



FAST FOOD CULTURE AMONG THE COLLEGE STUDENTS IN TIRUCHIRAPPALLI CITY

D. Indumathi

Research Scholar, PG & Research Department of Commerce,
Cauvery College for Women (Autonomous), Affiliated to Bharathidasan University,
Tiruchirappalli, Tamil Nadu, India

Dr. S. Shameem

Associate Professor & Research Supervisor, PG & Research Department of Commerce,
Cauvery College for Women (Autonomous), Affiliated to Bharathidasan University,
Tiruchirappalli, Tamil Nadu, India

ABSTRACT

One of the most important requirements for a long life is to eat well and live well. Regrettably, today's society has become accustomed to a food consumption system that has several negative health consequences. As a result of the way things have changed, we now have very little time to truly consider whether or not what we prefer to consume is correct! Economic development and urbanisation have had a significant impact on people's consumption patterns, forcing many people to consume high-calorie, fancy fast foods known as 'Junk foods.' This paper focus is on fast food consumption patterns and health issues. The paper's approaches and materials are doctrinal in nature. The effects of the paper fast food culture have risen among college students. The paper's conclusion is that junk foods have divided apart the Third World as a result of economic processes. In both the developed and developing worlds, it is a necessary part of existence. The demand for fast food goods is increasing day by day as people's lifestyles change. The tendency is accelerating, particularly among the student population. In light of this, the current study aims to determine college students' eating preferences for fast food products. Food preference is the study's dependent variable, and there are five independent factors. With 50 participants, the study was done at Tiruchirappalli. We use regression analysis and chi square testing.

Keywords: Fast Food, College Students, Eating Habit, Convenience, Behaviour.

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INTRODUCTION

Fast food is an integral part of everyone's daily routine. On the basis of good improvements and significant investments, the Indian fast food business has seen remarkable expansion. The word "fast food" refers to food that can be made and served more rapidly than any other meal, with a minimum preparation time. In general, this term refers to food sold in restaurants and supermarkets that takes little time to make and is packaged for takeout. The expanding younger generation, working women, busy schedule, and increased disposable income of middle-class households are now driving market expansion (Gopinath & Kalpana, 2019). India is experiencing a restaurant renaissance. Fast food is one of the fastest growing food categories in the world. The fast food sector in India is developing at a pace of 48% per year and is expected to reach a billion dollars in sales by 2018.

People's eating habits have changed, and the manner of cooking and ingredients employed have enhanced the appeal of Indian food. With a rapidly rising middle class community and a changing lifestyle, India is gifted with one of the world's fastest growing fast food marketplaces (Gopinath, 2019a). People have begun to experiment with various culinary styles and eating habits. Unlike in the past, when man ate lavishly and leisurely, the current trend has resulted in eating habits that are simple and easy to digest. As a result, the existence of these meals met all of the demands of contemporary humans. In Tamil Nadu, fast food ideas have grown quickly in recent years. In India, the movement is drastically altering the way people eat. According to increased disposable income, shifting consumer behaviour, and growing populations. Other factors include access to Western cuisine, an increase in the number of nuclear families, and an increase in the number of employed women, all of which have a substantial influence on dining out patterns and the expansion of the country's fast food business (Gopinath, 2019b). The fast food trend demonstrates India's globalisation and the growth of new markets not before seen in India. With a rising number of individuals eating out, the business provides significant opportunity for competitors to gain a wider consumer base.

REVIEW OF LITERATURE

Existing studies on the relevant topic topics has been critically analysed, and an attempt has been made to identify the gap that exists in the field of study in question.

Anita Goyal and Singh N P (2007) discovered that McDonald's was the most popular fast food restaurant among 177 respondents in their survey on customer perceptions of fast food in India. Friends swayed the majority of people's decisions to visit a certain fast food joint. The three most important criteria determining the choice of fast food restaurants, according to factor analysis, were service delivery, product, and quality. The seven major qualities examined while choosing fast food restaurants were service, speed, pricing, sanitation, sitting space, meal flavour, variety, and atmosphere. Fast food restaurants, according to the majority, should offer information on sanitation conditions as well as a nutritional chart detailing all food products served.

In their research on fast food attitudes among 89 students from Spain and 107 students from the United States, Rachel Bryant and Lauren Dundes (2008) discovered that nearly a quarter of the Spanish respondents said they never eat or buy fast food, compared to only 3% of the American respondents. More than 20% of the Spanish sample avoids fast food restaurants, and almost half (49%) are dissatisfied with the expansion of fast food outlets in their nation, indicating that preferences definitely dictate market mechanisms.

In their study on consumer perceptions of fast food in India, Prakash Tiwari and Hemraj Verma (2008) found that factors such as the environment at home, education, availability and accessibility to fast food providers, and the social environment in their surroundings influenced the food habits of young people in Dehradun.

McDonald's was chosen by 51% of those polled. Friends affected 65 percent of people when it came to choosing a fast food restaurant. For a change, 57 percent opted to eat out. Once a week, 26.9% liked to go out for lunch and a snack. The most important variables evaluated while choosing a fast food establishment were meal quality, service, variety, ambience, pricing, location, and parking space.

In their study of 150 college students from rural villages in India's perceptions of multinational food service brands, Manisha and Sanathan Tiwari (2013) used the principal component method of factor analysis to uncover the following factors: dining environment, food service quality, brand image and price range competency of employees, quality of menu and food information. The findings of the "t" test revealed that the average meal expenditure price and the potential of altering food service tables differed significantly. There was a negative link between the frequency with which customers returned to a branded food service and the average meal cost. There was a substantial difference between food service quality and brand image, according to an ANOVA test. The importance of cleanliness was placed 1 among the critical brand aspects in food service choosing. There was no significant difference in perception of local and international brands by gender, according to the findings of the t-test. The key reason for returning to the food brand was because rural college students were price careful and liked service quality.

Salami C G E and Ajobo R T (2012) found that there was a significant relationship between consumer perceptions of service quality and four dimensions of quality, namely range of products, service and cleanliness, courtesy and friendliness of employees, regularity and consistency of service, and caring and understanding, in their study on consumer perceptions of fast food restaurants in Asaba, Nigeria. In terms of consumer perceptions of fast food restaurants in Asaba, meal quality rated 1 among the different qualities.

In his study of the incidence of fast food consumption among urban adolescent pupils in Srinagar, Naheed Vaida (2013) discovered that parents were opposed to their children eating fast food. During the pre-lunch time, fast food consumption was high. Fast food was mostly consumed for its flavour or taste. The media's influence was the leading factor of fast food consumption among teenagers in metropolitan areas.

Elena-Nicoleta Untaru and Ana Ispas (2012) discovered that young people ate fast food at least twice a month in their study on why young people favoured fast food restaurants among students of Transilvania University's Faculty of Economics and Business Administration in Brasov, Romania. They preferred fast food restaurants because of the speed with which they were served, the price of the food, their familiarity with the products, the ability to socialise, the location's accessibility, convenience, home delivery, take-out products, menu display, and the availability of menus at all hours of the day and night. Taste, freshness, consistency, and the physical surroundings were all significant to them.

STATEMENT OF THE PROBLEM

Food variety in India is an unspoken feature of the country's diverse culture, which is made up of several regions and states. Traditionally, Indians prefer home-cooked meals, which is a religious as well as a personal belief. However, there has been a minor shift in food consumption patterns among urban Indian households as a result of increased knowledge and impact of western culture. It began with dining outside and progressed to accepting a wide range of foods from all around the world. As a result, it has been determined that research on customer perceptions and behaviour about fast food is necessary. The purpose of this study was to determine that impact of college students perceptions and behavior patterns regarding fast food culture in Tiruchirappalli city.

OBJECTIVES OF THE STUDY

1. To identify that, what are factors influencing the college students to preferred the fast food in Tiruchirappalli city.
2. To find the relationship between dependent variable (fast food preferred culture) and independent variables (taste, convenience, advertisement and eating habit) of the study.

METHODOLOGY

Sample

The goal of the study is to learn about college students' fast food habits. A total of 120 questionnaires were sent to the city's college students. However, just 50 students have answered to the survey. A standardised questionnaire was employed, with 22 items on a five-point likert scale ranging from strongly agree to strongly disagree. Four independent factors and one dependent variable were discovered in the literature. As a result, statements in the questionnaire have only been questioned about independent and dependent variables. The research was carried out between January and August of 2021.

SAMPLE SELECTION

This study's sample population is Tiruchirappalli city college students who eat fast food. For this investigation, a convenient sampling strategy was used.

RESEARCH TOOLS

In order to examine the data, SPSS 21 was employed. Certain tests, such as the Reliability Test, the Chi Square Test, and the Regression Analysis, were carried out. The validity of the claims was tested using a reliability test, while the link between the variables was investigated using Chi Square and Regression Analysis.

LIMITATIONS OF THE STUDY

There are just 50 people who have responded to the survey. Furthermore, the research is limited to Tiruchirappalli city. The results of this study cannot be applied to other situations in the future.

DATA ANALYSIS

"Reliability" is defined by Carmines and Zeller as "the measurement of a phenomena that produces consistent results." "When likert scales are utilised, the Cronbach Alpha coefficient is a commonly used internal consistency measure of dependability." (Robinson, 2009; Whitley, 2002). "For research equipment, a reliability coefficient of 0.70 is appropriate." (Whitley, 202, and Robinson, 2009).

Table 1: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha based on standardized items	No. of items
.929	.934	24

The coefficient of alpha for 24 items is 0.929, indicating that the items are very consistent internally. As a result, it is evident that all of the assertions in the questionnaire are true and have a reciprocal connection. Because the assertions are correct, we can now concentrate on verifying the study's hypotheses, knowing that the datasheet will provide us with accurate results.

The Chi square test was used to look at the relationship between monthly food consumption (dependent variable) and age (independent variable), gender (independent variable), pocket money (independent variable), and educational qualification (independent variable) (independent variable).

Table 2: showing the association between food consumption behavior and age of the respondents

	value	df	Asymp. sig. (2 sided)
Pearson Chi-Square	100.000a	4	.000
Likelihood Ratio	46.018	4	.000
Linear-by-Linear Association	48.000	1	.000`
N of Cases chosen	50		

It is seen that the P-value i.e. $0.000 < 0.05$ which indicates that food consumption behaviour towards fast food is related to the age of respondents.

Table 3: showing the association between food consumption behaviour and gender of the respondents

	value	df	Asymp. sig. (2 sided)
Pearson Chi-Square	2.344a	2	.304
Likelihood Ratio	3.892	2	.142
Linear-by-Linear Association	2.084	1	.148
N of Cases chosen	50		

It is seen that the P-value i.e. $0.302 > 0.05$ which indicates that food consumption behaviour towards fast food is not related to the gender of respondents

Table 4: showing the association between food consumption behaviour and pocket money of the respondents

	value	df	Asymp. sig. (2 sided)
Pearson Chi-Square	63.32a	4	.000
Likelihood Ratio	32.552	4	.000
Linear-by-Linear Association	32.578	1	.000
N of Cases chosen	50		

It is seen that the P-value i.e. $0.000 < 0.05$ which indicates that food consumption behaviour towards fast food is related to the pocket money of respondents.

Table 5: showing the association between food consumption behaviour and educational qualifications of the respondents

	value	df	Asymp. sig. (2 sided)
Pearson Chi-Square	6.812a	2	.032
Likelihood Ratio	9.137	2	.010
Linear-by-Linear Association	5.9300	1	.015
N of Cases chosen	50		

It is seen that the P-value i.e. $0.033 > 0.05$ which indicates that food consumption behaviour towards fast food is not related to the age of respondents.

Table 6 shows the descriptive scores of the mean and standard deviation of the four independent variables and one dependent variable.

	Mean	Standard Deviation	N
fast food consumption culture	1.1800	.52250	50
convenience	1.1800	.52250	50
eating habit	1.1800	.52250	50
advertisements	1.5600	.86092	50
taste	1.1800	.52250	50

Table 7 shows the Model summary

Model	R	R Squares	Adjusted R Square	Std. error of the estimate	R Square change
1	1.000a	1.000	1.000	0.00000	1.000

Table 8 shows the ANOVA

Model		Sum of Squares	df	mean square	F	Sig.
1	Regression	13.382	2	6.694	.	b
	Residual	.000	46	0.000		
	Total	13.382	48			

a. Dependent Variable: Fast food consumption behavior

b. Predictors: (Constant), Taste, Advertisement

RESULTS AND RECOMMENDATION

The chi square results on several demographic variables revealed that pocket money and age are connected to fast food intake. It demonstrates that a change in pocket money can have an impact on fast food intake. And it was discovered that those with more disposable income are more inclined to consume fast food. In a similar vein, it was discovered that age has a substantial impact on college students' fast food consumption habits (Gopinath & Kalpana, 2011). However, it has been discovered that college students consume fast food products regardless of their educational level or gender, as it has been discovered in the literature that there are four independent variables that have an effect on the dependent variable; however, regression analysis results revealed that only taste and advertisement have an effect on fast food consumption behaviour. Though most of the literature suggests that eating habits and convenience influence fast food intake, this study finds that taste and advertisement are more important.

CONCLUSION

In recent years, the trend of fast food consumption among the general public has been on the rise. The study's findings demonstrate that fast food consumption is highly dependent on the consumer's taste and pocket money, rather than on their age or gender. Although fast food intake is harmful to human health in the long run, it has been found that consumption is rapidly increasing. In order to reduce fast food consumption in the coming years, an awareness campaign and appropriate policy measures should be implemented.

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