



Fast Food Culture: A comprehensive study about India

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ABSTRACT

The trend for fast food consumption is increasing day by day. Not only in any specific region, has it become a universal phenomenon. As a result fast food industry is growing everywhere. People have started to show an enticement towards fast food consumption. Sometimes it is just for a change, but for children it is becoming part of their life. This is part of this study to find the health facts about fast food. There are some reasons for increasing consumption of fast food. India traditionally has been a nation depending on traditional food. But in India Also fast food culture is spreading over rapidly. This study tries to find out fast food culture in India. It also explains those reasons and factors, which may be considered as driving force for fast food consumption in Europe. This study focuses to find out the driving forces for fast food consumption in India. It also tries to find out whether existing fast foods are suitable for Indian culture.

Key Words: Fast Food, Children, Quick Service, Nutrition, Value, Price.

1. INTRODUCTION

Food is the basic need of life. In ancient times people were spending a sufficient time in searching of food. With the accomplishment of fire, humans started to cook their food. With time different food habits developed in different parts of the world. People invented different recipes. Some recipes came into existence due to religious reasons, some existed duo to accident. Some those were the result of experiment. India performed very important

role in recipes. This was India where spices were found and those were the Indians who developed “taste” in food. As a matter of fact fast food was invented in Rome. When urbanisation started in Rome, people got very less place for housing. Those houses were not having kitchen or sufficient space for cooking food. They started purchasing “breads soaked in wine” with “cooked vegetables” from outside marketplace. This was the first example of fast food. The first examples of restaurants were Roman “Popina, where prepared foods were sold. But fast food became famous with industrial revolutions in Europe. With industrialisation man and woman both started working in factories, which generated a need for ready-made food. Couples started to go out for lunch and dinner. Working families required quick and inexpensive food. Initially it was luxury, later it became need. In United Kingdom seashore residents frequently used to visit coastal areas where sea-food became famous as fast food. Later seafood was introduced in market and it got popularity between citizens. Some most famous fast food are Hamburger, Cheeseburger, Sandwich, Milk shake, Muffin, Burrito, Biscuit, Taco, Hot dog, Fried chicken, Donuts, Baguette, Soft drink, Pizza, Onion ring, Sausage, Pretzel, Pancake, Bacon, Chips and Noodles.

In United States, the invention of “Car” was a turning point for fast food consumption. Gradually automobile went popular and affordable in USA and almost every family wished to have a car. America was having working families, and as being affordable, families were having car. So they started “Travelling”. This industrial culture and travelling culture created need for fast food and restaurants. At different spots in The United States of America, fast food point developed for travellers and today USA has the largest fast food industry. Gradually India is getting industrialised and urbanised. This process is not very fast, but steady. Indian society has a strong attraction towards western life style. We can say that India is passing through a transition time. It may take duration to get industrialised completely. Since some last duration some major changes are being observed in India which may be considered as the ignition for consumption of fast foods. These changes may be observed as urbanisation in India, increasing employment and incomes, increasing ratio of working women, increasing tourism in India, effects of promotional activities, availability of fast food products etc. Event celebrations are also increasing in India, which generally includes fast food consumption.

2. LITERARY REVIEW

S.No.	Author	Year	Theory
1	John Kearney	2010	The theory suggests the driving forces for food consumption.
2	Jaya Shankar kaushik et al.	2011	This research indicates the driving factors among children are peer pressure and attractive marketing campaigns of companies.
3	Minal Kashyap et al.	2013	This study suggests that despite of low income, people are attracting towards fast food consumption, even in small cities.
4	Melissa Harrell et.al	2015	This study shows the knowledge gap between the healthy and unhealthy food among the urban youths of India
5	S. Vasantha et al.	2015	This study shows the changing dietary patterns and opportunities generated by these patterns.
6	Priya Keshri, C.P.Mishra	2016	This study suggests Increasing consumption of fast food among all income categories in Indian Society.
7	Sunder Srinivasan et al.	2016	The study shows that now-a-days even non working women are preferring convenience food for family, in India.
8	Dr. Divya Malhan et al.	2016	This study suggests about the advantages and disadvantages of fast food consumption.
9	Neha Rathi et al.	2017	This study suggests the impact of fast food

			consumption on health and found that deficiency of nutrition in fast food pushes the consumers towards different diseases.
10	Jurgen Maerschand et al.	2018	This study suggests that food market in India is growing, which generates opportunities for business companies.

2.1 Rationale of the study

The study focuses on the following situations:

1. Whether Indian society is ready for fast food culture?
2. If yes, then what are the major discussions?

3. RESEARCH METHODOLOGY

3.1 Data Collection:

This study is based on mainly secondary data. Secondary data includes different Books from reputed authors of international fame, articles from reputed publications and websites.

3.2 Data analysis:

Studies show that urbanisation was the initial reason to generate demand for fast food. Industrialisation was a major change to promote fast food culture in Europe. Invention of four-wheeler motivated citizens for travelling, which increased demand for fast foods in United States of America. Now, India is trying to get industrialised. Male and females both are working now-a-days. This situation increases demand for fast food consumption. Some driving forces, which may increase fast food consumption, were also found out during this study. Whether it is a male or female, it is urban are or rural area, it is a child or mature

everyone is being fascinated by fast food in India. Health and nutrition has been a big issue while consuming fast food. Advantages and disadvantages both are there, if fast food replaces traditional food in India.

4. **FINDINGS:**

It seems impossible to wipe out traditional food practices in India. If it does happen, it will take very long time. Even then, findings of this study are presented as follows-

4.1 **OPPORTUNITIES**

1. In European Nations, due to non availability of kitchen space in houses, and due to industrialisation, Fast food became a need of life.
2. In India, as economic environment is changing, especially in urban areas, fast food is becoming need of lifestyle.
3. Fast food making companies are depending on heavy advertisements. Those advertisements are attracting children all over India, including rural children. In rural India fast food is demand of children.
4. In Indian Society, food preparation in responsibility of females. In present economic environment females are going working. It reduces their time for household work. Additionally they get tired with job. This is generating demand for fast food.
5. In India, the working time in some industries is quite long. It will increase demand for fast food.
6. Tourism is increasing in India. Tourism is the root cause for generation of fast food. This is an important factor to increase demand for fast food in India.
7. Driving forces like income increment, changing life style, peers pressure, working females and less time for food preparation are also working in Indian environment.
8. A strong need is there to prepare **Indian** fast food.

4.2 CHALLENGES

1. Fast food is becoming part of lifestyle in India, but people, as well as, are becoming health conscious. Fast foods are not considered a healthy food. Nutrients value of fast food is very low. So it becomes a challenge for fast food consumption.
2. Fast food is considered costly in comparison to preparing traditional food. Cost is another challenge for fast food consumption.
3. Awareness for calculating nutritional values before consumption is necessary.
4. Legal framework is required to make companies responsible to prepare fast food, which carries required nutritional values.

5. CONCLUSION

The study shows that fast food consumption increased due to some particular reasons in different parts of the world. India is bearing those reasons. Due to advertisements fast food consumption in India is increasing. Additionally some particular industries creating long working hours, for employees, which creates some place for fast food consumption.

Driving forces for fast food consumptions in India are quite strong. It seems that in near future fast food consumption will get strong motivation on behalf of consumers.

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