



# CONCEPTUAL MODEL OF FACTORS INFLUENCING ON CONSUMER BEHAVIOR TOWARDS FAST FOOD OUTLETS IN UTTAR KANNADA DISTRICT

## Research Scholar

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## Research Guide

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## ABSTRACT:

**Introduction:** Fast Food Industry in India is rapidly growth of international industry in last decade when entered the market. The research study focused on the Indian fast food consumers behavior towards food has noticed gradual shift in recent years as the significant portion of the population spent more money for eating fast food from domestic and international market.

**Review of literature:** **Thakkar & Thatte (2014)** Consumers attach great importance to various factors such as quality of food, facility layout, service quality, speed and cleanliness.

**Objectives of study:** The main purpose of this research is study on consumer behavior towards fast food in Uttar Kannada district. The study of various factors affecting the choice of the consumers fast food outlets come to know their strengths.

**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 various factors like Price, quality, service and purchase decision. Sources of Data collection: Primary data are collected with specific set of objective to assess behavior of consumers towards fast food outlets in Uttar Kannada district. Secondary data is readily available data from different sources including websites, journals, articles, magazines

etc. Statistical design: The data collected is represented in a tabular form and analyzed using statistical tools such as percentage analysis. SPSS software is used to determine the relationship between two variables.

**Findings of the study:** The main finding of the study is majority Majority of respondents tends to prefer ethnic style dishes which consists of nutritional value, which is a part of healthy diet lifestyle.

**Conclusion:** Find out result; draw a conclusion that due to urbanization, 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.

**Keywords:** Consumers Behavior, Fast Food, fast food outlets, Factors affect, Uttar Kannada District

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## 1. INTRODUCTION:

Fast Food Industry in India is rapidly growth of international industry in last decade when entered the market India Fast Food Industry that used by the retailers were cultural are difference in eating habits and religious is unawareness This changes purchase power in consumers to try the new consumer eat outplace in cities and towns. These influence on fast food of retailers to developed their relationship.

The research study focused on the Indian fast food consumers behavior towards food has noticed gradual shift in recent years as the significant portion of the population spent more money for eating fast food from domestic and international market. Fast food industry in India findings the growth rate has recorded above 30% in the last years. International fast food industries are Kentucky Fried Chicken, McDonald's, Pizza Hit, Dominos etc. came to Indian market in the recent year.

According to report of CSO-Mo SPI, 2016, fast food industry growth Rs. 1,084.2 billion in the year 2014 to Rs. 1,211.7 billion and in the year 2015 overall growth of country gross value added from 1 percentage in the year 2014 to 1.1 percentage in the year 2015. According to National Restaurant Association of India, the restaurants have expected to 2.1 percentage of the total gross domestic product growth in India by 2021.

## 2. REVIEW OF LITERATURE ON FACTORS INFLUENCING THE CHOICE OF CONSUMER FOR FAST FOOD:

In India growth and development of fast food outlets in the recent years , this is the significant increase in the income level, influence of cultures, urbanization, globalization, changes in the lifestyles, family structures and social interaction among consumers.

**Richards & Padilla (2009)** Nutritional profile, vendor identity (brand), the distance from a consumers' home are considered while choosing a fast food restaurant to eat out.

**Islam & Ullah (2010)** Identified the factors related to consumer preferences of fast food products and found nearness and accessibility; discount and taste; cleanliness and hygiene; salesmanship and decoration; fat and cholesterol and; self service can influence the consumers' fast food consumption choice.

Ling et al. (2004), Goyal and Singh (2007) emphasized that consumer buying behavior has been influenced by the gradual changes in the economic, social, psychological and cultural factors and the sustained development in the Indian market place has fueled the fast food sector.

Precisely, Mukherjee and Patel (2005) found that the customer perception has significantly improved with better eating experience they had at the stores that enormously changed their customer relationship strategy. The customers now have access to the fresh foods, variety of options with quick delivery at low prices.

### 3. OBJECTIVES OF STUDY:

The main objectives of the study are:

1. To study consumer behavior toward fast food in Uttar Kannada district.
2. To identify the factors affect the choice of consumer for fast food in Uttar Kannada district.
3. To analyze consumer spending behavior and preference towards fast food in a district.

### 4. DATA ANALYSIS ON CONCEPTUAL MODEL OF FACTORS INFLUENCING:

Conceptual model is influencing factors of the enterprise performance based on the enterprise working environment and innovation behavior, which are good management mode, policy impact, economic system, market development degree, legal environment, office environment, employee exploratory innovation behavior, employee applicability innovation behavior, innovation realization mode, and innovation willingness. Influence factor analysis was performed to the overall of the conceptual model. Tests conducted separately for responses collected for fast food outlets in Uttar Kannada district. Analysis on conceptual model of factors influencing divided into two categories viz., Measurement Model, and Structural Model.

#### 1 Data analysis on measurement model:

The measurement model is the confirmatory factor analysis model, which used to verify the relationship between the latent variables and the observed variables. In the equation, is the measurement variable matrix is the measurement coefficient matrix, which measures the relationship between the potential exogenous variable matrix and its measurement variable matrix; is the potential exogenous variable matrix; and is the residual matrix of the exogenous index. Analysis on measurement model of factors influencing divided into two categories viz., Reliability test, and Validity test. Reliability and validity test are two main indicators for evaluating the response of respondents.

### 1.1 Reliability Test:

Reliability is the degree of consistency or stability of measurement results data. Reliability measured using Cronbach's alpha (Cronbach, 1951). It consists of larger the coefficient, the greater the correlation between the items, i.e., the higher the degree of internal consistency. It also measured using Composite reliability gives the internal consistency (Fornell & Larcker, 1981). AVE gives the measure of content validity (Fornell & Larcker, 1981). It is generally believed that the ideal factor loading of 0.5 and higher is good. CR above 0.7 is good. AVE of above 0.5 is good. This research uses SPSS16.0 to analyze the internal consistency of the data

**Table 1 showing evaluation of the measurement model on variety**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Variety1	When I eat out, I like to try the most unusual items, even if I am not sure I would like them.	0.930	0.962	0.854	0.946
Variety2	Items on the menu that I am unfamiliar with make me curious.	0.925			
Variety3	I like to eat exotic foods.	0.917			

(Source: Data analysis on study)

#### Analysis:

Table 1 showing evaluation of the measurement model on variety provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on variety 1 is 0.930, variety 2 is 0.925, and variety 3 is 0.917. Cronbach's alpha measure on variety is 0.962. Average variance extracted on variety is 0.854 and Composite reliability on variety is 0.946.

#### Inference:

Table 1 showing evaluation of the measurement model on variety provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher is good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 2 showing evaluation of the measurement model on food quality**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Food Quality 1	The food is tasty and I enjoyed	0.892	0.920	0.866	0.951
Food Quality 2	The food quality is standard across all outlets	0.949			
Food Quality 3	The outlet provides healthy food options	0.950			

(Source: SPSS16.0 use data analysis on study)

**Analysis:**

Table 2 showing evaluation of the measurement model on food quality provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on food quality 1 is 0.892, food quality 2 is 0.949, and food quality 3 is 0.950. Cronbach's alpha measure on food quality is 0.920. Average variance extracted on food quality is 0.866 and Composite reliability on food quality is 0.951.

**Inference:**

Table 2 indicate evaluation of the measurement model on food quality provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher is good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 3 showing evaluation of the measurement model on services speed**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Service Speed 1	Maintaining speed and quality services during busy times	0.764	0.941	0.624	0.833
Service Speed 2	You get prompt service and solutions to your problems	0.801			
Service Speed 3	Extra effort to handle special requests	0.805			

(Source: SPSS16.0 use data analysis on study)

**Analysis:**

Table 3 showing evaluation of the measurement model on services speed provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on services speed 1 is 0.764, services speed 2 is 0.801, and services speed 3 is 0.805. Cronbach's alpha measure on services speed is 0.941. Average variance extracted on services speed is 0.624 and Composite reliability on services speed is 0.833.

**Inference:**

Table 3 showing evaluation of the measurement model on services speed provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher are good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 4 showing evaluation of the measurement model on price**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Price 1	I find the offered prices of some products interesting	0.823	0.848	0.769	0.909
Price 2	I think that this store offers products at prices which reflect their quality	0.867			
Price 3	I find it easy to compare prices since they are well displayed	0.936			

(Source: SPSS16.0 use data analysis on study)

**Analysis:**

Table 4 indicate that evaluation of the measurement model on price provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on price 1 is 0.823, price 2 is 0.867, and price 3 is 0.936. Cronbach's alpha measure on price is 0.848. Average variance extracted on price is 0.769 and Composite reliability on price is 0.909.

**Inference:**

Table 4 showing evaluation of the measurement model on price provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher are good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 5 showing evaluation of the measurement model on nutrition**

<b>Codes</b>	<b>Statements</b>	<b>Factor Loading</b>	<b>Cronbach's alpha</b>	<b>AVE</b>	<b>CR</b>
Nutrition1	When shopping, the nutritional information about food ingredients is important for me.	0.942	0.940	0.902	0.965
Nutrition2	I share the nutritional issues that I obtain from various sources with others	0.932			
Nutrition3	I can understand information and recommendations about proper nutrition for children in the media	0.975			

(Source: SPSS16.0 use **data analysis on study**)

#### **Analysis:**

Table 5-presented evaluation of the measurement model on nutrition provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on nutrition 1 is 0.942, nutrition 2 is 0.932, and nutrition 3 is 0.975. Cronbach's alpha measure on nutrition is 0.940. Average variance extracted on nutrition is 0.902 and Composite reliability on nutrition is 0.965.

#### **Inference:**

Table 5 showing evaluation of the measurement model on nutrition provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher are good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 6 showing evaluation of the measurement model on consumer perception**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Perception1	This outlet is my first choice	0.808	0.918	0.540	0.778
Perception2	I have a positive feeling towards the outlet	0.650			
Perception3	I will recommend this retailer to friends and relatives	0.738			

(Source: SPSS16.0 use data analysis on study)

### Analysis:

Table 6 showing evaluation of the measurement model on perception provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on perception 1 is 0.808, perception 2 is 0.650, and perception 3 is 0.738. Cronbach's alpha measure on perception is 0.918. Average variance extracted on perception is 0.540 and Composite reliability on perception is 0.778.

### Inference:

Table 6 showing evaluation of the measurement model on perception provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district Factor loadings of 0.5 and higher is good. CR above 0.7 is good. AVE of above 0.5 is good.

**Table 7 showing evaluation of the measurement model on purchase decision**

Codes	Statements	Factor Loading	Cronbach's alpha	AVE	CR
Purchase decision1	I am likely to consider this outlet the next time I think about buying food	0.874	0.900	0.833	0.937
Purchase decision 2	I would like to try more products from this outlet	0.877			
Purchase decision3	I would like to suggest products of this outlet to my friends and relatives	0.984			

(Source: SPSS16.0 use data analysis on study)



**Analysis:**

Table 7 presented on evaluation of the measurement model on purchase decision provides factor loadings, Cronbach's alpha measures, Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loading on purchase decision 1 is 0.874, purchase decision 2 is 0.877, and purchase decision 3 is 0.984. Cronbach's alpha measure on purchase decision is 0.900. Average variance extracted on purchase decision is 0.833 and Composite reliability on purchase decision is 0.937.

**Inference:**

Table 7 showing evaluation of the measurement model on purchase decision provides factor loadings, Cronbach's alpha measures; Average Variance Extracted (AVE) and Composite Reliability (CR) from responses of fast food outlets in Uttar Kannada district. Factor loadings of 0.5 and higher is good. CR above 0.7 is good. AVE of above 0.5 is good.

The above overall study of reliability Cronbach's Alpha value is 0.882, which shows that the data is highly reliable. Cronbach's Alpha of all the individual constructs is 0.848 and above, which indicates that the data of the individual parameters are reliable. Composite reliability of the constructs is 0.778 and above which is shows internal consistency. AVE scores are 0.540, which shows convergent reliability. The square root of the AVE Off-diagonals is the correlations of the latent constructs. Also study the cross loading in factor analysis, the items are fall under the same factors. This complies with the discriminant validity requirements.

**1.2 Validity test:**

Validity is the degree to which the measurement tool can correctly measure the characteristic to be measured, which generally includes content validity and structure validity. The measurable variables select to a many of relevant literatures, has been repeatedly considered, and modified based on interviews with respondents, so they have good content validity. The validity reflects the degree of homogeneity between the evaluation results and the expected evaluation of data study. It seen that the questionnaire has been passed the structural validity test, and the data in the scale is suitable for factor analysis.

**Table 8 showing Discriminant Validity of the Constructs**

Factor	Variety	Food quality	Service speed	Price	Nutrition	Perception	Purchase decision
Variety	0.924						
Food quality	0.803	0.931					
Service speed	0.490	0.492	0.790				
Price	0.481	0.430	0.839	0.887			
Nutrition	0.483	0.406	0.808	0.750	0.950		
Perception	0.161	0.126	0.231	0.221	0.322	0.735	
Purchase	0.180	0.302	0.261	0.270	0.289	0.771	0.913

(Source: SPSS16.0 use data analysis on study)

**Table 8 showing** discriminant validity of the constructs diagonals is the square root of the AVE of the latent variables and indicates the highest of any column or row. Off-diagonals are correlations of the construct. The measurement model for fast food outlets in Uttar Kannada district thus meets the reliability requirements. There is also difference between for convergent and discriminant validity.

## 5. CONCLUSION:

The study results indicate that consumer's behavior towards fast foods outlets in Uttar Kannada district are attitude, quality, price, safety, hygienic packaging, and preparation time significantly affect female consumers purchasing decisions, but not perceived convenience. Find out the result; draw a conclusion that due to urbanization, increase in disposable income, awareness, and fascination towards western culture, change in lifestyle traditional food is replaced by fast food in consumption pattern of consumers.

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