

## CONSUMER BEHAVIOUR TOWARDS FAST FOOD OUTLETS IN UTTAR KANNADA DISTRICT

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### ABSTRACT

*The fast-food industry in India has witnessed significant growth, replacing traditional foods as a result of changing lifestyle patterns. This paper explores the consumer behaviour towards fast food in Uttar Kannada district, focusing on factors influencing their choices. Drawing on the literature review, the study identifies various influencers such as home environment, educational stress, availability of fast food, and social factors. The purpose is to help fast food outlets understand consumer preferences, strengths, and areas for improvement. The research methodology involves descriptive research using primary data collection with specific objectives and secondary data from various sources. Statistical tools, including SPSS software, are utilized for analysis. The study formulates a hypothesis on the relationship between consumer preference and nutritional fact labels. Findings reveal a fascination among youngsters for Western culture, with a preference for ethnic dishes with nutritional value. Respondents offer valuable suggestions for improving product and service quality. In conclusion, the shift towards fast food consumption is attributed to urbanization, increased disposable income, awareness, and a fascination with Western culture.*

**Keywords:** Brand Loyalty, Consumer Behaviour, Consumer Perception, Consumer satisfaction, Fast Food.

### INTRODUCTION

The Indian economy was a traditional economy with majority of people having a preference towards home cooked food, which consist of nutritional value. This was a major challenge to global fast food to setup their business in India. In the present scenario, traditional food is replaced by fast foods. Due to the 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 globalisation, various branded fast-food chains came into existence in the form of franchise, which created a boom to Indian economy. Every business depends on their consumers in order to sustain in business environment. So, the global retailers have to compete with the Indian

retailers who offer traditional foods according to their tastes at affordable price. In order to grab the attention of Indian consumers, fast food industry adapted Indian style of cuisines, which in turn leads to a huge success.

Fast Food industry is a type of industry that serves fast food cuisine and table service is minimal in nature. It offers a limited and sophisticated menu, food will be cooked in advance in bulk quantity, will be well cooked and packed to serve dine in or takeaway delivery to their customers. The concept of ready cooked food is accustomed by urban developments.

Fast food will be prepared with the help of several equipment for maintaining uniqueness, consistency in tastes, incessant service in order to grab attention toward their products. Homes in cities will not be much equipped with adequate space or food court facilities. Therefore, instead of installing all the required equipment, customers started to prefer fast food, which will be available at a reasonable price. During post World War II, American economy was boomed that Americans began to spend as per their standard of living. When both men and women (couples) 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, as but now more than a common occurrence it has become necessity because people would like to prefer inexpensive and fast food for both lunch and dinner. The traditionally family dinner is replaced by fast food.

## **LITERATURE REVIEW**

Few studies conducted in respect of Family Climate and Academic Achievement and are as under:

Devyani, P (2013) attempted to describe the impact of fast-food consumption towards consumers health in Telangana city. This study reveals that people tends to eat out pizza at fast food outlets for leisure without considering the nutrient label fact. So, this study suggested that fast food i.e. pizza manufacturers should increase the proportionate of vegetables and energetic Indian spice mixes considering the health point of view.

Kara et al., (1997) scrutinized about the consumers opinions and feelings towards fast food outlets regarding two countries USA and Canada. The results of the study revealed that perception, tastes and spending habit of people will be differed between two countries i.e. USA and Canada. Each country people will have their own style of eating habits, so that tastes and

preference regarding selection of fast food will be differed in terms of age group, spending habits, culture, social factors. It was analysed that preparation and consumption pattern of fast food will be different from one country to another even though fast-food outlet are of a single franchise.

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 show an impact towards a fast-food habit which in turn leads to a strong buying decision.

## **OBJECTIVES**

The main purposes of the study are:

- To study consumer behaviour toward fast food in a district.
- To identify the factors influencing the choice of consumer for fast food in Uttar Kannada district.
- To identify the effect of healthy fast foods on consumer purchase decision.
- To analyze consumer spending behaviour and preference towards fast food in a district.

## **HYPOTHESIS**

H0: There is no significant relationship between preference and nutritional fact label in Uttar Kannada district.

H1: There is significant relationship between preference and nutritional fact label Uttar Kannada district.

## **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. Descriptive Research is used in this analysis to measure consumer experience, which in turn leads to customer satisfaction.

**Sources of Data collection:** Primary data are collected with specific set of objectives to assess buying behaviour of consumer. The firsthand information was collected from respondents of Uttar Kannada district by forwarding structured questionnaire through Google forms.

Secondary data is readily available data from different sources including websites, journals, articles, magazines etc.

**Sampling Design:** Random sampling has been used because the selection of units from the population has been done randomly by visiting outlets and convenience sampling was done based on availability and accessibility by forwarding questionnaire through Google forms at convenient level.

**Population and sampling units:** Research and survey activities have been done for the population of Uttar Kannada district. In order to know buying behaviour towards fast food products and services in Uttar Kannada district. Research has been done for both male and female candidates who prefer fast food.

**Sample size:** Sample size is the amount of sampling units chosen from population; here the sample size is 200.

**Statistical design:**

- The data collected is represented in a tabular form and analysed using statistical tools such as percentage analysis.
- SPSS software is used to determine the relationship between two variables.
- The data is presented through percentage and bar chart analysis, which helps to judge the level of consumer behaviour by indicating variables in accurate manner.

## **INTERPRETATION OF RESULTS**

The data collected is represented in a tabular form and analysed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables. The data is presented through percentage and bar chart analysis, which helps to judge the level of consumer behaviour by indicating variables in accurate manner. In this paper, some survey data explain is given below:

**Table No. 1:**  
**Age of respondent**

Age of respondent	Frequency	Percentages
Below 18 years	18	9%
18-25 years	120	60%
25-30 years	36	18%
30-40 years	8	4%
40 years and above	18	9%
<b>Total</b>	<b>200</b>	<b>100%</b>

(Source: field survey on Uttar Kannada district)

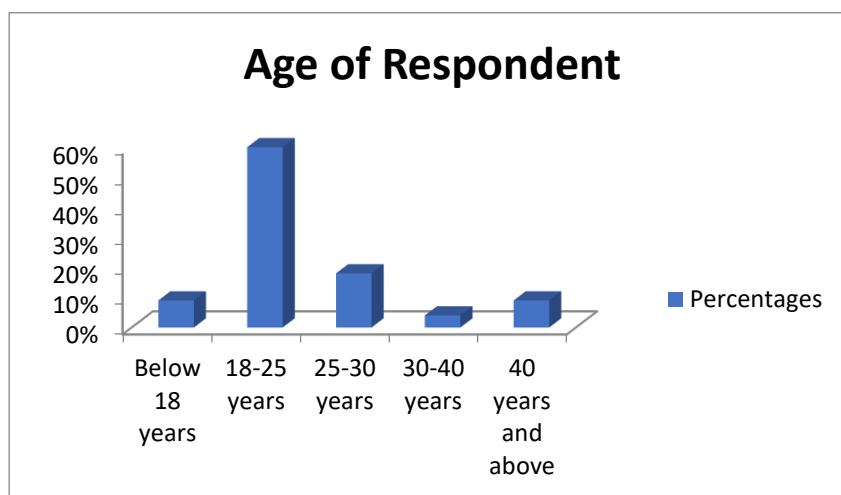


Fig. 1 Age of respondent

**Interpretation:** In this paper to analysed that out of 200 respondents, 9% of respondents are below 18 years, 60% of respondents are between 18-25 years, 18% of respondents are between 25-30 years, 4% of respondents are between 30-40 years and 9 % of respondents are 40 years and above.

**Table No. 2:**  
**Use of fast food by respondent**

Scale	Frequency	Percentages
Yes	47	23.5%
No	76	38%
No response	77	38.55%
<b>Total</b>	<b>200</b>	<b>100%</b>

(Source: field survey on Uttar Kannada district)

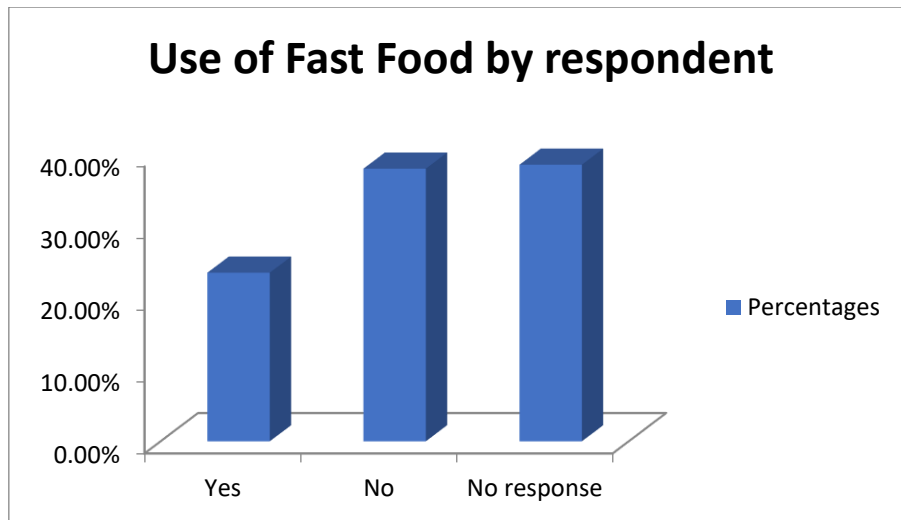


Fig. 2 Use of fast food by respondent

**Interpretation:** This paper to analysed that out of 200 respondents, 23.5% of respondents vote yes, 38% of respondents vote no, 38.55% of respondents vote for some time.

**Table No. 3:**

**Factor influence on fast food by respondent**

Factor influence	Frequency	Percentages
Taste and quality	137	68.5%
Price	63	31.5
<b>Total</b>	<b>200</b>	<b>100%</b>

(Source: field survey on Uttar Kannada district)

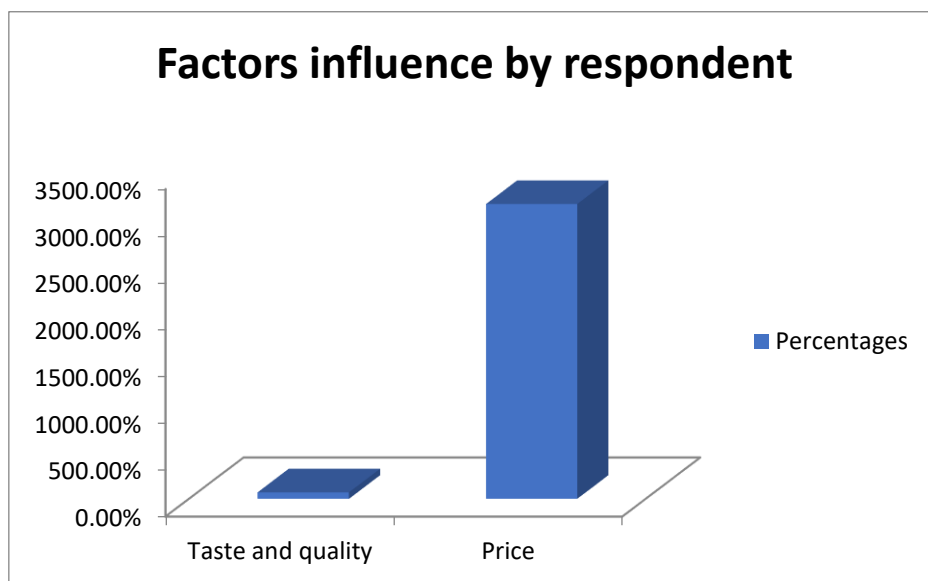


Fig. 3 Factor influence on fast food by respondent

**Interpretation:** It can be analysed that majority of respondents will be influenced by taste

and quality when they decide to eat out i.e.68.5percentage. Price is the second most important factor, which influence customers to visit fast food outlet i.e.31.5percentage. All the factors become secondary until taste, quality and price are met.

**Table No. 4:**

**Amount spent on fast food by respondent**

Amount spent by respondent	Frequency	Percentages
below Rs 200	46	23%
Rs 200-500	93	46.5%
Rs 500-1000	44	22%
above Rs 1000	17	8.5%
<b>Total</b>	<b>200</b>	<b>100%</b>

(Source: field survey on Uttar Kannada district)

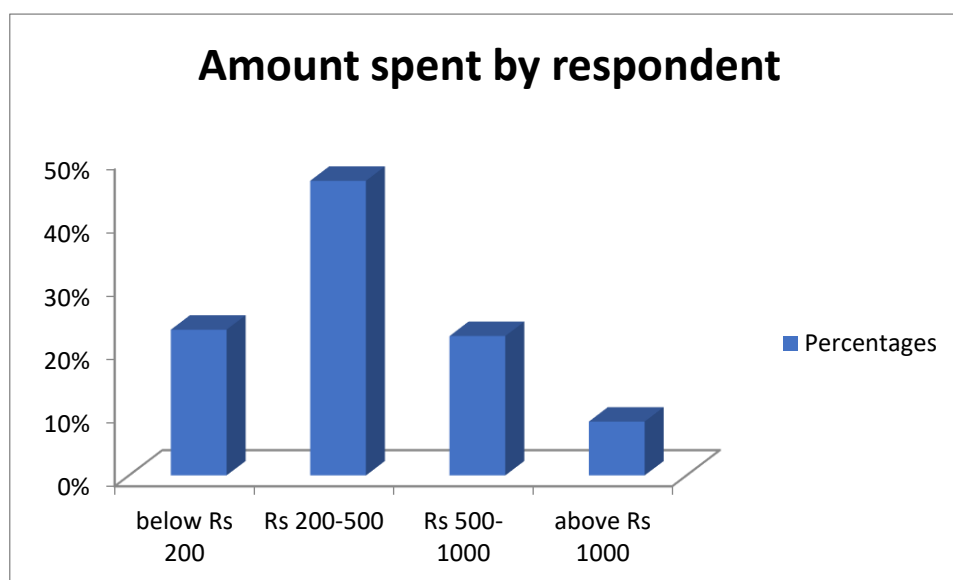


Fig. 4 Amount spent on fast food by respondent

**Interpretation:** It also analysed that 46.55% of respondents spend average between Rs 200-500 per visit, 23% of respondents spend below Rs 200, 22 % of respondents spend between Rs 500-1000 and 8.5% of respondents spend above Rs 1000.

Moreover, with a P-value of 0.045, the analysis in this research revealed a moderately positive and statistically significant correlation between preference and the nutrient fact label. Consequently, H1 was supported, indicating that consumers exhibit a higher preference for nutrient fact labels. The positive correlation underscores the significant relationship between preference and nutritional fact labels.

## **FINDINGS OF THE STUDY**

- The main finding of the study is that the majority youngsters are fascinated towards western culture.
- From the analysis it can be said that majority of respondents will be influenced by taste and quality when they decide to eat out. Price is the second most important factor, which influence customers to visit fast food outlet. All the factors become secondary until taste, quality and price are met.
- Through various tests conducted between variables it is proved that preference is having significant relationship with nutritional fact label.
- Majority of respondents tend to prefer ethnic style dishes which consists of nutritional value, which is a part of healthy diet lifestyle.

## **CONCLUSION**

From the above survey, we can draw conclusions that due to urbanisation, 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. Right from kids to oldies have sense of awareness about different fast-food brands through attractive promotions. Pricing factor is important because people tend to prefer good quality products at affordable price. Through various tests conducted between variables it is proved that there is a relationship between preference and nutritional fact label. Since they happen to consume most of the meals outside their homes, they expect food to be healthy and nutritious.

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