

A STUDY ON RAPID CONSUMPTION OF FAST FOOD AND ITS AFFECT AMONG NEW GENERATION: AN ANALYSIS

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Abstract-In the present scenario of globalization, privatization and liberalization the pace of daily life is becoming very fast. With the passage of time the life style is also changing. Eating habits are changing from traditional to fast food leading to many problems. Youth is the target customer of the fast food companies . This trend is becoming a cause of concern related to many health problems.

Objectives of the study

- To Know about the extent of increasing trend of fast food among youth
- To find out the factors which promote fast food among youth
- To find out the harmful effects of fast food on health
- To make aware the youth about these harmful effects of fast food on health

Data collection and Research Methodology

To collect the data Questionnaire has been designed and got filled from one hundred respondents/target /potential customers.This has been done through personal meeting /by mail/whats app and through telephonic conversations. One hundred respondents were covered for the analysis.

Data Analysis and interpretation

Q.1 Do you ever eat out?

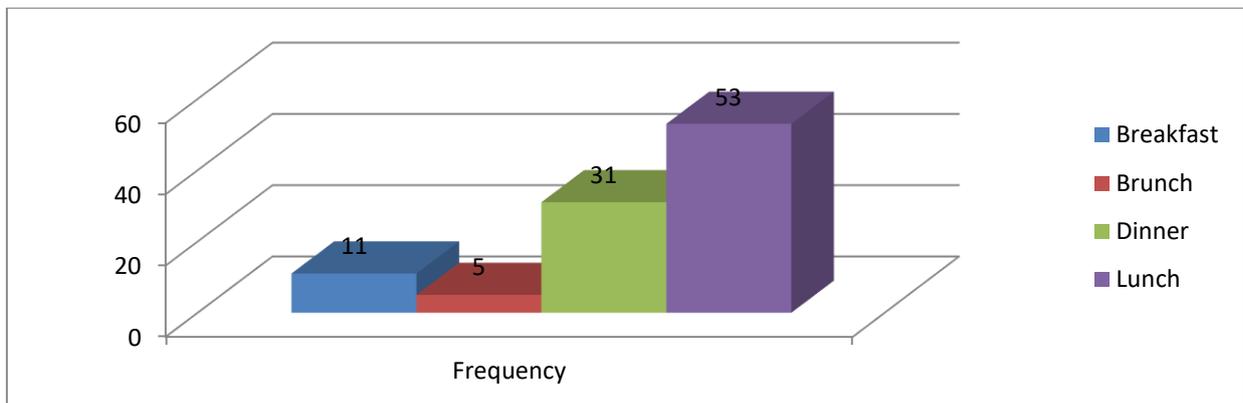
Valid	Frequency	Percent	Valid Percent	Cummulative Percent
Yes	92	92.0	92.0	92.0
No	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Frequency Percentage



Q.2 When do you typically eat at fast food restaurant?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Breakfast	11	11.0	11.0	11.0
Brunch	5	5.0	5.0	16.0
Dinner	31	31.0	31.0	47.0
Lunch	53	53.0	53.0	100.0
Total	100	100.0	100.0	



Q.3 what are the factors influencing the choice of fast food?

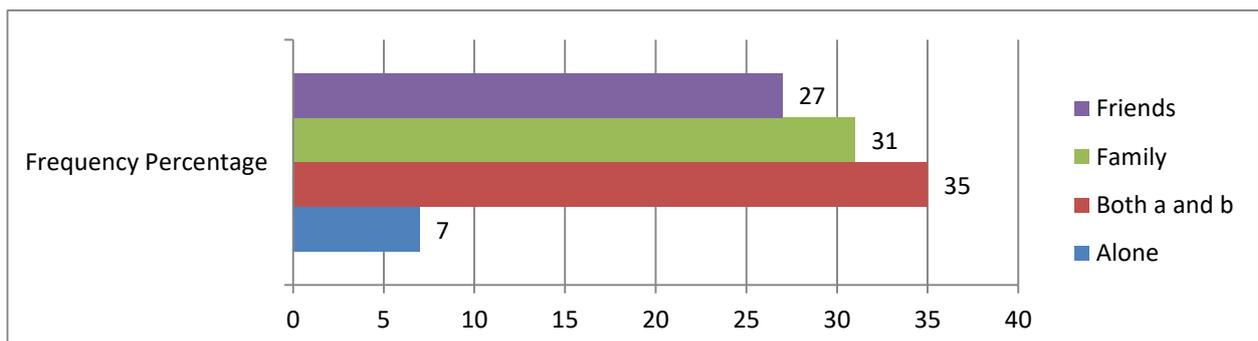
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Advertisement	5	5.0	5.0	5.0
Changing lifestyles	21	21.0	21.0	26.0
Taste	67	67.0	67.0	93.0
Time	7	7.0	7.0	100.0
Total	100	100.0	100.0	

frequency Percentage of factors influencing the choice of fast food



Q.4 With whom do you prefer to go for fast food outside?

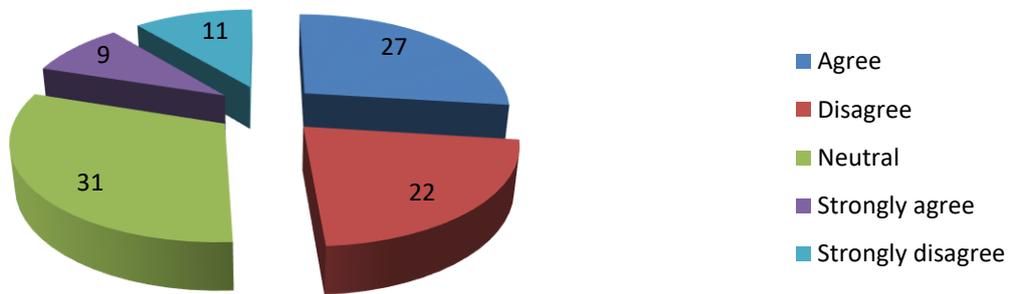
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Alone	7	7.0	7.0	7.0
Both a and b	35	35.0	35.0	42.0
Family	31	31.0	31.0	73.0
Friends	27	27.0	27.0	100.0
Total	100	100.0	100.0	



Q.5 Fast food prices influence the choice of fast food?

Valid	Frequenc y	Percent	Valid Percent	Cumulative Percent
Agree	27	27.0	27.0	27.0
Disagree	22	22.0	22.0	49.0
Neutral	31	31.0	31.0	80.0
Strongly agree	9	9.0	9.0	89.0
Strongly disagree	11	11.0	11.0	100.0
Total	100	100.0	100.0	

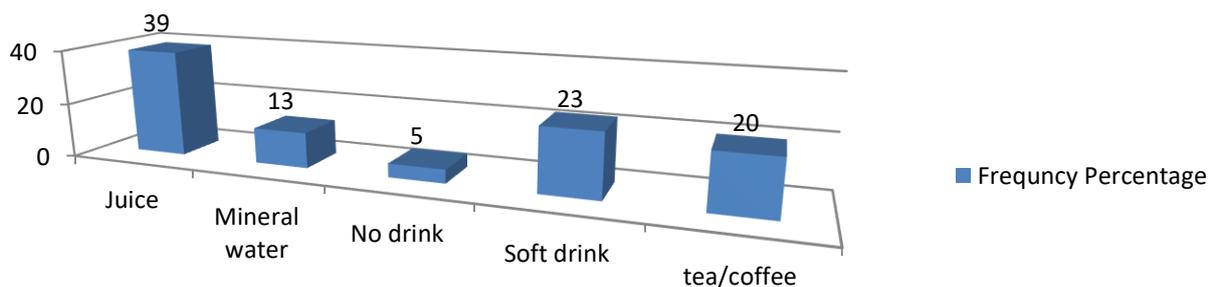
Frequency Percentage



Q.6 What beverage do you usually order with fast food meal or snack?

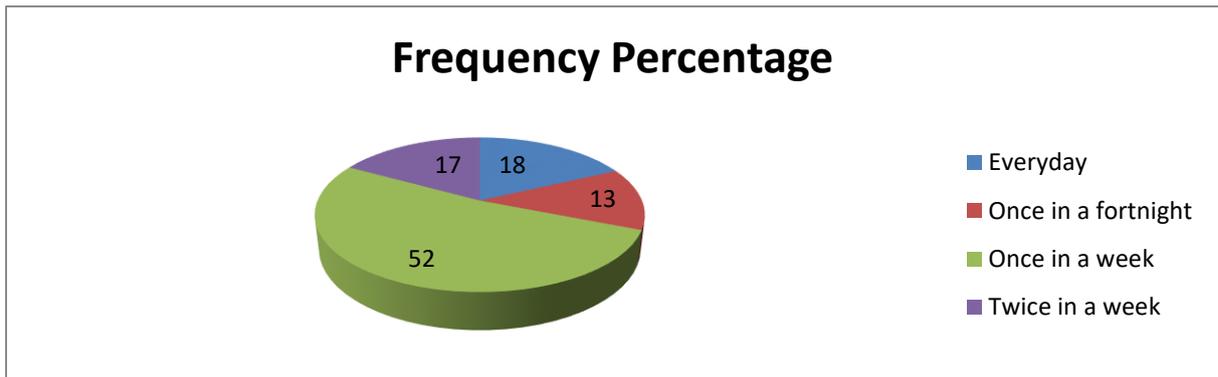
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Juice	39	39.0	39.0	39.0
Mineral water	13	13.0	13.0	52.0
No drink	5	5.0	5.0	57.0
Soft drink	23	23.0	23.0	80.0
Tea/coffee	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Frequency Percentage



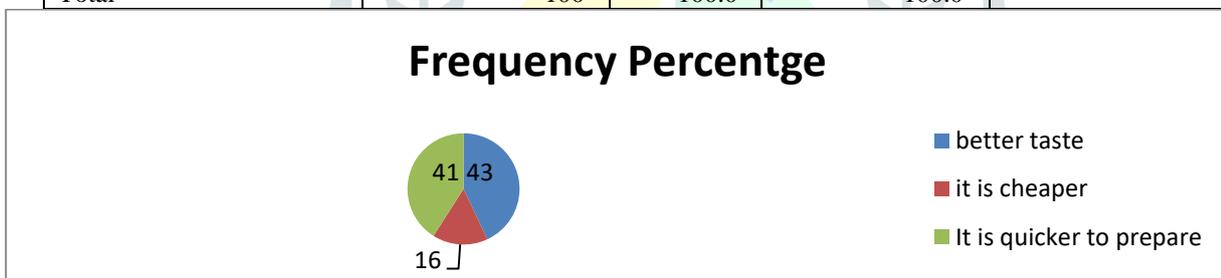
Q.7 How often do you eat fast food?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	18	18.0	18.0	18.0
Once in a fortnight	13	13.0	13.0	31.0
Once in a week	52	52.0	52.0	83.0
Twice in a week	17	17.0	17.0	100.0
Total	100	100.0	100.0	



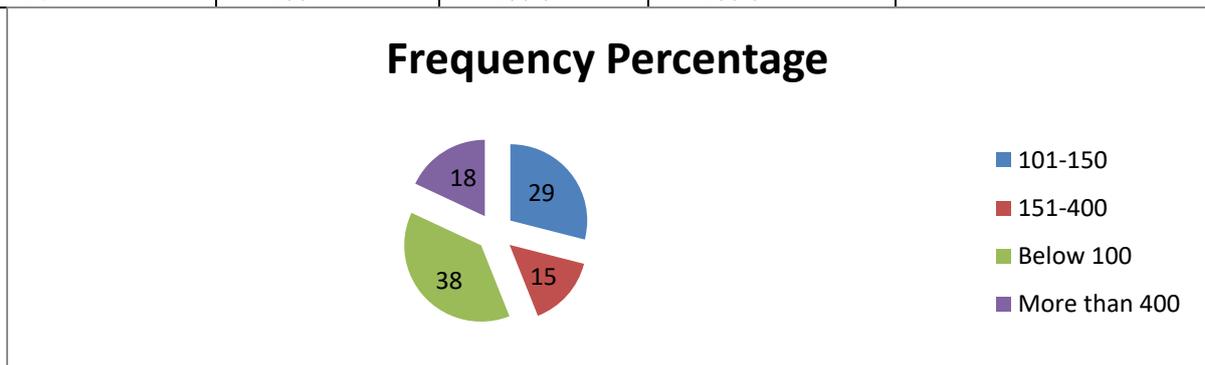
Q.8 Why do you sometimes eat frozen food rather than fresh food?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Better taste	43	43.0	43.0	43.0
It is cheaper	16	16.0	16.0	59.0
It is quicker to prepare	41	41.0	41.0	100.0
Total	100	100.0	100.0	



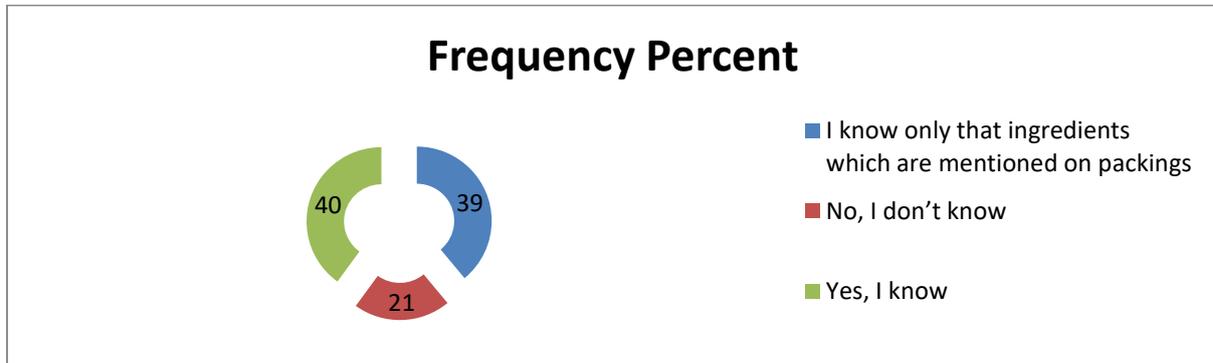
Q.9 On an average how much would you expect to pay for a fast food meal?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
101-150	29	29.0	29.0	29.0
151-400	15	15.0	15.0	44.0
Below 100	38	38.0	38.0	82.0
More than 400	18	18.0	18.0	100.0
Total	100	100.0	100.0	



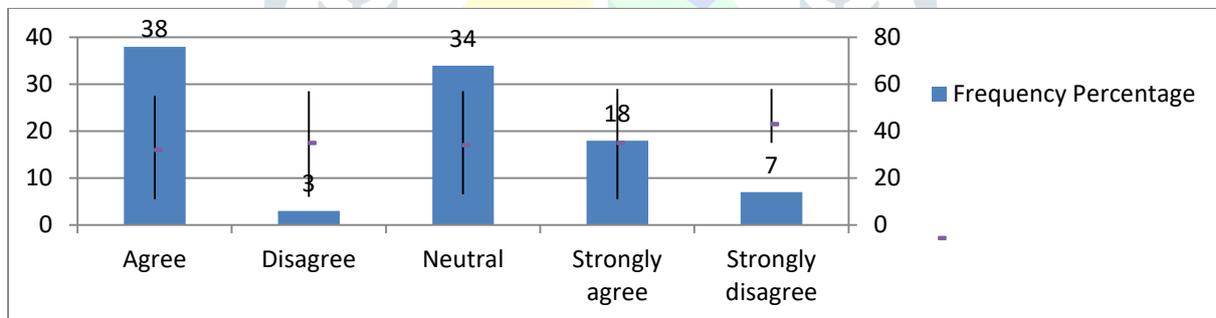
Q.10 Are you aware about the ingredients present in the fast food?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
I know only that ingredients which are mentioned on packings	39	39.0	39.0	39.0
No, I don't know	21	21.0	21.0	60.0
Yes, I know	40	40.0	40.0	100.0
Total	100	100.0	100.0	



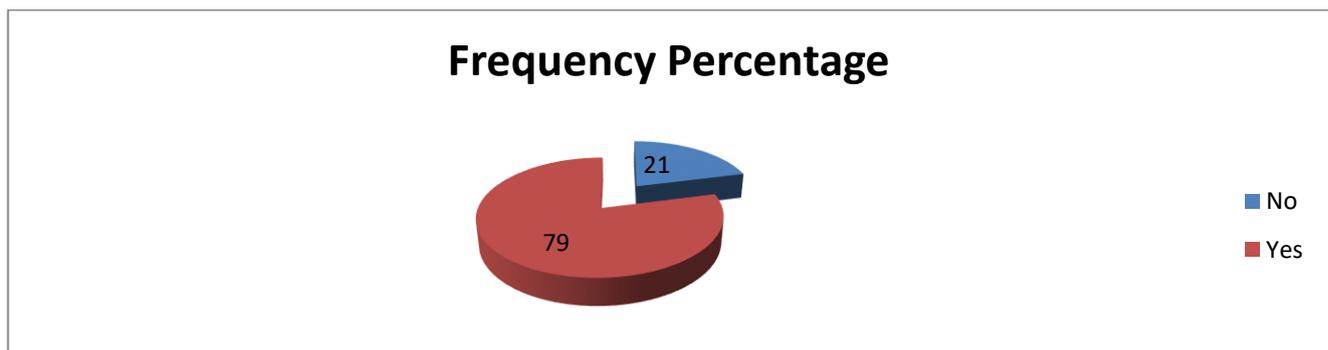
Q.11 Do you know taking fast food frequently may cause obesity?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Agree	38	38.0	38.0	38.0
Disagree	3	3.0	3.0	41.0
Neutral	34	34.0	34.0	75.0
Strongly agree	18	18.0	18.0	93.0
Strongly disagree	7	7.0	7.0	100.0
Total	100	100.0	100.0	



Q.12 Do you know fast food on a daily basis may result in causing any medical problem?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	21	21.0	21.0	21.0
Yes	79.0	79.0	79.0	100.0
Total	100	100.0	100.0	



Q.13 Do you think that excessive fast food are injurious to health?

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	19	19.0	19.0	19.0
Yes	81	81.0	81.0	100.0
Total	100	100.0	100.0	

frequency Percentage**Findings & Observations**

Almost every person contacted or interviewed said that he/she has visited small eating joints.

From analysis we found out that most of the people were affected and attracted with offers and schemes. Consumers choose small eating joints because they all want taste, change and economic food. Advertising plays a very crucial part in the consumer decision making process. For most of the respondents quality plays a very important role because most of the respondents said that they want quality products and that's also one reason for most of the respondents sticking to particular brand. We can also say that location, variety convenience and economical products are not the only things which attract the customer but there are some other factors which play a major role in the attracting the customers. From the analysis I found that 92% people are agreed to eat out. 53% respondents like to have brunch, 31% to eat dinner and 11% prefer breakfast to eat out at fast food restaurants. Taste is the major factor that influence the choice of people regarding fast food.

Conclusion and recommendations

1. From the survey I recommend that instructions should be mentioned regarding the affects of fast food on the health of consumers. Like harmful effects of alcohol and tobacco are mentioned on their packaging as they are injurious to health.
2. There should be some quality checks on the fast food industries by government.
3. License should be compulsory for all fast food industries.
4. Licence should be cancelled when any fast food industry breaks the policies mentioned on the contract.
5. Rehriwala and chabawala should be prohibited to sell food on streets.
6. Counselling should be provided timely to aware the youth regarding harmful affects of fast food.
7. Parents should teach their children from childhood not to consume fast food in excess.
8. Fast food industries should focus on providing fresh and nutritious food for consumers for their good health.