



CONSUMER BEHAVIOR TOWARDS FAST FOOD OUTLETS IN UTTAR KANNADA DISTRICT

Research Scholar

SANTOSH ASHOK BANDEKAR

Lecturer in Commerce Department

Govt. First Grade College Ankola

Research Guide

DR.DEEPANSHU AGARWAL

Lecturer in Commerce Department

Monad university, Uttar Pradesh

ABSTRACT:

Introduction: In India, traditional foods are converted by fast foods due to the so many changes in lifestyle pattern demand for fast food is increasing day by day. Today fast food industry is one of the leading industries in India due to globalization, various branded fast food chains came into existence in the form of franchise, which created a boom to Indian economy.

Review of literature: Anand Goyal and N.P Singh (2007) explored the various factors which influenced the food habit of youngsters in Punjab city. This study found that food habits of youngsters were influenced by many factors such as environment at home, education stress environment, availability and accessibility to fast food providers and social factors like family, reference groups shows a impact towards a fast food habits which in turn leads to a strong buying decision.

Objectives of study: This present study is focused on consumer behavior towards fast food in Uttar Kannada district and the focus of the study is to know the various factors affecting the choice of the consumers so that fast food outlets come to know their strengths and can remedy their shortcomings, which in turn leads to a success.

Research methodology: Descriptive Research is used in this research in order to depict the level of consumer awareness, feelings, opinions, experience, buying habits towards fast food outlets in terms of quality, service and various factors. Sources of Data collection: Primary data are collected with specific set of objective to assess behavior of consumer. Secondary data is readily available data from different sources including

websites, journals, articles, magazines etc. Statistical design: The data collected is represented in a tabular form and analyzed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables.

Hypothesis of the study: H0: There is no significant relationship between preference and nutritional fact label.

H1: There is significant relationship between preference and nutritional fact label

Findings of the study: The main finding of the study is majority youngsters are fascinated towards western culture. In addition, Majority of respondents tends to prefer ethnic style dishes which consists of nutritional value, which is a part of healthy diet lifestyle.

Suggestion: From this survey, respondents have given valuable suggestions in order to improve quality in delivering of products and services.

Conclusion: From the above survey, we can draw a conclusion that due to urbanization, increase in disposable income, awareness, and fascination towards western culture, change in lifestyle traditional food is replaced by fast food in consumption pattern of people.

Keywords: Consumer Behavior, Fast Food, Consumer preference, Health, Factors affect on fast food

1BACKGROUND OF THE STUDY:

Fast Food Industry in India is rapidly growth of international industry in last decade when entered the market. Challenges of India Fast Food Industry that used by the retailers were cultural are difference in eating habits and religious is unawareness. In world, economy is changes of education level, employment, and savings with gross domestic product rate of economy. This changes purchase power in consumers to try the new consumer eat outplace in cities and towns. These influence on fast food of retailers to developed their relationship. The domestic and international retailers spread their operations to major cities and towns in India a short-term period.

The research study focused on the Indian fast food consumers behavior towards food has noticed gradual shift in recent years as the significant portion of the population spent more money for eating fast food from domestic and international market. Fast food industry in India findings the growth rate has recorded above 30% in the last years. International fast food industries are Kentucky Fried Chicken, McDonald's, Pizza Hit, Dominos etc. came to Indian market in the recent year.

According to report of CSO-Mo SPI, 2016, the gross value added by restaurants is a proof of a yearly increase with absolute and relative terms. It growth Rs. 1,084.2 billion in the year 2014 to Rs. 1,211.7 billion and in the year 2015 overall growth of country gross value added from 1 percentage in the year 2014 to 1.1 percentage in the year 2015. According to National Restaurant Association of India, the restaurants have expected to 2.1 percentage of the total gross domestic product growth in India by 2021. Fast food has expected to grow further in the coming years. This chapter describes with background of inside and outside the fast food outlets in India. Detail study on Fast food outlets below:

1.1 Fast Food Outlet outside India:

Researchers consider of fast food Industry in their research as the in 1912 year, America's first fast food opened by Horn & Hard art, and it is the first automate fast food lunch in New York City. It is after known as new method of lunching¹. More number of researchers found that fast food started by America's in the year 1919². A roadside root beer stands in Lodi, CA first fast food opened by Roy W. Allen. Second time fast food chain *opened by White Castle* in the year 1921³, and Fast Food Industry grow slowly but were limited to opening of a very few outlets only. During 1940–1948: The birth of fast food pioneers. Brothers Maurice Mc Donald and Richard McDonald in San Bernardino⁴ opened the first McDonald's drive-in in 1940⁴, During the years 1902 to 1984; Raymond Albert Kroc an American businessperson purchased the fast food company McDonald's in 1961 from the McDonald brothers⁵. According to Schlosser (2001)⁶ in his book "Fast Food Nation", has documented the fast food industry growth from small businesses to huge multinational companies like Mc Donald's. According to Salami & Ajobo (2012)⁷ in his book transformed agriculture, labour markets, and meat processing in the 20th century.

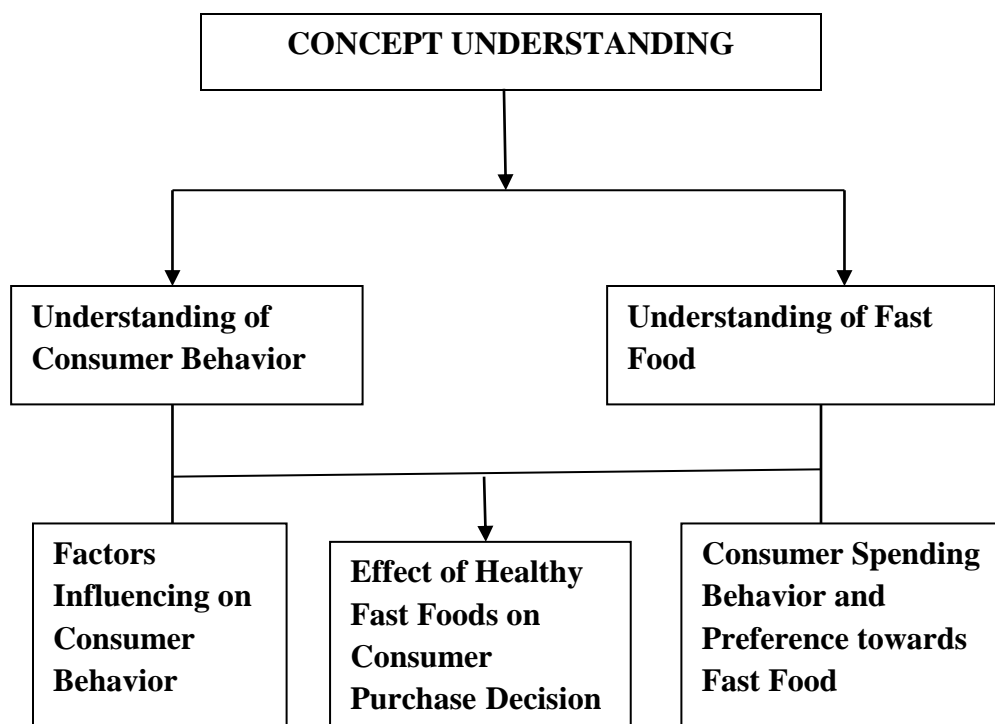
1.2 Fast Food Outlet in India:

In India, it is very important that the product serve its purpose for e.g. in India the product must be good in quality, but must also be good in quantity and should satisfy the hunger. Any foreign company wants to do business in India must understand the important to find out the affecting of consumers for eating out, social, ambience and taste of fast food and convenience for double income local taste and requirement of Indian customers. Indian customers look for a variety of features while visiting a fast food restaurant such as taste, ambience, affordability, speed of service, variety of options, etc. All the fast food restaurants should consider this before starting a business. According to Anand (2011)⁸ study on the impact of demographics and psychographics of young consumer's towards fast food in Delhi, India.

2 CONCEPT UNDERSTANDING:

Consumer behavior is the responses of individuals to a product or service. Marketers may learn to attract and keep customers by observing their behavior. Many factors influence consumers purchasing decisions are psychological, personal, and societal. Another concepts study in this research is fast food is food designed for resale, which is given to speed of service. It is a limited of food produced and sold in a restaurant or store with ingredients and served in packaging for take-out. In this research understanding various concepts, which are details study below:

Framework of Concept Understanding of Study

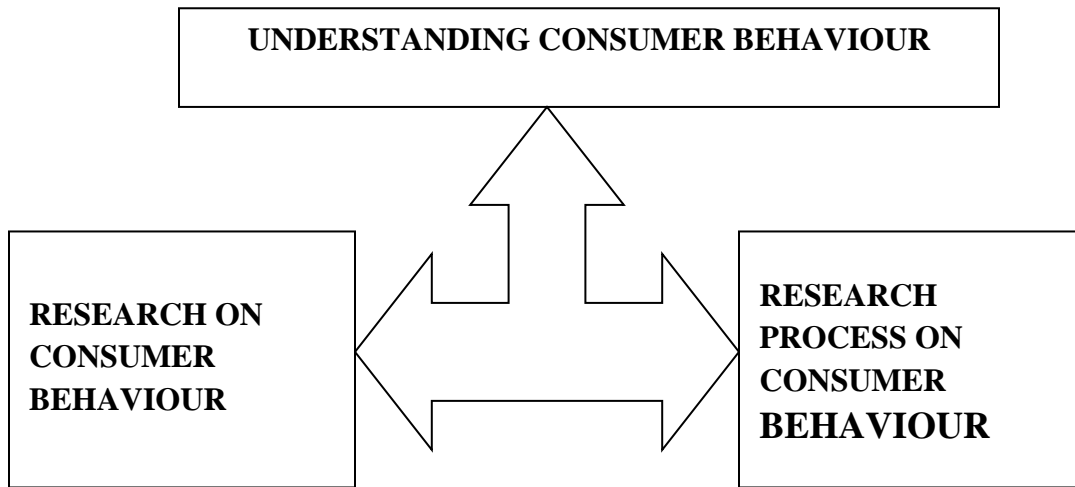


2.1 UNDERSTANDING CONSUMER BEHAVIOR:

In this research to understand on consumer, behavior is important for growth of businesses and achieves a market. It is also important for element of create products and services that help to consumer needs and satisfactions.¹⁴ Some of the important to understand business can run for long period in market without knowing these question: 1.What is consumers known? 2. What they take decisions? 3. What they purchase? A detail study about consumer behavior is key for market efforts, market segments, and customer expectations. Consumer behavior important for create offers that consumers needs and preferences. Understand to consumer behavior create equal importance of propositions from competitors. It also focused on change consumer behavior and continuous adapt to the needs of the consumers.

According to Raymond C. Battalio, Edwin B. Fisher, Jr. and John H. Kagel (1974)¹⁵ in their article describes the general structure of controlled economic environments and reports the results of a series of experimentally to induce price changes on consumer's behavior. The experimental results demonstrate the suitability of controlled on economic environments as laboratories for study of consumer's behavior. In addition to understand of the consumer's behavior with respect to the continue impact of temporary price change on composition of consumption.

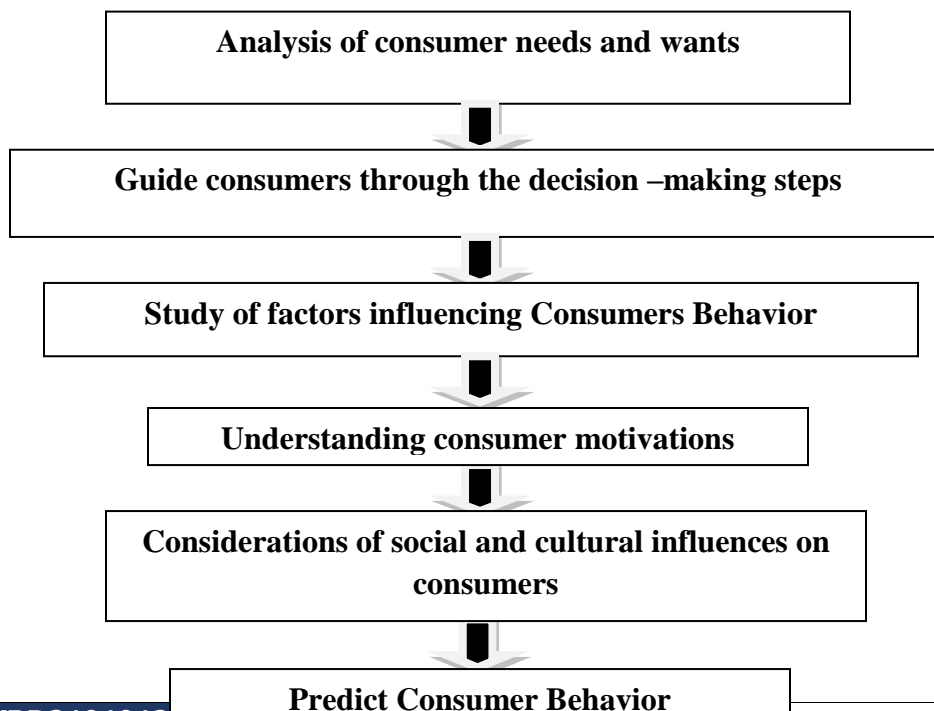
Framework of understanding consumer behavior of study



2.1.1 Research on Consumer Behavior:

Understanding consumer behavior is essential to develop result-driven and effective strategies. A study of consumer behavior helps marketers create products that meet and exceed consumer needs. Study of consumer's behavior understands on individuals and groups of consumers take decisions on concern of the use of disposal of goods and services. Research highlight on factors and processes that affect the consumer behavior in the fast food industry. Consumer behavior research is one of the vital for businesses and marketers for development of marketing strategies, product design, pricing strategies, and consumer's experiences. Highlights of fast food industry can improve consumer's needs and achieve their businesses. Therefore, in this research a study on consumer behavior following steps:

The major steps in the Research on Consumer Behavior





Assessment of consumer loyalty and satisfaction

Step 1: Analysis of Consumer Needs and Wants:

In this research details study about consumer needs and want. Consumers have unique tastes and preferences, and they are characterized by different needs and wants. This can be social, functional, and emotional either separately or sometimes together.

Step 2: Guide Consumers through the Decision-making Steps:

Consumers often take some research before purchasing from a business. They search for information to evaluate the available options and then reach a decision. In this research to know about effective marketing strategies can, influence consumer decisions and guide them through each of the steps.

Step 3: Study of Factors Influencing Consumers Behavior:

Consumer's behavior was often shaped with a combination of internal and external factors. In this research also know about marketing can help understand those factors better and ensure value propositions specific to consumer needs.

Step 4: Understanding Consumer Motivations:

All marketing efforts would stand for nothing aligned with consumer motivation and perception. Marketing is an important role to understanding how consumers perceive and respond to marketing stimuli. In this research, also study about consumer motivation and perception.

Step 5: Considerations of Social and Cultural Influences on Consumers:

Social and cultural factors influence consumers many levels. These factors have a big effect on purchase decisions are made. Marketing is key for analyzing and evaluating needs of social and cultural factors influence consumers. In this research to analyze and evaluate about social and cultural factors influence on consumers behavior.

Step 6: Predict Consumer Behavior:

In this, research to analysis various models for explaining how consumers make purchase decisions. These models offer for marketers to predict consumer behavior over time.

Step 7: Assessment of Consumer Loyalty and Satisfaction:

Finally, in this research consumers show loyalty when they are satisfied with the product or service offered to them. It is the role of marketers to understand and assess the post-purchase consumer's behavior and then require to their needs.

2.1.2 Research process on Consumer behavior:

Study of consumer behavior understands of individuals and groups of consumers take decisions on related to the use of disposal of goods and services. This research underlines factors and processes that affect consumer's behaviors on choices and preferences in the market¹⁶.

Research highlights of consumers behavior on consumer needs by fast food industry and achieve their business. Therefore, study on research process on consumer behavior following steps:

Step 1: Development of Objectives:

The first step in consumer research process is to define the objectives of the study. It is important for the marketer to accept the clear on the objectives of the study to improve the research design in systematic manner. A study of objectives helps to define the type and level of information needed. Objectives of the study are to find out the population use certain products and these populations then a quantitative study on computer analyzed can be taken.

Step 2: Collection of Secondary Data:

Collections of secondary data follow to the development of objectives. Secondary data is use for some purpose but not recent study objectives. It collects data from following way:

1. **Internal Data:** Internal data use from library for past studies as well as study on consumers documents. Consumer's files are early consumer's transactions, letter of consumers, sales files, and invoice bills. Companies use secondary data for computation of consumer's value for various consumers segments. Consumer's value includes consumers acquire costs; profits used from individual consumers; costs of manage to consumers and expected of the relationship.

2. **External Data:** External data collected from outside the organization. The source of these data has collected from:

- a. **Census data collected:** Marketers collect data from demographics of the population.
- b. **Commercial Data:** It is available from marketing research companies that routinely monitor stores specific character of consumer's behavior and sell the data to marketers.

Step 3: Research Design:

Research design consists of framework of research methods and techniques to conduct a study. It designs from the following way:

1. **Quantitative Research Design:** Quantitative design includes observational research, mechanical research, experimentation and surveys.
 - a. **Observational Research:** It is research by marketers to observe, watch, note and sometimes-video tape of consumers in stores, malls, etc.
 - b. **Mechanical Research:** Marketers to record consumer's behavior to a particular marketplace use

mechanical device. It consists of observe the problems consumers face by CCTV footage in shop.

- c. **Experimentation:** Experimentation research is marketers find the importance of consumer's behavior towards the both old and new package on the sale of a product by only changing the package design of foods.
- d. **Surveys:** Surveys researches are conducted to consumers on their preferences and experiences on fast food. It includes:
 - i. **Personal Interview:** Personal interview takes place in the marketplace for fast food.
 - ii. **Telephone Surveys:** Consumers data collected from telephonic calls.
 - iii. **Mail surveys:** Mail survey is questionnaires are sent through mail to consumer has collected response from consumers.
 - iv. **Online Surveys:** Online surveys through information collected from the internet it also collects from website or email.
2. **Qualitative Research Designs:** A qualitative research design includes depth interviews and focus groups.
 - a. **Depth Interviews:** Depth interview is lengthy interviews between the consumers and marketers time taken 30 minutes to 1 hour. It is encouraged to consumer's friendly talk about their activities, attitudes, and interests in addition to the product brand.
 - b. **Focus Groups:** Focus group is marketer for a focused between 8 and 10 consumers on a particular product. It motivates to consumers for discussing their interests, attitudes, reactions, feelings about fast food.

Step 4: Data Analysis:

After collected qualitative and quantitative data fourth steps is data analysis. Analysis of the data through tabulated form, analyze data use the correlated by selected variables and cluster the data.

Step 5: Prepare Research Reporting:

A fifth and final step is preparing research report. The quantitative and qualitative data analysis for preparation research report. Brief executive summary of the findings includes in project report.

2.2 UNDERSTANDING OF FAST FOODS:

Indian fast food industry is form of industry. It serves fast food cuisine and table service is minimal in nature.¹⁹ Indian *Fast food* is capturing the attention of a growing consumer of food enthusiastic, which is new, and existing *fast food contents* providing everywhere in India. Indian fast food industry offers a limited menu of food will be Cooke in advance a bulk quantity that will be well cooked and packed to serve dine or delivery to their consumers. The ready cooked food has accustomed to urban area developments.

Fast food industry will be help of some equipment for maintaining uniqueness, consistency, incessant of service in order to attention toward their products. Homes in cities will not be much equipped with adequate

space or food court facilities. Therefore, instead for installing all required equipment, customers started to prefer facilities. Therefore, instead of installing all the required equipment, customers started to prefer fast food, which will be available at a reasonable price. American economy during post World War II boomed that Americans began to spend as per standard of living. When both men and women were engaged most of their time in official work, they were feeling mundane in preparing their food etc. Therefore, they started to make intimate use of fast food, which would be delivered as soon as possible. Earlier eating out was considered as luxury, but now more than a common occurrence it has become necessity because people would like to prefer inexpensive and fast food serve for both time lunch and dinner. Replaced by fast food to the traditional family dinner. Therefore, in this research a study on fast food following:

1.2.2.1 Fast Foods:

In this research mention the name of fast foods, eat by consumer. Fast food is associated with hot food served at some restaurants to be requiring minimal preparation before serve. It caters to consumers are always to like commuters, travelers, and busy workers. Some fast food items are often too considered as fried food, include sandwiches, pitas, french fries, onion rings, hamburgers, fried chicken nuggets, fish and chips, hot dogs, tacos, pizza and ice cream. Many fast food restaurants serve chili, mashed potatoes, etc.

1.2.2.1 Fast Foods are available:

In this research, mention the name of outlets. These outlets categories wise into: 1. Fast food outlets may be take-out providers. 2. Fast food outlets also may be outdoor seating areas where customers can eat on-site.

1.2.2.2 Indian Fast Foods:

In this research mention the name of Indian varieties of food offered were: 1. **Chaat** such as aloo chaat, bhelpuri, dahi-puri, golgappa, mangode, pakora, panipuri, paprichaat, potato chaat, pavbhaji, samosa chaat, sevpuri, bonda soup, pohay etc. 2. **Bajji** items are banana bajji and green chili bajji. 3. **Pakora** items are onion pakora, vegetable pakora etc. 4. **Thali** such as vegetable, chicken, mutton, rajma rice, chinese food, dum biryani, fish etc. 5. **Others fast food** such as pasta, burger, wraps and rolls, chaat, grilled chicken, samosa, patties, bread pakoda, dabeli, doner kebab, and chips, salads, fruit beer, mutar kulcha, pao bhaji, stuffed paratha, fruit salad, dahi wada and bhajiya etc.

Beverages: Coffee, tea, soft drinks, and fruit juices are serving fast food outlets. Some other outlets specially designed counters for ice cream, chaats etc.

1.2.2.3 Upcoming Fast foods outlets in India:

International fast food industry competed with Indian fast food because of popularity as well as availability. Most of us are familiar with KFC, McDonald's, and Burger King thanks to their presence in India. In Mexican fast food is called as Chipotle. The menu at Chipotle is not too elaborate. In this research, study about computation on upcoming fast foods outlets in India.

Mc Donald's 300 outlets in India, which is increase by 500 during the year 2020. Dominoes 227 outlets in Indian, which is increased by 1126 in the year 2017. Pizza Hut 360 outlets in India during the year 2020, which is increase to 700. Subways currently 600 outlets India which, increase in the next years.²⁰

In addition, in this research, study India is the regulators have ordered food chains to provide product nutritional labeling at the time of sale. So, those customers can know about what they are eating and what effect it can have on their health. This study shown typical fast food has very high density that causes consumers to consumption more than they require.

3 OBJECTIVES OF STUDY:

The main objectives of the study are:

1. To study consumer behavior toward fast food in a district.
2. To identify the factors affect the choice of consumer for fast food in Uttar Kannada district.
3. To identify the effect of healthy fast foods on consumer purchase decision.
4. To analyze consumer spending behavior and preference towards fast food in a district.

4 SCOPE OF THE STUDY:

The major focus area of consumer's behavior towards fast food outlets in Uttar Kannada district is to understand the consumer decision making and analyze the factors influencing by consumers on purchases. Research is analyzing the data related to consumer needs, influences their decisions, and prefer of brand. The scope of consumer behavior towards fast food outlets in Uttar Kannada district is extends to the study of psychological factors, social and cultural Influences. Consumer behavior towards fast food outlets in Uttar Kannada district research is an important aspect of understanding consumer attitudes and preferences on this research involves various ways such as surveys, and data analysis. The scope of consumer behavior towards fast food outlets in Uttar Kannada district also includes the analysis of cultural and economic differences affect consumers and their purchase decisions in a all over the world. The technology adoption and innovation is accelerated only when the industry has a deep understanding of consumer behavior and their readiness to embrace new things towards fast food outlets in Uttar Kannada district.

5 SIGNIFICANCE OF THE STUDY:

Fast food industries are key role in the development and prevention of many countries. The habit of eating fast food is varieties from society to society. In globalization and urbanization have great influenced eating habits and forced many consumer to consume fancy and high calorie fast foods. It is also known as 'Junk food'. Fast food is important for readymade in nature and easy to eat. Fast food eaten outside the home and it is routine of lifestyle. Fast food quick changing in the composition of dietary and activity or inactivity form in transitional societies are related to a number of socio-economic and demographic changes. The study on the consumption by consumers on the fast foods and health outcomes.

Further study of the fast food, which, consumer uses them significantly, and influence their daily lives. These study of consumer behavior of the fast food. However, understand the behavior of consumer thought to be more immediate and tangible reasons. This research will be of immense help to marketers and advertisers in understand and designing strategies to retain current consumer and attract new ones. Fast food is enabling the service providers to identify the forming perception and developing their expectations towards service providers. This research help to service providers, marketers, market researchers, as well as customer s to understand services in a much better way.

Reference:

1. Schlosser, Eric (January 17, 2001). Fast Food Nation. ISBN 978-0-547-51824-4.
2. Salami, C. G. E., & Ajobo, R. T. (2012). Consumer perceptions about fast food restaurants in Asaba. *Global Journal of Management and business research*, 12(1), 75-81.
3. Anand R., (2011), "A study of determinants impacting consumers food choice with reference to the fast food consumption in India", *Society and Business Review*, Vol.6, No.2, pp 176-187
4. D.P. Sudhagar, 2017. Exploring fast food outlets food quality in India. *International Journal of Business Forecasting and Marketing Intelligence*, vol. 3(1), pages 1-12.
5. K.P Najeemudeen and Dr. N. Panchanatham (2017)Buyer behaviour towards fast food with special reference to chicking restaurants *Gjra - Global journal for research analysis volume-6, Issue-5, May-2017 • ISSN No 2277 – 8160*
6. Miss Siddhi Prashant Chitnis (March 2019). A Study on Scenario of Fast-Food Industry in India, Conference Issue, *International Journal of Trend in Scientific Research and Development (IJTSRD)*, e-ISSN: 2456 – 6470.
7. Kardes, F. R., Cline, T. W. & Cronley, M. L. (2011). *Consumer Behaviour: Science And Practice*. China: South-Western, p. 8
8. Raymond C. Battalio, Edwin B. Fisher, Jr., John H. Kagel, Robert L. Basmann, Robin C. Winkler, and Leonard Krasner. An Experimental Investigation of Consumer Behavior in a Controlled Environment , *Journal of Consumer Research*, Vol. 1, No. 2 (Sep., 1974), pp. 52-60 (9 pages) ,Published By: Oxford University Press.
9. Nick Jain What is Consumer Behavior Research? Definition, Examples, Methods, and Questions
Published on: September 8, 2023
10. Publications, Harvard Health. "Red meat and colon cancer – Harvard Health". Archived from the original on December 22, 2016.
11. "Fast Food Industry Analysis 2018 – Cost & Trends". *franchisehelp.com*. Franchise Help. 2018. p. 1. Archived from the original on July 16, 2019.

12. 19. Monteiro, C.A.; Moubarac, J.-C.; Cannon, G.; Ng, S.W.; Popkin, B. (2013). "Ultra-processed products are becoming dominant in the global food system". *Reviews* 14 (Suppl 2): 21–8. DOI:10.1111/obr.12107
13. Miss Siddhi Prashant Chitnis (March 2019). A Study on Scenario of Fast-Food Industry in India, Conference Issue, *International Journal of Trend in Scientific Research and Development (IJTSRD)*, e-ISSN: 2456 – 6470.
14. Casini, L.; Contini, C.; Romano, C.; Scozzafava, G. Trends in food consumptions: What is happening to generation X? *Br. Food J.* 2015, 117, 705–718.
15. Cant, M.C.; Machado, R.; Gopaul, M. Are Customers Satisfied with Healthier Food Options at South African Fast-Food Outlets? *Int. Prod. Econ. Res. J.* 2014, 13, 1199–1212.
16. Chen, M.F. Attitude toward organic foods among Taiwanese as related to health consciousness, environmental attitudes, and the mediating effects of a healthy lifestyle. *Br. Food J.* 2009, 111, 165–178.
17. Manrai, L.A.; Manrai, A.K. A field study of customers' switching behavior for bank services. *J. Retail. Consum. Serv.* 2007, 14, 208–215.
18. Gerrard, P.; Cunningham, J.B. Consumer switching behavior in the Asian banking market. *J. Serv. Mark.* 2004, 18, 215–223.
19. Chakravarty, S.; Feinberg, R.; Rhee, E.Y. Relationships and individuals' bank switching behavior. *J. Econ. Psychol.* 2004, 25, 507–527.
20. Irianto, H.; Haryono, T.; Haryanto, B.; Riani, A.L. The Model of consumer's switching intention from conventional food to organic food: An experimental design study. *Mediterr. J. Soc. Sci.* 2015, 6, 588–599.

