE DAY DO YOU CONSUME FST FOOD ?

TABLE NO - 3.6

RESPONDENT CONSUMING FAST FOOD ON PART OF THE DAY

PART OF THR DAY	RESPONDENTS	PERCENTAGE
Break fast	8	7.6
Lunch	20	19
Dinner	66	62.9
All the above	11	10.5
Total	105	100%

Source: Primary data

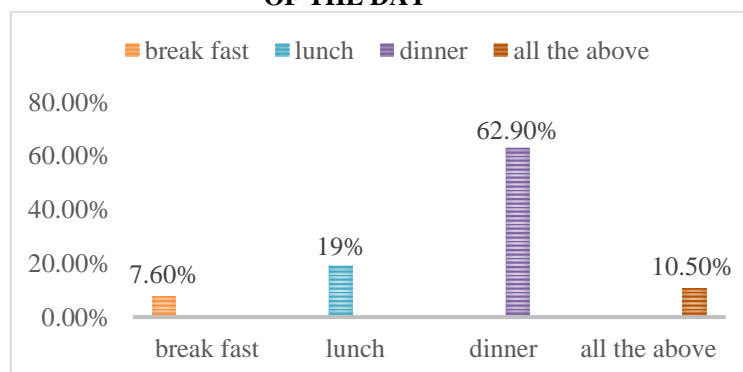
INTERPRETATION

From In this table 62.9% of the respondent are eating fast food in dinner time and 19% of the respondent are eating the fast food in lunch time. Some of the respondent of 10.5% are like to eat the fast food in every time and only 7.6% of the respondent are eat the fast food in break fast time.

Majority (62.9%) of the respondents are consuming the fast food on dinner.

CHART NO - 3.6

RESPONDENT CONSUMING FAST FOOD ON PART OF THE DAY



7) YOU FEEL YOUR FA ST-FOOD HABITS IS INCREASING DAY BY DAY?

TABLE NO - 3.7

OPINION ABOUT THE FAST FOOD HABITS IS INCREASING DAY BY DAY

FAST FOOD HABITS IS INCREASING DAY BY DAY	RESPONDENTS	PERCENTAGE
Yes	32	30.5
No	42	40
Maybe	31	29.5
Total	105	100%

Source: Primary data

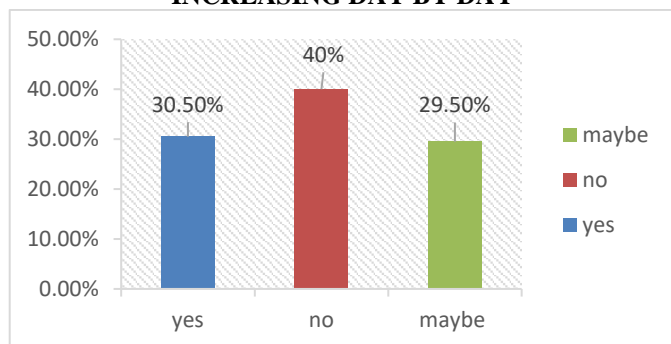
INTERPRETATION

Above the table shows that 40% of the respondent are they say fast food eating habit is not increasing day by day and 30.5% of the respondent are accept the eating fast food habit is increasing and 29.5% of the respondent are feel maybe they fast food eating habit is increasing .

Majority (40%) of the respondents habits are not increasing day by day.

CHART NO - 3.7

OPINION ABOUT THE FAST FOOD HABITS IS INCREASING DAY BY DAY



8) FOR GETTING FAST FOOD WHAT WAY DO YOU PREFER?

TABLE NO - 3.8

RESPONDENT WAY OF PREFERENCE TO GETTING FAST FOOD

RESPONDENT WAY OF PREFERENCE TO GETTING FAST FOOD	RESPONDENTS	PERCENTAGE
Ordering online	21	20
Buying on restaurant	84	80
Total	105	100%

Source: Primary data

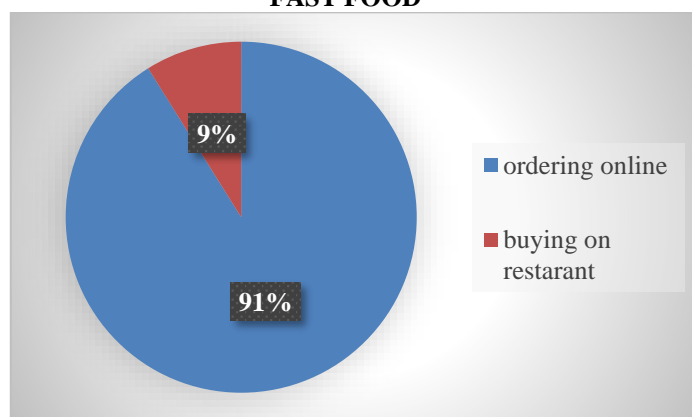
INTERPRETATION

From In above this table show that 80% of the respondent are they preferred buying the fast food in restaurant and only 20% of the respondent are preferred ordering online.

Majority (80%) of the respondents are getting fast food on restaurant.

CHART NO - 3.8

RESPONDENT WAY OF PREFERENCE TO GETTING FAST FOOD



9) WHICH FAST FOOD ITEMS DO YOU LIKE MORE IN NON-VEG?

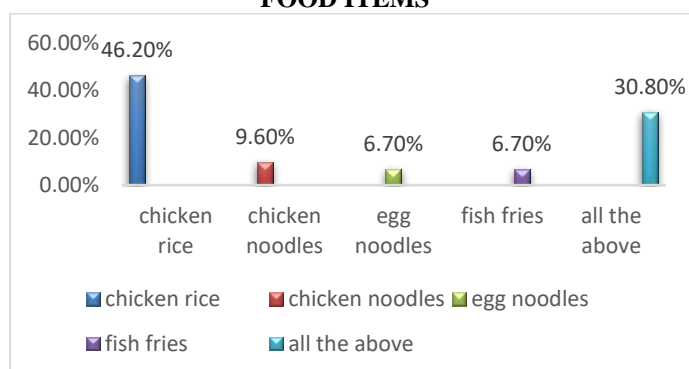
TABLE NO - 3.9
10) WHICH OF THE FOLLOWING BELOW HEALTH ISSUE AFTER CONSUMING FAST FOOD?
RESPONDENTS FOR MOST LIKED NON-VEG FAST FOOD ITEMS

NON-VEG FAST FOOD ITEMS	RESPONDENTS	PERCENTAGE
Chicken rice	48	46.2
Chicken noodles	10	9.6
Egg noodles	7	6.7
Fish fries	7	6.7
All the above	32	30.8
Total	105	100%

Source: Primary data

INTERPRETATION

In above this table shows that the non-veg fast food likers 46.2% of the respondent are like the chicken rice and 30.8% of the respondent are like the all the non-veg fast food items such as chicken rice, chicken noodles, egg noodles, fish fries and 9.6% of the respondent are like the chicken noodles and 6.7% of the respondent are like the egg noodles and fish fries both non-veg fast food items. Majority (46.2%) of the respondents are mostly like the chicken rice in non-veg fast food items.

CHART NO - 3.9
RESPONDENTS FOR MOST LIKED NON-VEG FAST FOOD ITEMS

TABLE NO - 3.10
OPINION ABOUT THE VARIOUS HEALTH ISSUE AFTER CONSUMING FAST FOOD

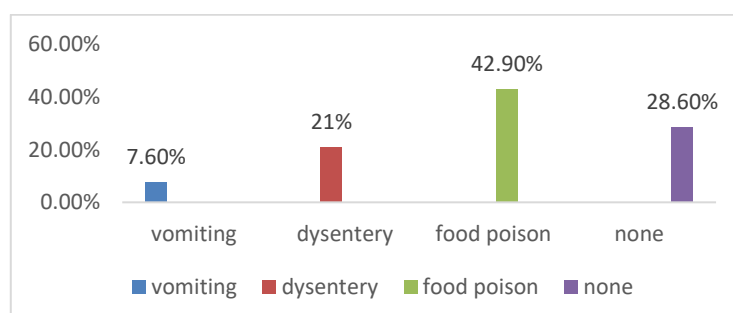
HEALTH ISSUE AFTER CONSUMING FAST FOOD	RESPONDENTS	PERCENTAGE
Vomiting	8	7.6
Dysentery	2	21
Food poison	45	42.9
None	30	28.6
Total	105	100%

Source: Primary data

INTERPRETATION

In above this table 42.9% of the respondent are say food poison health issue is was made after consuming the fast food and 28.6% of the respondent are say they don't have any health issue after consuming the fast food and 21% of the respondent are have the dysentery problems after consuming the fast food and 7.6% of the respondent are say they have the vomiting problem after consuming the fast food.

Majority (42.9%) of the respondents are food poison health issue after consuming fast food.

CHART NO - 3.10
OPINION ABOUT THE VARIOUS HEALTH ISSUE AFTER CONSUMING FAST FOOD


11) RELATIONSHIP BETWEEN GENDER AND RESPONDENTS WAY OF PREFERING TO GET THE FAST FOOD

TABLE NO - 3.11

RELATIONSHIP BETWEEN GENDER AND RESPONDENTS WAY OF PREFERING TO GET THE FAST FOOD

Source: Primary Data

NULL HYPOTHESIS

H₀: There is no significance relationship between the gender and respondents way of preferring to get the fast food.

ALTERNATIVE HYPOTHESIS

H₁: There is a significance relationship between the gender and respondents way of preferring to get the fast food

LEVEL OF SIGNIFICANCE

The level of significance is 5%

TABLE NO - 3.12

CHI SQUARE TEST

O	E	(O-E) ²	(O-E) ² /E
26	26.25	0.0625	0.00238
27	26.75	0.0625	0.00234
26	26.25	0.0625	0.00238
26	26.75	0.5625	0.02103
TOTAL			0.02813

Degree of freedom : $(r - 1)(c - 1)$

: $(2 - 1)(2 - 1)$

: 1

Level of significance : 5%

Table value : 3.841

Calculated value : 0.02813

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H₀). There is no significance relationship between the gender and respondents way of preferring to get the fast food.

4.RESULTS AND DISCUSSION

PARTICULARS	ORDERING ONLINE	BUYING ON RESTAURANT	TOTAL
MALE	26	27	53
FEMALE	26	26	52
TOTAL	52	53	105

4.1FINDINGS

- ❖ Majority (57.1%) of the respondents are female
- ❖ Majority (83.8%) of the respondents are fast food likers.
- ❖ Majority (53.3%) of the respondents are not consuming the fast food daily.
- ❖ Majority (58.1%) of the respondents are not more convenient and cheaper alternative to home made foods.
- ❖ Majority (40%) of the respondents are eating fast food reason is taste.
- ❖ Majority (62.9%) of the respondents are consuming the fast food on dinner.
- ❖ Majority (40%) of the respondents habits are not increasing day by day.
- ❖ Majority (80%) of the respondents are getting fast food on restaurant.
- ❖ Majority (46.2%) of the respondents are mostly like the chicken rice in non-veg fast food items.
- ❖ Majority (42.9%) of the respondents are food poison health issue after consuming fast food.

4.2 SUGGESTIONS

Most fast food products, which include the sides and drinks that you order with the main meal, are usually laden with carbohydrates and have very little, if any, fiber. When the digestive system breaks down these foods, then the carbs release as glucose into the bloodstream. This process creates a higher sugar level, which then causes the body to release more insulin . It increases risk of diabetes, weight gain, and insulin resistance.

- Eating fast food can lead to issues with edema, bloating, and swelling. .
- There are adverse effects on the nervous and reproductive systems.

4.3 CONCLUSION

These foods are readily available at low cost at public places such as outside the College and school campus, outside the theatre, parks, and picnic places and in malls. These all Types of foods available at such places popularly known as fast food. In recent years the trend of Eating outside the home has been increased. It has been observed that these foods are most liked By working women as they carry these ready to eat foods while returning from their offices. Away from home foods are typically ready-to-eat and the consumer has less control over portion Size and nutritional content.

Fast food is designed to promote consumption of a maximum of Energy in a minimum of time. Other dietary scenarios might also provoke overeating and Incomplete energy compensation if they resembled fast food in critical respects, including high Energy density, low fiber content, extensive food processing and low satiating value. Fast food that has poor nutritional value is Considered unhealthy and make harmful for everyone. Childhood and adolescence period is Grouping period. During this period, consumption of excess amount of junk food leading poor Nutritional status and as a result leads to poor health. Various studies were done in junk food and soft drink consumption was associated with Higher BMI. Higher BMI may leads to overweight or obesity.

5. REFERENCES

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