



CONSUMER BUYING BEHAVIOUR TOWARDS FAST FOOD OUTLETS IN BENGALURU, KARNATKA, INDIA

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Abstract

The Indian economy was a traditional economy with majority of people having a preference towards home cooked food which consist of nutritional value. This was a major challenge to global fast food to setup their business in India. In the present scenario, traditional food is replaced by fast foods. Due to the changes in lifestyle pattern demand for fast food is increasing day by day. Today fast food industry is one of the leading industry in India. Due to globalisation, various branded fast food chains came into existence in the form of franchise which created a boom to Indian economy. Every business depends on their consumers in order to sustain in business environment. So the global retailers have to compete with the Indian retailers who offer traditional foods according to their tastes at affordable price. In order to grab the attention of Indian consumers, fast food industry adapted Indian style of cuisines which in turn leads to a huge success. This present study is focused on consumer buying behaviour towards fast food outlets and the focus of the study is to know the various factors affecting the choice of the consumers so that fast food outlets come to know their strengths and can remedy their shortcomings which in turn leads to a success.

Keywords

Consumer Perception, Consumer satisfaction, Consumer Preference , Brand Loyalty

Introduction

Fast Food industry is a type of industry that serves fast food cuisine and table service is minimal in nature. It offers a limited and sophisticated menu, food will be cooked in advance in bulk quantity, will be well cooked and packed to serve dine in or takeaway delivery to their customers. The concept of ready cooked food is accustomed by urban developments.

Fast food will be prepared with the help of several equipment for maintaining uniqueness, consistency in tastes, incessant service in order to grab attention toward their products. Homes in cities will not be much equipped with adequate space or food court facilities. So instead of installing all the required equipment, customers started to prefer fast food which will be available at a reasonable price. During post world war II, American economy boomed that Americans began to spend as per their standard of living. When both men and women (couples) were engaged most of their time in official work, they were feeling mundane in preparing their food etc. So they started to make intimate use of fast food which would be delivered as soon as possible. Earlier eating out was considered as luxury, but now more than a common occurrence it has become necessity because people would like to prefer inexpensive and fast food for both lunch and dinner. The traditionally family dinner is replaced by fast food.

Literature Review

1. Devyani, P (2013) attempted to describe the impact of fast food consumption towards consumers health in Telangana city. This study reveals that people tend to eat out pizza at fast food outlets for leisure without considering the nutrient label fact. So this study suggested that fast food ie pizza manufacturers should increase the proportionate of vegetables and energetic Indian spice mixes considering the health point of view.
2. Kara et al., (1997) scrutinized about the consumers opinions and feelings towards fast food outlets regarding two countries USA and Canada. The results of the study revealed that perception, tastes and spending habit of people will be differed between two countries i.e USA and Canada. Each country people will have their own style of eating habits, so that tastes and preference regarding selection of fast food will be differed in terms of age group, spending habits, culture, social factors. It was analysed that preparation and consumption pattern of fast food will be different from one country to another even though fast food outlet are of a single franchise.
3. Anand Goyal and N.P Singh (2007) explored the various factors which influenced the food habit of youngsters in Punjab city. This study found that food habits of youngsters were influenced by many factors such as environment at home, education stress environment, availability and accessibility to fast food providers and social factors like family, reference groups shows a impact towards a fast food habits which in turn leads to a strong buying decision.

Objectives of the study.

- To study consumer buying behaviour towards fast food outlets in Bengaluru.
- To identify the factors affecting the choice of consumers for fast food.
- To identify the impact of hygiene and nutritional value of fast foods on consumer purchase decision.
- To analyse consumer spending behaviour and preference towards fast food.

Statement of the problem

The consumer tastes, needs and preference are dynamic in nature implying that every branded fast food brand should constantly work towards improvements, offer freshness in order to sustain in the marketplace. To sustain in a market environment a business must strive hard in terms of reliability, quality etc. The restaurant industry has not divided into clear cut divisions meanwhile the services offered will be similar which may overlap at times . Many fast food restaurants, offer similar products and services, so in order to gain competition over restaurant industry what are the strategies , offers they have to adopt or implement in accordance with consumers buying behaviour variables to gain superiority.

Research Methodology

Descriptive Research is used in this research in order to depict the level of consumer awareness, feelings, opinions, experience , buying habits towards fast food outlets in terms of quality, service and various factors. Descriptive Research is used in this analysis to measure consumer experience which in turn leads to customer satisfaction.

Sources of Data collection

Primary data are collected with specific set of objective to assess buying behaviour of consumer. The first hand information were collected from respondents of Bangalore by forwarding structured questionnaire through google forms.

Secondary data is readily available data from different sources including websites, journals, articles, magazines etc.

Sampling Design

Sampling method

Random sampling has been used because the selection of units from the population has been done randomly by visiting outlets and convenience sampling was done based on availability and accessibility by forwarding questionnaire through google forms at convenient level.

Population and sampling units

Research and survey activities has been done for the population of Bangalore in order to know buying behaviour towards fast food products and services in Bangalore. Research has been done for both male and female candidates who prefer fast food.

Sample size

Sample size is the amount of sampling units chosen from population, here the sample size is 200.

Hypothesis of the study

H0: There is no significant relationship between preference and nutritional fact label.

H1 : There is significant relationship between preference and nutritional fact label

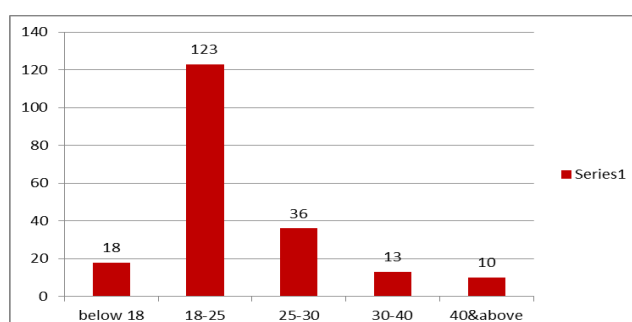
Statistical design

The data collected is represented in a tabular form and analysed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables. The data is presented through percentage and bar chart analysis which helps to judge the level of consumer behaviour by indicating variables in accurate manner.

1. Table showing the age of respondents

Age	No of respondents	Percentage of respondent
Below Eighteen	18	9%
18-25	123	61.5%
25-30	36	18%
30-40	13	6.5%
40 and above	10	9%
TOTAL	200	100

Analysis It can be analysed that out of 200 respondents, 9% of respondents are below 18 years, 61.5% of respondents are between 18-25 years, 18% of respondents are between 25-30 years , 6.5% of respondents are between 30-40 years and 9 % of respondents are 40 years and above

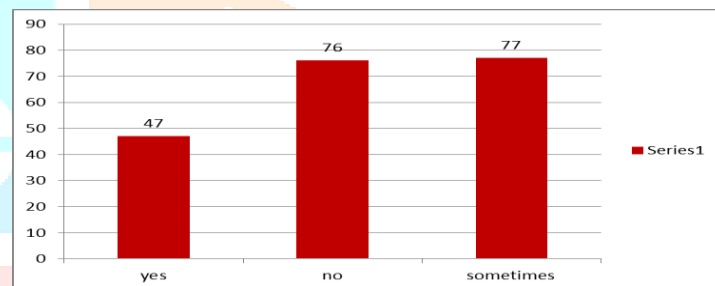


Inference From the above graph, it can be construed that respondents who belongs to 18-25 age group are the major customers towards fast food, the reason behind this is the students who fall in this age group tends to prefer fast food which is easy accessible, convenient, good taste and pocket friendly.

2. Table showing about checking preference for nutrient label.

YES/NO	No respondents	of	Percentage respondent	of
YES	47		23.5%	
NO	76		38%	
Sometime	77		38.5%	
TOTAL	200		100	

Analysis It can be analysed that out of 200 respondents, 23.5% of respondents vote yes, 38% of respondents vote no, 38.55 of respondents vote for sometime.

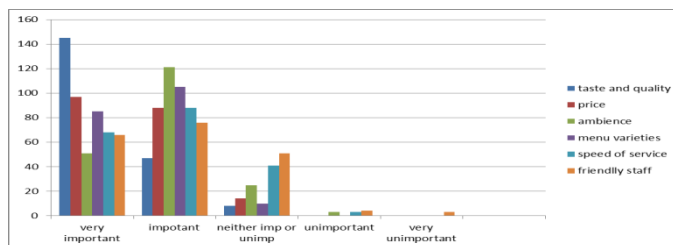


Inference From the above table, it can be construed that only few respondents are conscious about their nutrition chart where they prefer nutrient based food which is rich in protein etc. Majority of respondents vote for “no” and sometime because when it comes to a matter of favourite fast food they enjoy meal to their fullest without comparing any nutrient fact label.

3. Table showing the factors which influence when they decide to eat out.

Factors	Very imp	Important	Neutral	Unimportant	Very un imp
taste and quality	145	47	8	0	0
price	97	88	14	0	0
ambience	51	121	25	3	0
menu varieties	85	105	10	0	0
speed of service	68	88	41	3	0
friendly staff	66	76	51	4	3

Analysis It can be analysed that majority of respondents will be influenced by taste and quality when they decide to eat out. Price is the second most important factor which influence customers to visit fast food outlet. All the factors become secondary until taste, quality and price are met

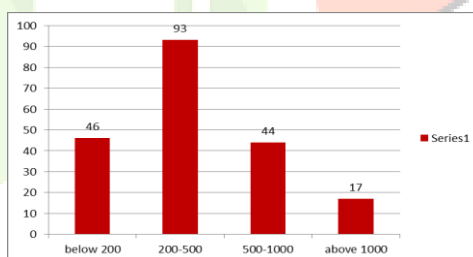


Inference From the above graph we can observe that taste and quality influence when they decide to eat out. Price is important factor when tastes and quality combines well as per the people’s needs, then the price factor will be accompanied in terms of good quality. Pricing factor is important because people tend to prefer good quality products at affordable price. It is observed that special ambience and more menu varieties influence people to visit fast food outlet frequently.

4. Table showing average money spend per visit.

Average money spend per visit	No of respondents	Percentage of respondent
Below 200	46	23%
200-500	93	46.5%
500-1000	44	22%
1000 & above	17	8.5%
TOTAL	200	100

Analysis It can be analysed that 46.55 of respondents spend average between Rs 200-500 per visit, 23% of respondents spend below Rs 200, 22 % of respondents spend between Rs 500-1000 and 8.5% of respondents spend above Rs 1000.



Inference From the above graph it can be construed that spending pattern depends upon their income, menu choices of their own as per their taste and preference, based on number of companion accompanying and number of orders done per visit matters spending pattern. From the above graph majority of respondents do spend between Rs 200-500 based on their orders and other criteria.

Hypothesis testing (CORRELATION TEST)

H0: There is no significant relationship between preference and nutritional fact label.

H1 : There is significant relationship between preference and nutritional fact label

		Which do you prefer?	Do you check the nutritional fact label in food?
Which do you prefer?	Pearson Correlation	1	0.045
	Sig(1-tailed)		0.263
	N	200	200
Do you check the nutritional fact label in food?	Pearson Correlation	0.045	1
	Sig(1-tailed)	0.263	
	N	200	200

P value = 0.045 Pearson product correlation of preference and nutrient fact label was found to be moderately positive and statistically significant. Hence H1 was supported. This shows that an nutrient fact label will be more preferred by consumers. It is positively correlated. Therefore, preference is having significant relationship with nutritional fact label.

Findings of the study

- The main findings of the study is majority youngsters are fascinated towards western culture.
- From the analysis it can be said that majority of respondents will be influenced by taste and quality when they decide to eat out. Price is the second most important factor which influence customers to visit fast food outlet. All the factors become secondary until taste, quality and price are met.
- Through various tests conducted between variables it is proved that preference is having significant relationship with nutritional fact label.
- Majority of respondents tends to prefer ethnic style dishes which consists of nutritional value which is a part of healthy diet lifestyle.

Conclusion

From the above survey we can draw a conclusions that due to urbanisation, increase in disposable income, awareness and fascination towards western culture, change in lifestyle traditional food is replaced by fast food in consumption pattern of people. Right from kids to oldies have sense of awareness about different fast food brands through attractive promotions. Pricing factor is important because people tend to prefer good quality products at affordable price. Through various tests conducted between variables it is proved that there is a relationship between preference and nutritional fact label., Since they happen to consume most of the meals outside their homes they expect food to be healthy and nutritious. Another findings indicates that fast food joints and restaurants primarily focus mainly on improving ambience which in turn attracts large number of customers which give positive physical experience inside the outlets. People

choices of restaurants are focused more on its look and feel factor followed by taste and quality preferences follow. There is more scope in developing food products in terms of health and nutrition. More and more people are now conscious about their food habits and expects standard quality with healthy menu in their daily consumption.

Suggestion

The fast food industry completely depends upon their customers for their existence .So in order to retain and maintain relationships with their customers they have to follow few suggestions for improvements which in turn leads to efficiency. They should aim at satisfying customers. From this survey, respondents have given valuable suggestions in order to improve quality in delivering of products and services. Increase variety of menu items with good quality grab large number of customers towards fast food outlets and more choices of ethnic local food and healthy diet menu which indicates nutritional value of item must be available To increase number of services and fast food outlets must be more hygiene. The price of the food items must be reasonable so that everyone can afford to it. Fast food outlets must handle consumer complaints deliberately and effectively which make ensure that consumer feel joy of happiness when they come to know that their complaints have been rectified by outlets which in turn leads to being loyalty towards their outlets. The environment must be well equipped with infrastructure which makes consumers to do visit frequently. Cleanliness must be maintained so that consumers can enjoy food without any hesitation.

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