

A study on factors governing young consumer choice of fast food (With reference to Bhopal City)

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Abstract

Globalization and modernization has redefined the Indian fast Food Industry and today people can be seen consuming food out of their homes moving towards superior and convenient options. The fast food market is changing at a very high speed due the various factors like shifting lifestyle, tempted for more variety, taste experiments etc . In current scenario, young consumers enjoy fast food because of its quick availability, variety of taste, convenient option etc. In this paper a range of factors such as variety of food, quality, taste, price etc are analyzed to study the governing consumer choice at the time of selecting fast food.

This study is an explorative study Primary data was gathered by administering a structured questionnaire with 50 respondents of Bhopal City through a structured questionnaire.

Keywords:- Globalization, Consumer Perception,

INTRODUCTION-

The fast food industry, also known as Quick Service Restaurants (QSR), has been serving up tasty morsels for as long as people have lived in cities. With the liberalization of the economy in 1992, multinational fast food targeted India as a huge potential market with their outlets. Burger King, Pizza Hut, McDonald's and KFC outlets are functioning in shopping malls and other public areas. The Indian Fast Food market is growing at the rate of 30-35% per annum. The fast food industry is divided into two sectors organized sector and unorganized sector. The unorganized sector mainly include restaurants i.e. McDonalds .The quality of food of organized sector is hygiene as compared to unorganized sector. Consumer purchases are likely to be influenced by *physiological, psychological and sociological factors*. However over a period of time with a growth in number of nuclear families ,economic growth and increasing per capita income as well as globalization fast food industry gained importance.

Literature Review-

Anita Goyal and N.P. Singh (2007)-Studied on various factors affecting the choice of fast food outlets by Indian young consumers and analysed that fast food outlets is critically important for the future growth of fast food outlets in any economy .Customer visit fast food outlets for fun or entertainment.

Kubendran and Vanniarajan (2009)-Studied on change in consumption pattern and found it was due to change in food habits .If income increase among consumers , the percentage of income spent on consumption increased.

Rees (2009)-Studied on factors influencing the consumer's choice of fast food were flavour reduction in traditional cooking, increase in snacks.

Kara et al.(1995)-Studied on consumer perceptions and preferences for fast –food restaurants in US and Canada and analysed that the age group of 12to 24 years look for variety, price ,delivery service. Age group of 55 \$ above years look for cleanliness, nutritional value .Middle age group look for speed ,quality and service.

N. Anitha and S. Radhika (2013)-Studied on consumer behavior towards instant food products in the modern era and analysed that the reason for purchasing fast food products is saving time, price quality, variety ,taste.

Objective-

- To study the young consumer preference towards the fast food in Bhopal
- To identify the factors governing the consumer factors on the basis of various parameters like price, quality taste, convenience service.

Research methodology

- Research design : Exploratory
- Sample Frame : People coming to Bhopal from outside (Student, Employee)
- Sample area : Bhopal
- Sample size : 50
- Data type : Primary and secondary
- Data collection method : Convenient sampling
- Data collection instrument : Questionnaire (Hindi & English)
- Data analysis and representation : Tabulation

On the basis of the information provided by the respondents (see Table No – 1) it is observed that 30 are female and 20 are male.

Table No-1 Gender Distribution

Female	60%
Male	40%

Table No- 2 Age Distribution

Age	20-25 Years	25-30 Years	30-35 Years	35-40 Years
Percentage of respondents	44%	26%	16%	14%

It is observed that 22 respondents are belongs to age group of 20-25 years, 13 respondents are belongs to age group of 25-30 years, 8 respondents are belongs to age group of 30-35 years, and 7 respondents are belongs to age group of 35-40 years.

Table- 3 Reasons for choosing Fast Food

Reasons for choosing fast food	Enjoy the Taste	Limited Time	Cost	Status Symbol
% of Respondents	44%	28%	16%	12%

It is observed that 22 respondents said that enjoy the taste is only reason to eat fast food. 14 respondents said that due to time constraints they switched to fast food from Indian Snacks. 8 respondents said that cost of fast food influences them towards it. 6 respondents especially teenagers said that now a days it becomes a part of status symbol to have fast food.

Table -4 Frequency of eating Fast Food

Consumption of fast food	Once or twice in a week	Only on Saturdays Sundays	All Days
% of Respondents	46%	34%	20%

It is observed that 23 respondents consume fast food once or twice in a week, 17 respondents consume fast food only on Saturday and Sunday, 10 respondents consume fast food all days.

Table-5 Favourite Time of eating fast food by Respondents

Time of eating fast food	Morning	Afternoon	Evening
% of Respondents	20%	10%	70%

It could be seen from above table that 35 respondents expressed their views that evening time is their favourite time to eat fast food, 10 & 5 respondents revealed that their favourite time to eat fast food is morning & afternoon respectively. Hence fast food is more demanded in evening times.

Table No- 6 Prefrence Of Consumer Towards Fast Food

Prefrences of Consumer	Pizza	Burgers	Sandwich	Others
% of Respondents	34%	28%	22%	16%

17 respondents prefer pizza,14 respondents prefer burgers, 11 respondents prefer sandwich,8 respondents prefer other food.

Table No- 7 Prefrence on type of flavour in fast food

Type of Flavor	Spicy Flavor	Less Spicy Flavor	Sweet Flavor
% of Respondents	50%	30%	20%

25 respondents prefer spicy flavor, 15 respondents prefer less spicy flavor,10 respondents prefer sweet flavor. Hence it is inferred that spicy flavor is the most preferred flavor in fast food by the young consumer.

Table No- 8 Consumer Satisfaction on Fast Food

Satisfaction	Taste Satisfaction	Spending Time with Friends	Relaxation
% of Respondents	60%	36%	4%

It is observed that 30 respondents said that they are satisfied by consuming tasty food.18 and 2 respondents revealed that spending time with friends and relaxation is another important benefit by consuming fast food.

CONCLUSION-

According to the study, in Bhopal city consumption of fast food by females is higher .Due to globalization there is numerous brands such Mc-Donald's Domino's, Pizza hut etc are available in market to offer fast food to the citizen of Bhopal. Variety in food items, cost, and lifestyle (limited time) are the major reason for selecting and enjoying fast food by young consumers. Young consumer preferred fast food such as pizza, burgers, sandwich with spicy flavors. The frequency to consume fast food is once or twice in a week, which shows that food consumption in Bhopal city is growing and has lots of market potential in

the future. People of Bhopal seems satisfied with consumption of fast food .Young consumer consume fast food In Bhopal Fast food restaurants provide satisfaction to the young consumer in the form of matching their taste needs and relaxation with friends.

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