

RECENT TREND IN FAST FOOD RETAILING IN MANGALURU

Mrs. Caroleena Janefer*

Ms. Maria Rodrigues **

*St Aloysius college mangaluru, Email: janefer_caroleena @rediffmail.com

**St Aloysius college mangaluru, Email: janefer_caroleena @rediffmail.com

ABSTRACT

Today the youthful era as well as individuals from all age gathering request fast food in their regular dietary patterns. Fast food businesses have obtained a spot in individuals' life is such that requesting the fast food thing or going by the outlet of fast food thing depicts an image of higher expectation for everyday comforts in the general public for the everyone, benefitting their administrations. Various huge brands of Quick administration Restaurant are contending among themselves in the Indian market. Some of them incorporates pizza hut, McDonalds, subway. These fast food restaurant offer number of administrations including happy offers, combo offers, free conveyance on every buy and numerous more which attracts more purchasers towards these outlets. This paper will examine Consumer knowledge and perception about fast food and also find out various factor influencing purchase of fast food.

Keywords: junk food, buying habits, consumer

Introduction:

Another section began in the Mangalore's history with the passage of shopping centres culture here a couple of years' back. These shopping centres have been effective in pulling in huge crowd. Malls are also successful in creating a market for the foreign food. A new type of food culture is setup in the city after these developments. Many fast food restaurant has entered the city after analyzing all the positive and negative factors and satisfied with it's feasibility. Mangalore is the only district headquarters which enjoys global connection to a great extent. A large number of foreign students come here for their educational purposes as this city is known for engineering and medical colleges. There is growth in economy through IT sector and call centres which contributed immensely for the promotion of fast food culture in the city.

Key Challenges in Food Retailing

- Penchant for fresh/home-made and value consciousness

The Indian consumer, unlike his western counterpart, has a penchant for freshly cooked food over packaged food. This is a result of dietary patterns, poor electricity supply, low penetration of refrigerators and a family structure where one of the primary roles of the housewife is feeding the family. The Indian consumer is extremely value conscious. A TSMG study indicates that packaged food players need to drive down prices by almost 35-40% to be comparable on cost with home made food.

- Diversity of tastes and preferences

Multiple cultures, languages and religions have a huge bearing on the tastes and preferences

of the Indian consumer. This will pose a challenge for players aspiring to develop a pan Indian presence.

- Willingness to travel

Given the current density of retail outlets in India, retailers will have to motivate the consumer to trade convenience with price, range and ambience.

Supply Side

- Sourcing base and efficiency

The fragmented agri supply base coupled with an inadequate legal framework make it difficult for retailers and food processors to procure quality produce at competitive costs directly from farmers. The small size of the food processing industry further limits the supply options.

- Real estate availability and cost

Rentals account for 7-7.5% of the total costs for organized retail in India against global benchmarks of less than 3%. Real estate availability and costs will continue to remain a challenge in the retail industry with factors like adequate parking, ambience and proximity being the key drivers of footfalls.

- Manpower availability

As organized retail expands, there is expected to be a dearth of skilled manpower. The lack of institutions and courses for different aspects of retail management will have an impact on the overall supply of quality manpower.

- Big becoming bigger

Globally, retailers have realized that size drives profitability, not just through economies of scale in operations but also through higher bargaining power leading to better margins. While many players are entering the retail space in India currently, the growth stage will be characterized by rapid expansion and consolidation among these players.

- Rise of organic foods and health and wellness segment

Consumer attitudes and preferences are undergoing a shift owing to factors like increased disposable incomes, changes in lifestyle patterns, shift in age structure, increased number of working women and multi cultural exposure. These would lead to increasing health consciousness in the future. Organic foods and wellness products would be emerging opportunities in the years to come.

- Increasing focus on private labels

As competition in the organized retail market increases, discounts and promotions are expected to play a critical part in generating footfalls. To counter the impact on profitability, organized players will find it more attractive to promote private labels or store brands given

their higher margins. The consumer too would benefit from lower prices

source: STRATEGIC MANAGEMENT GROUP “Emerging trends in food retailing”

Literature Review:

- Customer perceptions of services brands: A case study of the three major fast food retailers in the UK by Jones, Peter ,Shears, Peter Clarke-Hill, Colin, Management Research News (2002): page 41-49. Authors revealed that there are a wide mixed bag of components in the UK's retail providing food industry however fast food is maybe the most conspicuous, the most element and the most a quickly developing. While there are varieties in the particular styles embraced by the fast food administrators various general characterizing attributes can be recognized. clients have an unmistakable distinguishment of the general brand picture of every one of the three fast food organizations. All the more particularly each of the three organizations was seen to have an unmistakably centered position inside the UK fast food market and to be fruitful in imparting their image to clients. The subject of brand qualities was for the most part seen in two ways. Firstly, McDonalds, Burger King and KFC were all plainly seen to give quality to cash dinners and furthermore, yet all the more insignificantly, the brands were related to a dynamic responsibility to group qualities and group exercises.
- “Influences on food choices of urban Chinese teenagers” by Veeck, Ann; Grace Yu, Fang; Yu, Hongyan; Veeck, Gregory; W. Gentry, James Publication title ‘Young Consumers’, Volume 15. Issue 4. Pages 311-296, 2014, Emerald Group Publishing, Limited Author has opinion that- individual, family, companion and retailer - may meet to influence the eating practices of Chinese youths, as they explore an extraordinary training timetable amid a period of quickly changing social qualities. Diverse standards of nourishment decision - sustenance, sustenance wellbeing, taste, self-perception, value, accommodation, imparting, fellowship and fun - are evoked by social setting and simultaneous exercises of the teen .Study also revealed that rapidly changing food environment, food retailers are creating alliances with teenagers to meet needs of convenience, speed, taste and social interaction.
- “FOOD AND RETAIL CHAINS IN INDIA” by Professor N. Viswanadham, Institute of South Asian Studies No. 15 – Date: 6 October 2006.
Author has opinion that processed food is an elitist item and it is taxed heavily. It has become more expensive than fresh food which is a paradox. Large scale processed food production and distribution to a one billion strong population will create the economies of scale and would reduce the costs of final delivery. Further rising per capita incomes, changing life-styles and a growing younger population with preference for convenience food are the driving factors for this sector. Moreover, with liberalization of trade in the post-WTO regime, India has the opportunity to export agricultural and food products to the world
- “A Study of Growth of Fast Food Industry with Reference to Shift in Consumer’s Buying Habits in Nagpur City” by MinalKashyap1, KomalKashyap2, Dr. Anil Sarada, International Journal of Application or Innovation in Engineering & Management (IJAIEM) ISSN 2319 – 4847 According to the study it is broke down that purchasers in the today's business are more

intrigued to western culture and increment in the offices offered by fast food administrations driving the development of the business. The recurrence of going to the fast food outlets relates with the times of the purchasers and the wage influences the ways of managing money of a single person. Where as youthful grown-ups having lesser measure of cash as their pocket cash moves to the fast food outlets which is altogether boosting the business sector estimation of fast food industry. The second side of the coin is been reviewed and discovered that fast food things harming human wellbeing and may prompt weight, overabundance fat and genuine illnesses. Respondents are of the assessment that the fast food industry ought to include the act of utilizing the sound and nutritious sustenance things.

Research Designs and Methods:

This study is basically an exploratory research to give an insight into the trends that has increased the fast food consumption. The data were gathered by primary data collection method through personally administered questionnaires and a consumer survey has been conducted to study the scope to consumer psychographics has an impact on fast food choice.

Sampling Technique:

The technique of sampling used in this study was convenience sampling method because it was a feasible alternative, due to the limitation of time and conveniences in order to find adequate respondents.

Objective of the Study:

The paper has been prepared with the following objectives.

- To understand Consumer knowledge and perception about fast food.
- To find out various factor influencing purchase of fast food.

Data Analyses and Interpretation

1.gender	No of respondents
Male	70
Female	30
2.extent to which respondents' pay attention to health	
mental wellbeing	23
Sports	50
Nutrition	12
social wellbeing	15
3.fast food restaurant they visit regularly	

KFC	36
McDonalds	23
Subway	7
Pizza hut	34
4.in respondents opinion restaurant that has best commercial	
KFC	39
McDonalds	50
Subway	4
Pizza hut	7
5.person who motivates to purchase.	
Friends	58
Parents	0
Media	42
6. how often they eat fast food	
Monthly	48
Weekly	47
Everyday	5

- Most of the respondents were male and they gave more importance to sports
- Most of the respondents consumed fast food every month and they are influenced by their friends to consume fast food and most of the consumer visit KFC
- Respondents also feel that Mc Donald's have best commercial

U mainly eat fast food because it is often the quickest

Research hypothesis: mainly eat fast food because it is often the quickest

H0: there is no relationship between fast food and fast delivery

H1: there is relationship between food and delivery

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
s	4	0.2 (20)	-16.00	256.00	12.80
s	15	0.2 (20)	-5.00	25.00	1.25
s	27	0.2 (20)	7.00	49.00	2.45
ss	50	0.2 (20)	30.00	900.00	45.00
s	4	0.2 (20)	-16.00	256.00	12.80
					74.300

The Chi² value is 74.3. The P-Value is < 0.001. The result is significant at p=≤0.05 There is relationship between food and delivery

Do u think fast food restaurant are clean

H0: there is no relationship between fast food restaurant and cleanliness

H1: there is relationship between fast food restaurant and cleanliness

<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>	
s	8	0.2 (20)	-12.00	144.00	7.20
s	19	0.2 (20)	-1.00	1.00	0.05
s	58	0.2 (20)	38.00	1444.00	72.20
s	13	0.2 (20)	-7.00	49.00	2.45
s	2	0.2 (20)	-18.00	324.00	16.20
					98.100

The Chi² value is 98.1. The P-Value is < 0.001. The result is significant at $p \leq 0.05$. There is relationship between fast food restaurant and cleanliness

Large enough to have fun

Research hypothesis: mainly eat fast food because it is large enough to have fun

H0: there is no relationship between fast food and fun

H1: there is relationship between food and fun

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Strongly disagree	3	0.1 (10)	-7.00	49.00	4.90
disagree	5	0.1 (10)	-5.00	25.00	2.50
neutral	18	0.1 (10)	8.00	64.00	6.40
agree	54	0.35 (35)	19.00	361.00	10.31
Strongly agree	20	0.35 (35)	-15.00	225.00	6.43
					30.543

The Chi² value is 30.543. The P-Value is < 0.001. The result is significant at $p \leq 0.05$. there is relationship between fast food restaurant and fun.

Fast food restaurant are delicious

Research hypothesis: mainly eat fast food because it is often delicious

H0: there is no relationship between fast food and taste

H1: there is relationship between food and taste

	<i>Observed</i>	<i>Expected</i>	<i>Difference</i>	<i>Difference Sq.</i>	<i>Diff. Sq. / Exp Fr.</i>
Strongly disagree	7	0.1 (10)	-3.00	9.00	0.90
disagree	5	0.1 (10)	-5.00	25.00	2.50
neutral	27	0.1 (10)	17.00	289.00	28.90
agree	35	0.35 (35)	0.00	0.00	0.00
Strongly agree	26	0.35 (35)	-9.00	81.00	2.31
					34.614

The Chi² value is 34.614. The P-Value is < 0.001. The result is significant at $p \leq 0.05$. there is relationship between fast food restaurant and taste.

Table showing relationship between various factor.

Factors	mean	Standard deviation	Coefficient of variation
Quick	20	19.27	96.35
Clean	20	22.15	111
Fun	20	20.45	102
delicious	20	13.26	66.3
Advocate to others	20	10.77	53.85

The utilization of fast food among youth was discovered to be ascending notwithstanding of their low nutritious status. Concerning assessment of the respondents on whether the utilization of quick nourishments was because of quick service, clean or fun it was discovered that dominant part of respondents were undecided about their perspective point while some consented to this. This could further be deduced from the mean estimation of 20 and coefficient of variety of 96.35,111 and 102 percent. It can be presumed that fun and taste is most imperative element when contrasted and quickness and cleanliness

Implications of the Study:

Study clearly shows that consumers do not visit these outlets primarily for food but for fun, change and social reasons as most of them prefer other food over the fast food. Further, information about hygiene and nutrition value of the fast food must also be communicated to the consumers. Thus, in nutshell, there is need to focus On the food contents by the fast food marketers.

Concluding Remarks:

Purchaser acknowledgement of sustenance served by fast food outlets is discriminately imperative for the future development of fast food outlets in any economy. Customers especially youth visit fast food outlets for no particular reason, change or amusing their companions however positively not as a substitute of home made nourishment. In view of the examination and results, we can say that with more worthiness of fast food outlets and change in way of life, rivalry among fast food outlets concerning quality of food and client service will be more conspicuous in the days to come

Reference:

1. Dr. LathaRajendra Kumar*, Dr.Grrishma B*, Mrs. Umarani,J**, Mr. Anwar AmemarSoofi*, Mr. Kevinpinto*, Mr.KiranRaoChavan***, Ms.PriyaReshmaAranha**, Ms.RenitaPriyaD'souza "COMMUNITY OUTREACH PROGRAM ON HEALTHY WEIGHT WEEK TO CREAT AWARENESS ON THE INFLUENCE OF BEHAVIORAL FACTORS ON BODY MASS INDEX IN SCHOOL CHILDREN ", International Journal Of Applied Biology And Pharmaceutical Technology, Vol 5 Issue-4,Dec 2014
2. "Influences On Food Choices Of Urban Chinese Teenagers" By Veeck, Ann; Grace Yu, Fang; Yu, Hongyan; Veeck, Gregory; W. Gentry, James Publication Title 'Young Consumers', Volume 15.Issue 4.Pages 311-296,2014,Emerald Group Publishing, Limited
3. Customer Perceptions Of Services Brands: A Case Study Of The Three Major Fast Food Retailers In The UK By Jones, Peter ,Shears, Peter Clarke-Hill, Colin , Management Research News (2002): Page 41-49
4. "FOOD AND RETAIL CHAINS IN INDIA" Byprofessor N. Viswanadham, Institute Of South Asian Studies No. 15 – Date: 6 October 2006
5. "A Study Of Growth Of Fast Food Industry With Reference To Shift In Consumer's Buying Habits In Nagpur City" By Minalkashyap1, Komalkashyap2, Dr. Anil Sarda, International Journal Of Application Or Innovation In Engineering & Management (IJAIEM) ISSN 2319 – 4847.
6. The International Journal Of Engineering And Science (IJES) ||Volume|| 2 ||Issue|| 1 ||Pages||353-359||2013|| ISSN: 2319 – 1813 ISBN: 2319 – 1805 Www.Theijes.Com THE IJES Page 353 " Prevalence Of Fast Food Intake Among Urban Adolescent Students" By Dr. NaheedVaida 1,Associate Professor Institute Of Home Science University Of Kashmir Hazratbal, Srinagar, 190006.
7. Consumer Perception About Fast Food In India An Exploratory Study By Anita Goyal And N.P. Singh,Emerald