



### A STUDY OF THE FAST FOODS PRODUCT AND FACTORS INFLUENCE ON CONSUMER'S BEHAVIOUR

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#### Abstract:

*The present study focuses on the purchasing behavior of consumers of fast food outlets and the focus of the study is to know the various factors that influence consumer choice so that fast food outlets can know their strengths and overcome their shortcomings. Today the fast food industry is one of the leading industries in India. Due to globalization, various branded fast food chains came into existence in the form of franchises which led to a boom in the Indian economy. Every business depends on their customers to survive in the business environment. The main objective of the paper to know factors affected on consumer's behaviour to purchase of fast food products. The Indian economy was a traditional economy with most people preferring home-cooked food with nutritional value. It was a big challenge for global fast food to start their business in India. In the current scenario, traditional food has been replaced by fast food. Demand for fast food is increasing day by day due to lifestyle changes. Therefore, global retailers have to compete with Indian retailers who offer traditional food items of their choice at affordable prices. In order to capture the attention of Indian consumers, the fast food industry adapted Indian style cuisines which gave them great success.*

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#### Introduction:

One of the largest growing food types in India is fast-food. According to the survey Indian fast food industry is growing by 40% every year and generates huge sales. India has become one of the biggest hubs for global fast food chains to grow due to the availability of raw materials, population size etc. Major global fast food players and its size Mc Donald's – 300 outlets and according to the plan it can 500 by the year 2020. Dominoes – in 2008 there were 227 outlets in Indian and by the year 2017 the number of outlets has increased to 1126. Pizza hut – 360 outlets currently in India and according to the plan the number can go to 700 by the

year 2020. Subways – there are currently 600 outlets over all India which might even increase by 2020.

India is a country of diversity. Here food is not just considered as a form of nutrition but is also collaborated with customs and traditions. In India the taste and flavors of food preparation keep changing from one state to another. In the early age, people would mostly prefer home cooked food in India. But as urbanization is taking place this scenario seems to be changing completely. The concept of fast-food is prevailing since quite a few years now. In this fast moving world where the expenses are day by day inclining, it is a must for all the members of the family to work for living. Also many times lot of



people shift to other region away from the family in order to earn a living. This kind of a rush lifestyle gives a scope for consumption of quick meals which are easily prepared and quickly served which we term as fast-food. This fast-food at the time of being prepared in no time it is also a pleasure to the tongue. Indian fast-food industry is widening day by day which is leading to its progress along with certain drawbacks. In spite of showing economic development in India for last few decades, still poverty and food inefficiency is seen prevailing in various parts of the country. In addition to its frequent consumption of fast-food is pushing it to burden of diseases. Balanced home-cooked diet is being replaced by junk food not only in young generation but also in the adults, this high calorie food is damaging the health of human beings severely disturbing the metabolism rate. So the fast-food industry has two sides, one having benefits while the other having flaws.

### Review of literature:

To find specific citations and studies related to these factors, researcher had review on "fast food consumer behavior," "factors influencing fast food purchase," or "fast food consumption trends." relevant research papers, articles, and studies that delve deeper into the factors affecting consumer behavior in the context of fast food purchases.

*Anitha Goyal and N.P.Singh (2007)*, this paper seeks to estimate importance of various factors affecting the choice of fast food outlets by Indian consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young customers. Though the rating of fast food outlets attributes under study based on mean score is very high but still consumer visit fast food outlets for fun, change or entertaining their friends but certainly not as a substitute of homemade food. Comparison of McDonald's and Nirula's indicates a clear cut difference in their mean score of their attributes and also dimensions identified

with factor analysis. *Anand (2011)* explored the impact of demographics and psychographics on young consumer's food choice towards fast food in Delhi, India. The key determinants impacting consumers food choice were found out to be passion for eating out, socialize, ambience and taste of fast food and convenience for dual-income families in urban India. *Ashakiran and Deepthi R (2012)* indicated that lifestyle changes has compelled us so much that one has so little time to really think what we are eating on large scale and its impact on health needs emphasis and health education which are greatly contribute to its limited consumption and switching over to healthy eating habits for the better living. It is not impossible to win war which junk foods against indicates a clear cut difference in their mean score of their attributes and also dimensions identified with factor analysis. *D.P. Sudhagar (2017)*, shown that the factors associated with fast food outlets. Customer's holds strong importance towards food taste, healthy food, nutritional value of the food, hygienic food service, reasonable pricing, food safety, and other food services compared to menu varieties, prompt food service, food presentation attractiveness and innovation in fast food. The study successfully accomplishes the overall objective of the research by taking out the gaps in the food quality attributes of the fast food outlets in Chennai city, South India.

### Objectives of the Study:

1. To study the other factors affected on consumer's behaviour to purchase of fast foods.
2. To know internal and external factors affected on consumer's behaviour to purchase of fast foods India.

### Methodology:

The study has used secondary sources of data for all its analyses. Secondary data has been collected from various sources such as research journals, bulletin,



books, editing articles from Magazines etc. Available secondary data will be extensively used for the study.

### Factors affected on consumer's behaviour to purchase of fast foods:

The consumer behavior when it comes to purchasing fast foods can be influenced by a variety of factors. These factors can be broadly categorized into internal and external factors. Here's a breakdown of some of the key factors that can affect consumer behavior when purchasing fast foods:

#### Internal Factors:

- 1. Personal Preferences and Taste:** Individual preferences for certain types of fast foods, flavors, and ingredients play a significant role in consumer behavior. Some people may have a preference for specific cuisines, while others might prefer healthier options.
- 2. Perceived Value:** Consumers often assess whether the price of the fast food aligns with the perceived value they will receive. This includes factors like portion size, taste, quality, and the overall dining experience.
- 3. Health and Nutrition:** Increasing health consciousness has led many consumers to consider the nutritional content of the fast foods they consume. Some consumers may opt for healthier options, while others might prioritize taste over health concerns.
- 4. Lifestyle and Habits:** Consumers' daily routines, work schedules, and lifestyle choices can influence their fast food consumption. Busy individuals might choose fast foods for convenience, while others may see it as a treat or indulgence.
- 5. Cultural and Social Factors:** Cultural backgrounds and social influences can impact food choices. Certain cuisines and fast food items might be more popular in specific cultural or social groups.
- 6. Attitudes and Beliefs:** Consumers' attitudes and beliefs towards fast foods, such as associating them

with comfort, celebration, or guilt, can affect their purchasing decisions.

#### External Factors:

- 1. Advertising and Marketing:** Effective advertising campaigns can strongly influence consumer behavior by creating desire and familiarity with specific fast food brands or products.
- 2. Social Influences:** Recommendations from friends, family, and peers can play a significant role in consumer choices. Social media also has a substantial impact, as people often share their food experiences and recommendations online.
- 3. Economic Factors:** Disposable income, economic stability, and price promotions can affect consumers' decisions to purchase fast foods. During tough economic times, some consumers might cut back on spending, while others may seek cheaper dining options.
- 4. Location and Accessibility:** Proximity to fast food outlets can greatly influence purchase decisions. People are more likely to choose fast foods that are conveniently located.
- 5. Cultural and Religious Considerations:** Dietary restrictions based on cultural or religious beliefs can impact fast food choices. For example, some individuals may seek out halal or kosher options.
- 6. Environmental Concerns:** Increasing awareness of environmental issues might lead some consumers to consider factors like sustainability and packaging when making fast food choices.
- 7. Health Trends and Government Policies:** Government policies, regulations, and health trends (such as campaigns against excessive sugar or salt consumption) can influence consumer behavior by shaping perceptions of certain fast foods.
- 8. Quality and Consistency:** Consumers often return to fast food outlets that consistently deliver quality products and experiences, creating loyalty and repeat business.



It's important to note that individual consumers weigh these factors differently, and their decisions are often influenced by a combination of several factors at once. Additionally, the fast food industry itself responds to changing consumer preferences, often adapting menus and marketing strategies to align with evolving trends and needs.

### Other factors affected on consumer's behaviour:

It's important to note that these factors are interconnected and can vary in their influence depending on individual preferences and circumstances. Consumer behavior is complex and can be influenced by a combination of these and other factors. Consumer behavior when it comes to purchasing fast foods is influenced by a variety of factors, which can be categorized into several key areas:

#### Personal Factors:

- **Demographics:** Age, gender, income, education level, occupation, and family size can all play a role in determining fast food preferences.
- **Lifestyle and Habits:** Busy lifestyles, convenience, and eating habits can drive individuals to choose fast food options.
- **Personal Preferences:** Taste preferences, dietary restrictions, and cultural background influence food choices.

#### Psychological Factors:

- **Perception:** How consumers perceive the quality, taste, and healthiness of fast food can impact their purchasing decisions.
- **Motivation:** The desire for convenience, indulgence, or social status can drive fast food consumption.
- **Attitudes and Beliefs:** Personal beliefs about the nutritional value, impact on health, and overall value of fast food influence choices.
- **Learning and Experience:** Previous experiences with fast food brands and their products can shape future choices.

#### Social Factors:

- **Reference Groups:** Influence from family, friends,

and social circles can affect fast food choices.

- **Culture and Subculture:** Cultural norms, traditions, and subcultural preferences impact food preferences and consumption patterns.
- **Social Class:** Economic status and social class can influence the choice of fast food brands and types.
- **Social Media and Advertising:** Exposure to marketing, advertising, and social media campaigns can shape perceptions and decisions.

#### Environmental Factors:

- **Availability and Accessibility:** The proximity and availability of fast food outlets can impact consumer choices.
- **Economic Factors:** Price, discounts, promotions, and value offerings affect purchasing decisions.
- **Time Constraints:** Busy schedules and time limitations can lead to quick and convenient food choices.

#### Situational Factors:

- **Urgency and Impulse:** Spontaneous decisions based on immediate cravings or hunger.
- **Mood and Emotion:** Emotional states can influence comfort food choices or seeking rewards through indulgence.
- **Location:** Whether the consumer is at home, work, or traveling can affect fast food choices.

#### Health and Nutrition Concerns:

- **Health Consciousness:** Increasing awareness of health impacts can lead to healthier fast food choices or avoidance.
- **Nutritional Information:** Availability of nutritional information influences decisions toward healthier options.
- **Dietary Restrictions:** Allergies, religious restrictions, or specific diets can determine fast food selections.

#### Conclusion:

With the above discussion it was conclude that marketers and businesses in the fast food industry often tailor their



strategies to address these factors and appeal to the preferences and needs of their target consumers affected by their behavior or expected actions. Understanding these factors and how they interact can provide insights into consumer behavior regarding the purchase of fast foods. The powerful segmentation of consumers these days represents a trend considered to identify and improve product quality dimensions that are important to each category of consumers. Young people are not concerned with preparing food and therefore prefer to go out for their meals. They often go to fast-food restaurants, especially when there is no one to cook for them (when they are studying away from home) and when they want to socialize.

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