

## **“A STUDY ON CONSUMERS CHANGING CONSUMPTION HABITS, PREFERENCE & SATISFACTION TOWARDS FAST FOOD CENTRES”**

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**Abstract** :Food is one of the basic need of every human being. The traditional concept of food was cooking food at home which has now being taken by the fast food restaurants. In India the fast food restaurant is one of the growing industry. McDonald, KFC, Pizza Hut and Domino's are the well known brands. The fast food restaurants provide shelter and quick service. The research paper aims to analyse the changing consumption habits of consumers, Why they prefer and also their perception and satisfaction level towards fast food centres. From the study it has been found that the respondents are satisfied with the quality, taste and services provided by the fast food centres. They go to centres for variety of foods available. Respondents go weekly and spend 500-1000 rupees and they mostly go for celebrations

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**Keywords:**

fast food  
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**1. Introduction** Fast food was introduced in the beginning of the XXth century and has become popular all over the world. A fast food restaurant, also known as a quick service restaurant (QSR) within the industry, is a specific type of restaurant that serves fast food cuisine fast and has minimal table service. Arguably, the first fast food restaurants originated in the United States with A&W in 1919 and White Castle in 1921. Today, American-founded fast food chains such as McDonald's (est. 1940) and KFC (est. 1952) are multinational corporations with outlets across the globe. The topic of fast food can be observed and judged from different sides: positive and negative. To begin with, fast food is a great invention for busy people who do not have a possibility to waste time on cooking and can buy quite a nice big portion of food for a small sum of money. Fast food is the food that can be prepared and served very quickly. This kind of food is sold at the restaurants and stores and served to the customer in a packaged form for take-out/take-away. On the other hand, fast food is severely criticized by different people, especially representatives of the sphere of health and medicine. They try to convince people to avoid eating fast food, because it contains too much fat and substances which are harmful for human body. The results of fast food consuming are obesity and numerous heart diseases. No time? People always have time for what they consider important, and what is more important than your health? Home-cooked food contains better ingredients, and you know what you're eating Diets won't change significantly, "until we start changing the relative price of food," making nutritious food more affordable”.

**2. Research Method** The questionnaire was administered face to face to 30 respondents. The questionnaire comprises of 3 sections. The first section contains questions on demographic characteristics and some general information. The second section consists of questions assessing the changing consumption habits of consumers and preference. The third section consists of questions related to satisfaction of consumers towards fast food

Sources of data collection:

The data have been collected through primary and secondary sources –

Primary data is collected from the following:

- Sample Area : Solapur (Maharashtra)
- Sample Size : 30 respondents

- Sample Method: Questionnaire.

Secondary data is collected from the following:

- Books, Websites, E-journals, News papers

Tools: Likert Scale

Mean, Standard Deviation

### 3. Results and Analysis

**Table 1: Demographic details of respondents**

<u>Age of respondents</u>	<u>No of respondents</u>	<u>Percentage</u>
Under 20	4	13
21 to 35 years	9	30
36 to 50 years	7	23
51 to 65 years	8	27
66 to 80 years	2	7
Above 80		
<b>Total</b>	<b><u>30</u></b>	<b><u>100.00</u></b>
<u>Sex</u>	<u>No of Respondents</u>	<u>Percentage</u>
Male	19	63.33
Female	11	36.66
Total	<b><u>30</u></b>	<b><u>100.00</u></b>
<u>Occupation</u>	<u>No of Respondents</u>	<u>Percentage</u>
Student	6	20
Salaried	9	30
Self employed	6	20

Retired	1	3
Business	5	17
Housewife	3	10
<b>Total</b>	<b>30</b>	<b>100.00</b>
<b><u>Educational Qualification</u></b>	<b><u>No of respondents</u></b>	<b><u>Percentage</u></b>
Less than SSC	2	7
SSC	-	-
HSC	7	23
Graduate	13	43
Post Graduate	6	20
PG & Above	2	7
Illiterate	-	-
<b>Total</b>	<b><u>30</u></b>	<b><u>100.00</u></b>
<b><u>Monthly Earnings</u></b>	<b><u>No of respondents</u></b>	<b><u>Percentage</u></b>
Less than 5000	1	3
5000-10000	1	3
10001-20000	8	27
20001-30000	3	10
30001-40000	5	17
Above 40000	5	17
N.A.	7	23
<b>Total</b>	<b><u>30</u></b>	<b><u>100.00</u></b>

- Out of all the respondents 66.33% are male & 36.67% are female.
- Out of all the respondents 13% are of under age 20 year, 30% are 21-35 age year and 23% are of 36-50 age years, 27% are of 51-65 age year, 7% are of 66-80 age year and 0% are of more than of 80 year.

- Out of all the respondent 7% comes under less than SSC, 23% comes under up to HSC ,43% are graduate, 20% are post graduate, 7% are above post graduate.

Out of all the respondent 3% comes under less than 5000Rs., 3% are 5000-10000,27% are 10001-20000, 10% are 20001-30000, 17% are 30001-40000 , 17% are above 40000 & 23% of them are dependent.

**Table No. 2. – Consumption Habits Of Respondents**

<b>Do you like Fast food</b>	<b>No.of respondents</b>	<b>Percentage</b>
Yes	26	86.66
No	4	13.33
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Frequency of eating Fast food</b>	<b>No. of respondents</b>	<b>Percentage</b>
Daily	6	20
Weekly	11	36.66
Monthly	10	33.33
Twice in a month	3	10
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Expenditure</b>	<b>No. of respondents</b>	<b>Percentage</b>
500-1000	20	47.61
1000-1500	8	19.04
1500-2000	11	26.19
Above 2000	3	7.14
<b>Total</b>	<b>42</b>	<b>100</b>

<b>Time of eating at Fast food centres</b>	<b>No. of respondents</b>	<b>Percentage</b>
Morning	1	3.33
Afternoon	10	33.33
Evening	19	63.33
<b>Total</b>	<b>30</b>	<b>100</b>
<b>Reason to eat at fast food centres</b>	<b>No. of respondents</b>	<b>Percentage</b>
Celebration	17	58.62
Time pass	7	24.13
Societal influence	5	16.7
All of these	1	3.33
<b>Total</b>	<b>30</b>	<b>100</b>

**Table No.2** Shows the consumption habits of the respondents. 86.66% of respondents like fast food, 36.66% of respondents go to fast food centres weekly, 33.33% monthly, 20% of respondents go daily and 10% of respondents twice a month. 47.61% of respondents spend 500-1000 on fast food, 26.19% 1000-1500, 19.04% 1500-2000 and 7.14% of respondents above 2000 rupees .There are 63.33% respondents go at evening time ,33.33% afternoon and only 3.33% morning.The majority 58.62% of respondents go to fast food centres for celebrations,24.13% timepass,16.7 societal influence and 3.335 all of the above.

**Table 3: Reasons for Consumer's Preference for eating at Fast food centre**

Reasons for Consumers preferences for eating fast food	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	Total	*Mean	SD
Taste	1 3.33%	9 30%	2 6.66%	13 43.33%	5 16.66%	30 100%	2.04	1.16
Convenience	2 6.66%	3 10%	7 7.4%	10 22.22%	8 70.37%	30 100%	3.63	1.46
Refreshments	4 13.33%	4 13.33%	4 13.33%	14 46.66%	4 13.33%	30 100%	3.33	1.3
Good services	2 6.66%	7 7.4%	12 40%	6 20%	4 13.33%	30 100%	3.2	0.89
Variety	1 3.33%	4 13.33%	7 23.33%	14 46.33%	4 13.33%	30 100%	3.53	0.99
Spend time with friends and family	7 23.33%	10 3.33%	10 33.33%	2 6.66%	1 3.33%	30 100%	2.36	1.47

\*Likert Scale for rating where 1 represents “Strongly disagree” and 5 represents “Strongly agree”.

**Table 3:**

The above table shows that the Mean & SD for Taste 2.04 & 1.16.

- Mean score of 2.04 & S.D. 1.16 This shows respondents prefer fast food mainly for taste.
- Convenience Mean 3.63 & S.D. 1.46 ,this depicts that the respondents strongly agree that they go to fast food centres according to convenience
- Mean for opinion about variety 3.53 and S.D. 0.90
- Mean for good service 3.2 SD 0.89

- Mean for refreshment is 3.33 & S.D. is 1.3 which shows that respondents prefer fast food for refreshments .
- Mean for spend time with friends and family 2.36 &SD is 1.47 which shows respondents neither agree nor disagree

**Table No. 4- Satisfaction of Respondent**

Satisfaction	Yes	No	No.of respondents	Percentage	
Service	30	00	30	100%	
Quality	30	00	30	100%	
Taste	30	00	30	100%	
Price	18	12	30	60% Yes	40% No
Hygienic	25	05	30	83% Yes	17% No

**Table No- 4**

The above table shows the satisfaction of respondents from fast food centre. 100% satisfaction with Service, Quality, Taste. 83% respondents satisfied with hygienic, 17% not satisfied. Where as 60% respondents satisfied with price , 40% not satisfied.

#### 4. Conclusion :

From “A Study On Consumers Changing Consumption Habits, Preference & Satisfaction Towards Fast Food Centres” it has been found that the respondents are the young ones who are working and have high income go weekly and spend 500-1000 rupees and they mostly go for celebrations..They are satisfied with the quality , taste and services provided by the fast food centres. They go to centres for variety of foods available.



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