



Impact of Age on the Preference for Modern and Indian Conventional Fast Food among Women: A Comparative Study

Ms. Jayanthi Vaikunth¹ and Dr. Ajay M. Bhamare²

¹Research Scholar, Ramanand Arya D.A.V. College, Bhandup, Mumbai.

²Research Guide, Ramanand Arya D.A.V. College, Bhandup, Mumbai.

Abstract

Globalisation has opened up the Fast-Food industry to offers wide variety of food delicacies from different parts of the world, catering to the taste and preference of varied class and category of people in India. This paper focuses mainly on women in Thane district and aims to understand the impact of their Age on the consumption pattern of modern and Indian Conventional Fast food. This pilot study is based on the primary data collected from 45 female respondents through structured questionnaire and the secondary data gathered from books, journals and websites. The first part of this paper focuses on the wide range of conventional as well as modern fast food offered by Indian fast-food industry. The second part of the paper throws light on the findings about the preference for conventional and modern fast-food by women belonging to different age group and concludes the impact of Age on their preferences. The scope of this study may be extended to finding out the impact of other demographic factors on the consumption pattern of fast food.

Keywords: Age, conventional Fast-food, modern fast-food, Women

Introduction:

According to Philip Kotler (1994), Consumer behaviour is “the study of how people buy, what they buy, when they buy and why they buy”. Consumer Behaviour refers to the actions and decision-making processes of consumer in taking buying decision. There are various factors which influence the buying behaviour and consumption pattern of consumers like Marketing factors (product, price, place and promotion), Personal or Demographic factors (Age, Gender, Income, occupation, lifestyle etc.), Social & cultural factors and psychological factors. The behaviour of consumers towards food i.e. their attitude, need and expectations, taste and preferences, has changed over a period of time due to various reasons like change in standard of living, media exposure, technological changes, cultural exchanges, etc. The demographic factor like Age has remarkable influence on the consumer behaviour. The consumption pattern of consumer goods i.e., what is consumed, how much is consumed, when is it consumed and why is it consumed, generally varies with the Age. This can also be found true with respect to Food. This study revolves around the Age factor which might influence the consumption of Fast- food especially among women. The Indian fast-food industry offers varieties of cuisines ranging from traditional fast food like vada pav, samosas, bhajias, poha, upma, dosa, idli, chat items etc. to western fast food like sandwiches, burgers, pizzas, pastas, French fries and so on. The Fast-food outlets are located at various places like street corners, railway stations, bus depots, market



places, airports, malls, mobile vendors in trains & buses, and so on. There are organised outlets as well as unorganised fast-food outlets. Now-a-days, their tie-ups with the online food delivery service providers (swiggy, Zomato etc.) have made their distributions much easier and wider. The review of literature shows that the youngsters give priority to taste and rather than the nutritional value. They prefer tasty food irrespective of whether it might be healthy or not. As they grow older, consumers become more health conscious and the choice and intake of the fast-food changes accordingly. This has motivated the Researcher to study the preferences of different age groups especially among women and their preference for traditional vis-à-vis modern fast food.

Review of Literature:

(Bhagyashree K. Devidas, 2015): The study aimed to understand the youth's perspective on the consumption of fast food items in North Goa. The chief objectives were to determine what modifications have occurred in the food habits of young people recently and also, to examine the growth of fast food business, issues, and future of the business. Primary and secondary information shows that most of the fast-food consumers were within the age bracket of 10 years to 20 years. Most of them preferred KFC as it provides better services and good quality product with reasonable prices. It is apparent that, while majority of the respondents appreciated the health risks associated with eating junk food, they enjoyed the food simply because of its taste.

(Dr. Sunita Gaikwad, 2016): The investigator has also tried to analyze purchase decisions of consumers with respect to fast food in South Mumbai. Thus, the study aimed at establishing the reasons for the fast food consumption in the region of South Mumbai. The research has been limited to just five fast food items which are pizza, burger, noodles within a frankie, pasta and targeted respondents aged between 15 to 45 years. This study would contribute towards the understanding of the fast foods consumption trends in the region of South Mumbai. Lastly, the researcher stated that there is a great demand for opening Fast Food outlets since the demand for Fast Food is on the rise majority of them especially the younger generation loves this type of Food. As main reasons for eating Fast Food were attributed to taste, variety and quality of the Food, the researcher recommends that these factors should be exploited by fast food restaurants to create a market for Fast Food Products.

(Bipasha M., Goon S., 2014) : The purpose of the current study was to investigate the preference, prevalence, and pattern of fast food consumption among the students. A cross-sectional study was conducted regarding the students who have visited four reputed private universities in Bangladesh in Dhanmondi, Dhaka: Daffodil International University, United International University, World University of Bangladesh, and State University of Bangladesh. It was estimated that prevalence of fast food consumption among those students was 98.5%, and 43.3% of their pocket money was spent on its purchase. The important factors for the preference of fast food include good taste, easy accessibility, increased convenience, and pocket-friendly in nature.



Around 22% of the respondents reported to be consuming fast foods 4 days a week while over one-fifth had it every day. For various reasons due to class pressure, 98% of the respondents avoided their breakfast, and used to have fast food after completing classes from varsity canteens or other fast-food outlets. Although 98% of the students knew properly about the ill effects through which excessive consumptions of fast food are associated, they were still highly addicted to it.

(Shree V, Prasad R et. Al., 2018): The researchers attempted to study the fast-food consumption pattern by the medical students and to explore various factors contributing to fast food consumption by the students. A cross-sectional study was carried out among 120 undergraduate medical students of IGIMS, Patna for a period of 6 months. Data was collected using a pretested structured questionnaire and further analysed using SPSS latest version. It has been found that despite of an overwhelming majority of 88.3% knowing the fact that consumption of fast food results in many diseases and disability, they continue to consume fast food mainly because of reasons or factors like taste, company and to avoid wastage of time.

(Saha S, Al Mamun M, Kabir M, 2021): The study based on the college students in South Asia was conducted with the objective of gathering evidence on fast food consumption patterns and factors influencing consumption. The relevant potential English-written articles on electronic databases such as CINAHL, PsycINFO, PubMed, and ScienceDirect were found. A standard process involved identification, screening, eligibility evaluation, assessment of the quality of the study, and data extraction from 28 articles taken up for review. This systematic review revealed that a host of socio-economic, physiological, and behavioral factors had an influence on fast food consumption in college students. Generally, male students and people with a higher body mass index consumed fast food more frequently. The other variables promoting fast food consumption by the students were taste, price, convenience, accessibility and availability, ambience, and location. Finally, it was concluded that the frequency of fast food consumption (daily to several times a week) has accelerated among college students in recent years in South Asia.

Objective of study:

1. To find out the preference of women of different age groups for Conventional fast food.
2. To find out the preference women of different age groups for Modern fast food.
3. To understand the impact of age of women on the Preference for Conventional and Modern fast food.



Hypothesis:

H₀: There is no significant impact of age of women on the Preference for Modern and Conventional Fast food.

H₁: There is significant impact of age of women on the Preference for Modern and conventional Fast food.

Methodology:

Data Collection:

This study was based on the primary data collected from the sample of 50 women comprising of different age groups ranging from below 25, 26-35, 36-45, 46-55 and 56& above. The study was done in the Thane district. Based on the Questionnaire, the discussions were done with the primary sources to understand their consumption behaviour as regards the Fast food. The questionnaire was divided into two sections. The first section focussed on demographic details including age group based on which the second section which dealt with their perception towards Conventional Indian and Modern fast-food consumption enabled in analysing their consumption pattern. Other than the questions for general demographic factors, all the other questions were addressed by a five-point scale (1=strongly agree to 5=strongly disagree). The study was also based on secondary data gathered from books, e- journals, periodicals and websites.

Data Analysis:

The researcher prepared the questionnaire and handed it over to the respondents.

After receiving the questionnaire researcher analysed the questionnaire.

Information of questionnaire

Respondent	Questionnaire distributed	Questionnaire received	Questionnaire rejected (due to incomplete, wrongly filled etc)	Net Sample size for study
Women	50	45	3	42

Testing of Hypothesis

H₀: There is no significant impact of age of women on the Preference for Modern and Conventional Fast food.

H₁: There is significant impact of age of women on the Preference for Modern and Conventional Fast food.



Mathematically

OBSERVED FREQUENCIES		Age Group					
		Upto 25	25-35	35-45	45-55	Above 55	TOTAL
Food Type	Modern	9	1	1	3	3	17
	Conventional	1	12	2	1	1	17
	Both	2	1	2	1	2	8
	TOTAL	12	14	5	5	6	42

H ₀	H ₁	χ_{cal}	χ_{table}	p_value	Decision
There is no significant impact of age of women on the Preference for Modern and Conventional Fast food	There is significant impact of age of women on the Preference for Modern and Conventional Fast food	22.88	15.51	6.481E-03	Reject H₀ .There is significant impact of age of women on the Preference for Modern and Conventional Fast food.

*Here level of significance is 0.05

Findings:

Since the p-value is less than 0.05, the Null Hypothesis that there is no significant impact of age of women on the Preference for Modern and Conventional Fast food is rejected. Alternatively, the Alternate Hypothesis, that is, there is significant impact of age of women on the Preference for Modern and Conventional Fast food is accepted.

Conclusion:

Basically, young teenage girls, more influenced by westernisation and modern fast-food varieties, preferred modern fast-food, whereas, the mid-age and elderly women, deep-rooted in Indian culture and with strong taste for Indian food, preferred Indian conventional fast food. It can be seen that the preference for modern fast-food is more among youngsters as they look for taste rather than nutritional values, however, as they grow old, they tend to become more health conscious and concerned about their health issues and hence they gradually shift from modern to Indian conventional fast-food. From the above study, it could be concluded that age is one of the powerful demographic factors which influences the preference of women for Modern and Conventional Fast-food.



Scope of the study:

The researchers tried to study the impact of age of women on the preference of modern and Indian conventional fast-food. Age being one of the demographic factors and this study could be extended to other demographic factors like income, gender, family size etc. The gender based comparative study could be done as regards the impact of age on the preference of fast-food.

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