



AN EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOUR TOWARDS FAST FOOD IN SOUTH MUMBAI

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Abstract

Fast food industry in India is growing rapidly as well as it has wider scope for the development. Younger generation, urbanization, high protein consumption, working women, change in life style, larger disposable income, search for new tasty food and many other factors boosting demand for fast food in India.

The present paper makes an effort to study consumer buying behavior towards fast food in South Mumbai. The present paper helps in knowing the factors responsible for consumption of fast food in South Mumbai. In the present study only five fast food products has been selected for research such as Pizza, Burger, Noodles, Frankie and Pasta which will elaborate South Mumbai's consumer behavior towards it, in the age group of 15 to 45 and it will be helpful in knowing the driving forces for the growth of fast food industry in South Mumbai.

In order to achieve objectives of the study, the researcher have focused on primary and secondary data as a source of information. The primary data is collected from fast food consumers of South Mumbai with the help of well-designed and structured questionnaire. A sample of 50 consumers was selected from South Mumbai by quota convenience method. Primary data analyzed with the help of percentage. Secondary Data collected from books, research agencies, newspapers, magazines, periodicals, government publications and websites.

Suggestions and findings of the study will help for the development fast food industry in South Mumbai.

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I. INTRODUCTION

In India, "Lunch Boxes" or "Tiffin" is the tradition of people but now things have changed a lot because as per National Restaurant Association of India report 50 percent of Indian population is eating out at least once in every three months and 08 times in every month in metro cities compared to U.S.-14 times, Brazil-11 times, Thailand-10 times and China-9 times. Now-a-days, it's a habit of all below 30 years to eat out. Indian traditional fast snacks like Samosas, Vada Pav, Chaats, Paav Bhaji, Dabelis and many others undoubtedly tasty food but elegant outlets like KFC, McDonald's, Pizza Hut, Cafe Coffee Day, Burger King and many more attracting youth of India.¹ Fast food industry is also known as Quick Service Restaurants (QSR). It is believed that the system of fast food franchising started in the mid 1930's and even in Great Depression it was successfully grown. Merriam-Webster dictionary added "Fast Food" in 1951. U.S. fast food companies are franchised more than 100 countries. Revenue of fast food restaurant has increased from US \$ 6 billion in 1970 to \$160 billion in 2014.² Indian fast food market is expected to grow up to US \$ 27.57 billion by 2020. Organized fast food market in India is about 10 percent and it is estimated to grow at 27 percent by 2020. Quick Service Restaurant market in organized fast food sector in India is expected to grow at 20 percent by 2019-20.³ Younger generation, urbanization, high protein consumption, working women, change in life style, larger disposable income, search for new tasty food and many other factors boosting demand for fast food in India.⁴ India's population stands at 1.2 billion and 2,700 fast food outlets are serving Indian people. India has 356 million people between age group of 10 and 24 years, world's largest youth population, more of them are working and demanding tastier and variety of fast food.⁵ This throws light on opportunities and prospects in the fast food industry. Due to changes in food consumption and Indian habits, the present study focused on consumers' buying behavior towards fast food in South Mumbai and also for selected fast food like Pizza, Burger, Pasta, Noodles and Frankie.

Fast Food:

Fast food is quick, economical and readily available as an optional food to home cooked food. There are many definitions given by experts like,

According to Merriam Webster online dictionary fast food is "designed for ready availability, use, or consumption and with little consideration given to quality or significance".⁶

As per to online free dictionary, "inexpensive food, such as hamburgers and fried chicken, prepared and served quickly".⁷

¹ <http://trak.in/tags/business/2015/01/22/qsr-india-fast-food-chains-eating-habits/> retrieved on 18th Aug., 2015, at 4:25 p.m.

² <https://www.franchisehelp.com/industry-reports/fast-food-industry-report/> retrieved on 18th Aug., 2015, at 4:27 p.m.

³ http://www.researchandmarkets.com/research/qdbrzq/fast_food_market retrieved on 18th Aug., 2015, at 4:30 p.m.

⁴ <http://trak.in/tags/business/2015/01/22/qsr-india-fast-food-chains-eating-habits/> retrieved on 18th Aug., 2015 at 4:32 p.m.

⁵ <http://www.cnbc.com/2015/04/02/indias-fast-food-industry.html> retrieved on 18th Aug., 2015 at 4:30 p.m.

⁶ <http://www.merriam-webster.com/dictionary/fast-food> retrieved on 18th Aug., 2015 at 4:12 p.m.

⁷ <http://www.thefreedictionary.com/fast+food> retrieved on 18th Aug., 2015 at 4:16 p.m.

II. REVIEW OF LITERATURE

Dr. Dani V. and Pabalkar (2013)⁸ focused on forcing factors for consumption of fast food along with behavior towards fast food industry in Pune.

EIU (2013)⁹ reported that fast food market in India is growing rapidly specially because of younger generation, nuclear families, working women in a family and for many other reasons.

Euro Monitor International Country Report (2014)¹⁰ stated about recent trends, competitive landscape and prospects of fast food in India.

Gauba Vaishali (2015)¹¹ explained about growth and prospects of India's fast food industry.

Khamgaonkar Sanjiv (2010)¹² elaborated about 40 fast food items and its availability in Mumbai. Further, explained about Mumbai's fast food culture which is influenced by Muslims, Gujarati, Goan, Coastal, Parsi, South Indian and local Maharashtra.

Pinto Renita (2013)¹³ focused on 20 best healthy and delicious fast food options available to consumers.

Times of India (2015)¹⁴ stated about Fast Food Television Ads which are influencing children for selecting restaurants.

Above literature review stated about importance, reasons for growth and prospects of fast food industry. It has not been covered for Pizza, Burger, Noodles, Frankie and Pasta as well as for consumers' of South Mumbai. So, in the present study only five fast food products has been selected for research such as Pizza, Burger, Noodles, Frankie and Pasta which will elaborate South Mumbai's consumer behavior towards it, in the age group of 15 to 45 and it will be helpful in knowing the driving forces for the growth of fast food industry in South Mumbai.

III. SIGNIFICANCE OF THE STUDY

The present study covers the factors responsible for consumption of fast food items in South Mumbai which can help the fast food industry for expanding and developing their outlets for serving in a better way to consumers. Through the present study Government, policy makers, researchers and consumers will be benefited by knowing the importance of this sector. New businessmen will get an idea for developing new venture of fast food in South Mumbai.

⁸ http://www.theglobaljournals.com/ijar/file.php?val=September_2013_1378217975_3a30e_97.pdf retrieved on 16th Aug., 2015 at 2:16 p.m.

⁹ <http://www.eiu.com/industry/article/311021215/india-food-fast-growth-for-cheap-eats/2013-10-03> retrieved on 15th Aug., 2015 at 11:11 p.m.

¹⁰ <http://www.euromonitor.com/fast-food-in-india/report> retrieved on 16th Aug., 2015 at 2:03 p.m.

¹¹ <http://www.cnbc.com/2015/04/02/indias-fast-food-industry.html> retrieved on 15th Aug., 2015 at 10:49 p.m.

¹² <http://travel.cnn.com/mumbai/eat/40-mumbai-foods-we-cannot-live-without-974140> retrieved on 16th Aug., 2015 at 2:23 p.m.

¹³ <http://www.indiatimes.com/health/healthyliving/20-best-healthy-and-delicious-fast-foods-options-236437.html> retrieved on 15th Aug., 2015 at 10:55 p.m.

¹⁴ <http://timesofindia.indiatimes.com/life-style/relationships/parenting/Fast-food-TV-ads-influence-a-childs-restaurant-choice/articleshow/49617669.cms> retrieved on 23rd Nov., 2015 at 09:18 p.m.

IV. OBJECTIVES OF THE STUDY

1. To know the most preferred fast food item by consumers.
2. To understand the consumption pattern towards fast food with special reference to the frequency of visit.
3. To identify the factors responsible for buying fast food among consumers.
4. To study the impact of hygiene and nutritional value of fast food on consumer buying decision.

V. LIMITATIONS OF THE STUDY

The present study is restricted to 50 consumers of selected fast food items in South Mumbai. Only Pizza, Burger, Noodles, Frankie and Pasta selected as a fast food item for the present study.

VI. RESEARCH METHODOLOGY OF THE STUDY

Research Design

The present study is descriptive and survey research. It is descriptive because research is on fact finding mission and providing descriptive answers. It is survey research also because present study focused on collecting primary data from consumers of fast food in South Mumbai.

Primary Data

The primary data is collected from fast food consumers of South Mumbai with the help of well designed and structured questionnaire. A sample of 50 consumers was selected from South Mumbai by quota convenience method. Primary data analyzed with the help of percentage.

Secondary Data

Secondary data is collected through research articles, newspapers, journals, magazines and government publications.

VII. ANALYSIS AND INTERPRETATION

Table No.01 Gender wise Distribution of Respondent.

Gender	Frequency	Percentage
Male	31	62
Female	19	38
Total	50	100

Source:- Primary Data.

Table no. 01 reveals gender wise distribution of 50 respondents out of which 31 are male and 19 are female.

Table No. 02 Age wise Distribution of Respondents.

Gender	Age Group			Total
	15-25 Years	26-35 Years	36-45 Years	
Male	25	04	02	31
Female	09	08	02	19
Total	34	12	04	50
Percentage	68	24	08	100

Source:- Primary Data.

Table no. 02 shows age wise distribution of respondents from the age range of 15 to 45. 34 respondents are from age group 15 to 25, 12 were from 26 to 35 and 04 are from age group of 36 to 45. 68% of respondents are from age group of 15-25.

Table No.03 Distribution of Respondent on the basis of Marital Status.

Gender	Married	Unmarried	Total
Male	02	29	31
Female	06	13	19
Total	08	42	50

Source:- Primary Data.

Table no. 03 shows distribution of respondent on the basis of marital status. 42 respondent are unmarried and 08 are married.

Table No.04 Educational Background wise Distribution of Respondent.

Gender	Educational Background				Total
	Science	Commerce	Arts	Engineering	
Male	17	10	03	01	31
Female	04	06	07	02	19
Total	21	16	10	03	50

Source:- Primary Data.

Table no. 04 reveals educational background of respondent. 21 respondents are from Science, 10 are from Arts, 16 are from Commerce and 03 are from Engineering background.

Table No.05 Monthly Income wise Distribution of Respondent.

Gender	Monthly Income Range				Total
	Less Than ` 20,000/-	` 20,001 to ` 30,000	` 30,001 to ` 40,000	` 40,001 and above	
Male	15	08	03	05	31
Female	05	05	02	07	19
Total	20	13	05	12	50

Source:- Primary Data.

Table no. 05 reveals monthly income wise distribution of respondents. 20 respondents are from less than ` 20,000/- monthly income, 13 are from monthly income group of ` 20,001 to ` 30,000, 12 are from monthly income ` 40,001 and above monthly income and 05 respondents are from ` 30,001 to ` 40,000 monthly income group.

Table No.06 Fast Food Preferred by Respondent.

Fast Food Items	Frequency	Percentage
Pizza	21	21
Burger	23	24
Noodles	20	20
Frankie	25	26
Pasta	09	09
Total	98	100

Source:- Primary Data.

The table no. 06 reveals no. and percentage of respondent who prefer to eat fast food. 26 percentage of responses shown preference to Frankie, 24 percentage of responses shown preference to Burger and 21 percentage of responses are for Pizza. This reveals that the respondent prefer more Frankie, Burger and Pizza.

Table No.07 Time Preferred by Respondent to Eat Fast Food Items.

Time	Frequency	Percentage
Lunch	16	26
Snacks	37	60
Dinner	09	14
Total	62	100

Source:- Primary Data.

The table no. 07 reveals the time preferred by respondent to eat fast food items. 37 responses shown preference to eat fast food during Snacks period which is more compared to other period like Lunch and Dinner.

Table No.08 Timings and Frequency of Visit to Fast Food Outlets.

Frequency of Visits	Timings of Visits		
	Lunch	Snacks	Dinner
Once in Month	07	09	02
1-2 Times in a Month	07	13	03
> 3 times in a Month	04	15	05
Total	18	37	10

Source:- Primary Data.

Table no. 08 shows frequency and timings of visits to fast food outlets by respondents. Snacks period is more preferred by respondent to eat fast food as well as table reveals that 15 respondent visit fast food outlets more than 3 times in a month during snacks period.

Table No.09 Reasons for Eating Out of Respondent.

Reasons for Eating Out	Frequency	Percentage
For Change	24	43
Fun	22	39
Family Outing	07	13
Saves Time	03	05
Total	56	100

Source:- Primary Data.

Table no. 09 shows reasons for eating in fast food outlets. 43 percentage of responses shown reasons to eat out is for change which is more compared to other reasons and 39 percentage of responses shown reason as for fun.

Table No. 10 Influencing Factors to Purchase Fast Food Items of Respondent.

Influencing factors	Frequency	Percentage
Children	03	05
Friends	43	74
Relatives	05	09
Neighbours	02	03
Mass Media	05	09
Total	58	100

Source:- Primary Data.

Table no. 10 shows influencing factors for purchasing fast food products. Table reveals that 74 percentage of responses are getting influence by friends to purchase fast food products.

Table No. 11 Motivating Factors for Buying Fast Food of Respondent.

Motivating Factor	Frequency	Percentage
Variety and Quality of Food	27	29
Time Saving	13	14
Price	06	06
Food Taste	29	30
Hygiene	09	10
Location of Fast Food Outlets	10	11
Total	94	100

Source:- Primary Data.

Table no.11 shows motivating factor for buying fast food. It reveals that 30 percentage of responses shown food taste motivates to buy fast food and 29 percentage of responses shown variety and quality of food motivate to buy fast food.

Table No. 12 Fast Food Nutritional Value of Respondent.

Nutritional Value	Frequency	Percentage
Minimal	25	50
Adequate	18	36
Healthy Food	07	14
Total	50	100

Source:- Primary Data.

Table no. 12 reveals responses for nutritional value of fast food. 50 percentage of respondent rated minimal value and 36 percentage of respondent rated adequate value for fast food.

VIII. FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS:

1. From above analysis it is proved that Fast food items has bright future in India because it is more demanded by younger generation.
2. Frankie, Burger and Pizza are most preferred Fast Food items by younger generation which proves that consumers are more conscious about their food.
3. Younger generation prefer Snacks period to eat Fast Food and they visit more than 3 times in month to eat Fast Food as snacks.
4. It is also found that younger generation prefers Fast Food items for change only not as their daily meal.
5. It is found that friends are influencing to eat Fast Food items out.
6. It is proved from the analysis that younger generation preferred Fast Food items because of its taste, variety and quality which tells about their consciousness towards food.
7. It is found that younger generation aware about nutritional values of Fast Food as most of them rated to minimal value.

CONCLUSION:

Thus, it can be concluded that Fast Food outlets has vast scope to grow as the requirement of Fast Food items is increasing day by day and it is more preferred by younger generation. Dominating factors for eating Fast Food are food taste, variety and quality which can be exploited by fast food outlets for creating demand of Fast Food items. Younger generation is more health and hygiene conscious that also can be considered by Fast Food outlets.

SUGGESTIONS:

1. It is more important to create awareness about nutritional values of Fast Food because most of younger generation is unaware about it.
2. Promotional strategies should be framed in such way that not only younger generation but family members and relatives also should get attracted towards it. So, that number of target audience will increase otherwise Fast Food will be preferred only by younger generation.
3. Promotional strategies like free home delivery, picnic and family packs of Fast Food, free gifts and coupons will help in creating demand among all consumers which will not be restricted to only younger generation.
4. New Fast Food items should be introduced in such a way that it can be consumed during breakfast, lunch and dinner so that timings of visit will increase.
5. More variety, qualitative, tasty, hygiene and nutritious Fast Food should be introduced so that it will help in attracting consumers and creating demand among all consumers.
6. Consumers are health and food conscious, they do not want obesity and other health problems due to Fast Food, so it suggests for nutritious and qualitative Fast Food.
7. Consumers should get reason for eating Fast Food which can be introduced with the help of new schemes like Celebration of Birthdays, festivals, functions and Marriage or any other Anniversary so that consumers will get reason for eating out and in future it help in increasing demand among consumers.
8. Media plays a very important role for influencing kids and vice versa family members for Fast Food. Fast Food outlets can take help of the media for influencing consumers and introducing new Fast food.

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