

Customer's Attitude Towards Fast Food Culture in Namakkal District

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ABSTRACT

Currently market growth is increasing by the rising young population, working women, hectic schedules and increasing disposable income of the middle-class households. India is in the midst of the restaurant revolution. Fast food is one of the world's largest growing food types. India's fast food industry is growing by 40 per cent every year and generated a billion dollars in sales by 2005. The term fast food is use for the food which can be prepared and served quickly than any other meal, minimum preparation time is considered for fast food, generally this term refers to food sale in restaurants and stores with low time preparation and served to customers in form of packaged for take away. The main objectives of the study focused on customer attitude towards fast food items influencing factors for preference and satisfaction level. The paper depends on primary data as well as secondary data. The study used to evaluate attitude and level satisfaction of customers for a given period of time by the method of percentage and Chi square test. This study analyses two dimensions like development of fast food entrepreneurs and the consumers' attitude, behavior, satisfaction level and service quality of restaurants. The study concludes that children's responses reveal that children agree that TV advertisement. But at the same time they realize that advertisements persuade people to shop for unnecessary things,

advertisement just highlight the positive attributes of the product, completely hiding the negative aspects. Children's understanding and liking of TV advertisement their involvement in product decisions, parental mindset and guidance to children, brand advertising, features that add to brand equity.

**Key words :** *Customer attitudes, Fast food , Restaurant , Industry, Advertisement, Children, Brand equity, Qualities.*

## INTRODUCTION

Fast Food plays an important role in everyone's day-to-day life. The Indian fast food market has been witnessing rapid growth on the back of positive developments and presence of massive investments. In India alone the fast food industry is growing by 40 per cent in a year. McDonald's is located in 120 countries and on 6 continents and operates over 31,000 restaurants worldwide. The revenues of hotel and restaurant industry in year 2006-2007 increase of nearly 22 per cent The success or failure of fast food industry is based on some factors like Promotion, Service quality, Customer expectations, Brand, Physical Environment, Price, and Taste of the product. Almost all the world's big fast food brands have succeeded in making their presence felt in the country and most of them are posting appreciable growth. Consequently, all the popular fast food chains have chalked out massive plans for expanding their business and presence throughout the country. Foreign fast food chains are aggressively increasing their presence in the country. For instance, Domino's opened 60-65 outlets in the year 2010-12 while Yum Brands is also preparing for massive expansion across the country with plans to open 1000 fast food outlets by 2015. The Pizza Hut had 143 stores across 34 cities in India in the year 2012.

The eating habits of people are changing the style of cooking and the ingredients used increased the popularity of Indian food. Indian fast food had experienced tremendous changes, with the rapidly growing middle class population and changing life style, India is blessed with one of the fastest growing fast food markets in the world. People have started practicing the different cooking style and adopted eating habit. Unlike the olden days where man used to have his food lavishly and slowly, the present trend changed the habits of food which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Fast food concepts developed rapidly in last few years in Tamil Nadu.

The trend is radically changing the way people eat in India based on rising disposable income, changing consumer behavior and favorable demographics. Additional reasons include

exposure to western cuisine, the rising number of nuclear families and growth in the number of employed women, which are also having a significant impact on the eating out trend and growth of the fast food industry in the country. Fast food trend is showing the globalization of India and increase of new markets not witnessed in India before. With increasing number of people eating out the industry offers major opportunities to the players to capture a larger consumer base. As a result of the trend, all the international food players like Pizza Hut, Dominos, McDonalds and KFC are investing huge amount of money to grab a share of this highly lucrative market. However, with the changes in the economy of the country and injection of modern employment from the West, the home food market has now changed to non-home food Market. Eating at home remains very much ingrained in Indian culture and changes in eating habits are very slow moving with barriers to eating out entrenched in certain sectors of Indian society. The growth in nuclear families, particularly in urban India, exposure to global media and Western cuisine and an increasing number of women joining the workforce have had an impact on eating trends. Fast food is one of the world's largest growing food types in India.

#### STATEMENT OF PROBLEM

Consumption of these beverages is on the rise in the growing children who nowadays take it as a part of regular diet or a good partying option that is readily available to them. Even after the reports by CSE about the findings of pesticide residues nothing much has been done to curb this menace. Burgers, pizzas and the fast foods, force their way as an essential diet as most of these commercials are advertised as a diet complete food. The rise in fast food consumption, and eating meals out, has led to a significant caloric intake over the past few decades. In many households, both parents work, meaning there's little time to prepare elaborate meals each night, and all these junk foods are easily accessible to the school going kids. Fast food chains often target their advertising at children and teenagers or the young who more or less have the required purchasing power and who most of the time influence the purchasing behavior of their parents and who can become the target market for their products for a long time to come. A recent World Health Organization (WHO) report has highlighted that cardiovascular diseases are even now more numerous in India and China than in all the economically developed countries in the world added together. In such an alarming scenario, it is crucial time to create awareness among them

society, exclusively for the Parents to understand the severity of the health hazards among children, influenced by the 'Television Food Advertisements'.

## REVIEW OF LITERATUR

Wake et al ( 2003)Parents report amounts of television viewing (average 15 hours/week) among their children, including preschool and early school-aged children . the latter study also included time spent in computer-based activity, which was still much less than time spent watching television . Additionally, results from a survey of frequency and type of leisure activities of a sample of more than two million 5 to 15- year-old.

Kelly et al. (2016) conducted a study with an objective to compare television food advertising to children in several countries. They undertook collaboration among 13 research groups in Australia, Asia, Western Europe, and North and South America. Each group recorded programming for 2 weekdays and 2 weekend days between 6:00 and 22:00, for the 3 channels most watching by children, between October 2007 and March 2008. They classified food advertisement as core (nutrient dense, low in energy), noncore (high in undesirable nutrients or energy, as defined by dietary standards), or miscellaneous. There also categorized thematic content (promotional characters and premium). The food advertisement composed 11 per cent to 29 per cent of advertisement. Noncore foods were featured in 53 per cent to 87 per cent of food advertisements, and the rate of noncore food advertising was higher during children's peak viewing times.

## OBJECTIVES OF THE STUDY

- To evaluate the customers, behavior, attitude and level of satisfaction towards Fast food products in Namakkal town.
- To study the factors influencing the preference of fast food restaurants in Namakkal town
- To analysis the customer service and customer retention of fast food industries in Namakkal town
- To offer suggestions for the betterment of quality of services provided by the fast food centers to the customers.

### SCOPE OF THE STUDY

Namakkal District is one of the important Districts in Tamil Nadu. All types of income people are staying there. The study mainly focused on development of fast food industry and customers attitude towards fast food restaurants. Several thousands of people get employment directly as well as indirectly in fast food industry. This study analyses the fast food entrepreneurs' development covering hotels, street fast food center, semi fast food center and well-furnished fast food centers. The quality, taste and hospitality are the main factors behind the success of fast food industry. The focus of the study is on the factors influencing consumer buying behavior of fast food products and the attitude of the consumer about product, price, quality, taste and preference. The study also deals with service quality and reliability of the restaurant. Namakkal town has more fast food stalls, hotels, restaurants equality like all kinds of people the rich, moderate and poor.

### RESEARCH METHODOLOGY

A Study on the Development of Fast Food Industries and Attitude of Customer's towards Fast Food Culture in Namakkal Town. The study is dependent on 120 of the sample respondents. It provides the information on the research design, sampling techniques and statistical tools used. It also exhibits the Hypothesis formulated in the study. The primary data were collected directly from the consumers residing in Namakkal town. The researcher also collected the secondary data from various books, journals, magazines etc to use them in the appropriate places in the study. Data for the study is collected through convenience sampling which come under non-probability sampling method. To analysis the data which has been collected by the researcher, the tools of analysis were employed are simple percentage analysis and Chi square test.

### ANALYSIS AND INTREPRETATION

#### ASSOCIATION BETWEEN PRICE CHOSEN FAST FOOD OF THE RESPONDENTS AND THEIR ATTITUDE

A D V E	ATTITUDE	Total
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	Strongly Agree	Agree	Disagree	Strongly Disagree	
Pizza	19	9	6	9	43
	14.69	12.54	8.6	7.16	
Noodles	13	20	14	5	52
	17.8	15.16	10.4	8.66	
Chicken Sandwich	3	4	1	2	10
	3.41	2.91	2	1.66	
Egg Rolls	6	2	3	4	15
	5.12	4.37	3	2.5	
<b>Total</b>	41	35	24	20	120

Chi-Square Value: 16.249

Degree of Freedom: 9

Table Value: 16.919

Result :

From the above table that the calculated Chi-square value (16.249) is less than the table value (16.919) and the result is significant at 5% level. Hence, the hypothesis is accepted. From the above analysis, it is concluded that there is no association between price chosen fast food of the respondents and their attitude.

#### FINDINGS

- Out of 120 respondents, 45 belonged to the age group 20-25 years.
- Most 82% of the respondents more than 4 hours watch the television in a day.
- Maximum 41% of the respondents taste the factors influencing choice of fast food.
- Mostly 72% of the respondents Rs below 500 spent for fast food product per month.
- 72% of the respondents evening 4-6 buy fast food.
- 52% of the respondent's children in your family.
- Most of the respondents (44%) cartoon children favorite channel.

- Based on the chi- square test there is no association between advertisement on TV of respondents and their attitude.

### SUGGESTIONS

In recent years children's market has become very important to manufacturers and marketers, even for goods traditionally targeted at adults. Exorbitant amounts are being spent on advertising to reach this segment. There are many aspects that make children an important segment. Children indulge in independent shopping at a much younger age than the earlier generations, and have an increasing influence on their families' purchase (though their contribution varies by product category). The variety and number of products targeted at them have increased incredibly, but marketing to them is no child's play. Children's understanding and liking of TV advertisement, their involvement in product decisions, parental mindset and guidance to children, brand advertising, features that add to brand equity.

### CONCLUSION

The findings relating to children's responses reveal that children agree that TV advertisement are their learning advertisement as they watch advertisement regularly so they get informed about products and their knowledge about available product portfolios is far deeper and wider than their parents, while shopping they give advertisement a consideration and their many daily and occasional purchases are influenced by TV advertisement. But at the same time they realize that advertisements persuade people to shop for unnecessary things, advertisement just highlight the positive attributes of the product, completely hiding the negative aspects. Manufacturers and marketers should take note that children have an overall positive towards TV advertisement but are not carried away by them easily.

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