Consumer Behaviour and Awarness on Fast Food With Special Reference To Coimbatore City

Dr. Kalaiselvi

Assistant Professor of Economics, PG and Research Department of Commerce with CA, Hindusthan College of Arts and Science, Coimbatore- 28, India

ABSTRACT Good nutritious diet or balance diet is basic need of every one for their growth and development. But nowadays the tendency of consuming fast-food has increased due to its fast service, relevance, taste and reasonable prices. Healthy nutritious foods have been replaced by the new food like fast food, in a society that functions at a high speed; fast food has quickly been adopted as the preferred food of choice. Fast food is convenient and tasty though it prepared with low nourishing or unhealthy ingredients. Many fast foods and drinks are loaded with carbohydrates and, consequently, a lot of calories. The effects of fast food include nutritional deficiencies, obesity, increased cholesterol levels, cardiac problems and many other threatening health hazards. Most of these quick and convenient meals contain high amount of sodium, which increases and aggravates the risks of high blood pressure. Obesity is an emerging major public health problem throughout the world among adolescents. Hence this study focused consumer behaviour and awareness on fast food with special reference to Coimbatore city.

Introduction

Food is one of the three basic needs of mankind. A person considers the satisfaction of this need as priority, because it appeals to his sense of taste and appearance. The tendency of consuming fast-food has increased due to its fast service, appropriateness, taste and reasonable prices. Chavadi *et al* (2008) Fast food is not a recent phenomenon. However, its growth excelled after the 1950s owing to several emerging factors related to socioeconomic, technological and market perspectives. Food is fuel for your body. It has a direct impact on how you feel as well as on your overall health. Fast food isn't necessarily bad, but in many cases it's highly processed and contains large amounts of carbohydrates, added sugar, unhealthy fats, and salt (sodium). These foods are often high in calories yet offer little or no nutritional value. When fast food frequently replaces nutritious foods in your diet, it can lead to poor nutrition, poor health, and weight gain. According to the Robert Wood Johnson Foundation, most people underestimate the number of calories they're eating in a fast-food restaurant.

Review of Literature

Jeffrey & French (1998) found that hours of TV viewing per day and the frequency of meals eaten at fast food restaurants are both positively associated with increase in the body mass index of women. **Dunn (2008)** and **Currie et al (2009)** both study found that an increase in the number of fast food restaurants has a positive effect on the Body Mass Index (BMI) and has a significant effect on obesity. **Nezakati et al (2011)** found that product quality, customer satisfaction and brand trust are the most important factors to statistically signify the customer loyalty. **Rezend et al (2012)** found that food habits of the people of a community are heavily influenced by their custom and tradition and they reports that variety of foods, convenience, younger age, higher income and higher education are observed to be significant to influence the habit of consuming fast food.

Objectives

To analysis the demographic factors affecting usage of fast food and the reason for purchase of fast food.

To measure the satisfaction level of fast food and to determine the problems faced by consumer while consuming fast food.

Limitations of the Study

The study is limited to Coimbatore city and hence, the result cannot be generalized for other geographical areas. The size of the sample comparing to the population may be less and it may not represent the whole population. The findings may be valid only for the present time as they might change due to the growth of fast food industry.

Research Methodology

Convenience sampling method has been adopted under the non-probability sampling technique and the sample units taken for this research are the Fast Food Restaurant in Coimbatore city. The sample size taken for this research was 300. The study used the primary and secondary sources for data collection. This study has been done using the tools such as Percentage analysis, Chi-square test and Rank Correlation.

Table No. 1 Percentage Analysis – Demographic Factors

Gender	Frequency	Percentage
Male	132	44
Female	168	56
Age		
20-30	217	72.3
31-40	35	11.7
41-50	32	10.7
Above50	16	5.3
Educational qualification		
No formal education	32	10.7
School level	13	4.3
Collegiate level	212	70.7
Professional	43	14.3

Occupation		
Private employee	33	11
Government Employee	32	10.6
Home maker	38	12.7
Business	48	16
Other	149	49.7
Monthly income		
BelowRs.10,000	27	9
Rs10,001-Rs20,000	136	45.3
Rs20,001-Rs40,000	86	28.7
AboveRs.40,000	51	17
Nature of the family		
Joint family	100	33.3
Nuclear family	200	66.7
Size of the family		
2 Members	30	10
3-4 Members	207	69
Above 4 members	63	21
Awareness towards fast food		
Yes	216	72
No	84	28
Purchase of fast food		
Yes	183	61
No	117	39

Sources: Primary Data

Table No . 2 Problems of Eating Fast Food

Problems	Frequency	Percentage
Weight Problem	215	71.6
High Cholesterol	187	62
Headache	74	24.6
Dental Distress	114	38
Obesity Risk	150	50
Bones Problem	67	22.3
Skin Problem	89	29.6

Source: Primary Data

In the above table 71.6 percent of the respondent are face weight problem on consuming fast food,62 percent of the respondent are face high cholesterol on consuming fast food, 24.6 percent of the respondent are face headache on condurning fast food and 38 percent of the responddent are face dental distress and 50 percent of the respondent are face obesity risk on consuming fast food, and 22.3 percent of the respondent are face your bones problems and 29.6 percent of the respondent are face skin will deterlorate on consuming the fast food.

Chi-Square Analysis
Table No. 3 Relationship between Age and Purchase of Fast Food

Age	Purchase		Total
	Yes	No	
20-30	133	84	217
31-40	20	15	35
41-50	19	13	32
Above 50	11	5	16
Total	183	117	300

Sources: Primary Data

Ho: there is no relationship between age and purchase of fast food.

The pearson Chi-Square value is .666 with the DF-3, P value<.881. Hence it is clear that it is statistically not significant at 5% level. Hence there is a no relationship between the age and purchses of fast food.

Table No. 3 Relationship between Income and Purchase of Fast Food

Income	Purchase		Total
	Yes	No	
Below 10,000	16	11	27
10,001-20,000	85	51	136
20,001-40,000	57	29	86
Above 40,000	25	26	51
Total	183	117	300

Sources: Primary Data

Ho: there is no relationship between income and purchase of fast food.

The pearson Chi-Square value is 4.247 with the DF-3, P value <.236. Hence is clear that it is statistically not significant at 5% level. Hence there is a no relationship between the income and purchase of gast food.

Rank Analysis
Table No. 4 Reason for Purchase of Fast Food

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI
Price	52	150	10	43	13	48
Taste	169	20	35	82	6	27
Color	20	10	58	119	91	33
Availability	36	14	131	42	27	40
Healthy	14	27	28	14	63	90
Normal \ Meal	9	78	38	0	100	62

Sources: Primary Data

In the above table 169 respondent, ranks first for the taste of fast food and 150 respondent, ranks second for the price of fast food and 131 respondent, ranks third for the abailability of fast food and, 119 respondent, ranks fourth for the color of fast food and, 100 respondent, ranks five for the normal\meal of fast food and 90 respondent, ranks six for the health of the fast food.

Table No. 5 Sastisfaction Level of Fast Food

Factors	Rank I	Rank II	Rank III	Rank IV	Rank V
Taste	172	22	71	0	12
Price	11	157	38	6	22
Available	117	55	29	166	50
Color	0	56	38	94	140
Healthy	0	10	124	34	60

Source: Primary Data

From the above table 172 respondent ranks, first for the taste of the fast food and 157 respondent ranks, second for the price of the fast food and 166 respondent ranks, third for the available and 140 respondent ranks, fourth for the color of the fast food and 124 respondent ranks, five for the healthy of the fast food.

Findings
Majority 50.7 percent of the respondent are replace the fast food for one time in a day.

Most 48.7 percent of the respondents habit increasing the day by day.

Majority 75 percent of the respondent do not consume fast food regularly.

Majority 71.6 percent of the respondent are face weight problem on consuming fast food.

Majority 169 respondent, ranks first for the taste of fast food

Majority 61.7 percent of the respondent are usually buy local resturant.

Suggestions
From the overall study, many respondents feel that fast food consumption is unhealthy. Many consumers feel that they have weight problem in consuming fast food Consumer feel that fast food is not healthy. Hence fast food restaurants should do more to improve the nutritional quality of kids' meals and regular menu items. The more will be the use of nutritional items in the food, the more it will enhance the goodwill of the industry as a contributor of health to the society.

Conclusion
The present study explored the consumer behavior for food products in India from different perspectives. Cleanliness of the product, free from pesticides, freshness, good for health, and clean place of sale are some of the most important attributes, which are rated very highly by people in India while buying food products. Value for money, overall quality, taste, availability of variety of products at same place, seasonality for the product, flavour, good display of products, nearby availability and good ambience are some other important parameters.

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