

# Analyse the Influence of Major Situational Factors in Students Preference of Fast Food

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**Abstract – Fast food culture is an enthusiastically uprising pattern among the youths around the globe. As indicated by Tif (2015) India has seen a gigantic ascent in the utilization of fast food over the ongoing couple of years. Various examinations in the past were attempted to recognize the powerful factors identified with the purchaser preference of fast food however considers with a particular focus on situational factors were not many and restricted. In many inquires about, either the effect of situational factors neglected or few of them secured nearby different factors. As their impact being progressively fell particularly among youth, examining such factors in their preference and its consequent research result would be of immense incentive to parties concerned. They typically incorporate most loved time of eating, take money had, peers impact, time of social interaction, spot of advertisements, parent's pay and area of eatery. The present examination is an endeavor to investigate the impact of these situational factors in leaning toward the fast food by students. The investigation would serve the twin destinations in one-go. In one-side, it helps the guardians and people to regulate and decrease the intake of fast food as the expanded eating of the food causes wellbeing related issues. On the opposite side, it recommends the fast food organizations to utilize the situational factors adequately in their advertisements while focusing on their gathering of people. The frequency of dispersion of food related fragments was 28.0 %( fast food), 82.0 %( homemade food) separately. It has been resolved that the females associated with the examination incline toward homemade in light of the fact that they like it, it is nutritious, costs are sensible and they intake vegetables. Along these lines, we reason that age bunch youthful females is relate with significantly expanded utilization for homemade food than the fast food.**

**Keywords - Fast Food, Situational Factors, Students' Preference.**

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## 1. INTRODUCTION

Fast food culture is an overwhelmingly uprising pattern among the youngsters around the globe. As per Tif (2015), India has seen a monstrous ascent in the utilization of fast food over the ongoing couple of years. As per driving sites, fast food is the term given to that can be arranged and served in all respects rapidly, while Habib et al., (2014) portrayed fast food as fast arranged, sensibly evaluated and promptly accessible choices to home cooked food. We can discover the engravings of its presence at eateries, arenas, air terminals, zoos, schools and colleges, on voyage boats, trains and planes, at supermarkets, oil stations.

In the human life, food assumes a noteworthy job, as we need it to endure. We share it with our families and our companions and we regularly make it a focal piece of our celebrations. We search for it, cook it, read about it, talk about it, and occasionally stress over it. On the planet, socio-statistic changes are driving the development of food intake because of the ascent of double pay. Eating meals from home requires mobility, and fast food is likewise more

costly than home meals. Food eaten far from home might be identify with expanded weight since vitality thickness is higher in these meals. Ongoing studies have uncovered that numerous Americans trust ladies have obtaining power however less time to prepare ,cook, eat , cleanup and do not have the learning in having essential responsibility for food acquiring and preparation inside the home.

Also, even medical clinics. The fast food advertise in India will dramatically increase to around Rs. 15,000 crore by 2018-19 from Rs. 7000 crore in 2016-17, driven generally by new store increases. The preference of fast food has turned into a pattern particularly among teenagers and youth and has won the sense of taste of those gatherings. What's more, thus it has earned the name of 'Tiffin' of students. Their most unmistakable fast food things incorporate burger, pizza, fried chicken, hamburger and sandwich.

Various examinations in the past were embraced to recognize the persuasive factors identified with the buyer preference of fast food yet contemplates with a particular focus on situational factors were not

many and constrained. In many examines, either the effect of situational factors disregarded or few of them secured close by different factors. As their impact being progressively fell particularly among youth, examining such factors in their preference and its ensuing examination result would be immense incentive to parties concerned. They regularly incorporate most loved time of eating, pocket money had, peers impact, time of social interaction, spot of advertisements, parent's pay and area of restaurant. The present examination is an endeavor to investigate the impact of these situational factors in leaning toward the fast food by students. The investigation would serve the twin targets in one-go. In one-side, it helps the guardians and people to regulate and lessen the intake of fast food as the expanded eating of the food causes health related issues. On the opposite side, it proposes the fast food organizations to utilize the situational factors viably in their advertisements while focusing on their gathering of people.

### 1.1 Buying Behavior towards Fast Foods

The powerful fracture of shoppers these days, speaks to a propensity that ought to thought about, to recognize and improve the quality elements of the items, which are essential for every class of buyers. Youngsters are not worried about food preparation and that is the reason, they want to go out for their meals. They for the most part go to fast-food restaurants, particularly when there is no one to cook for them (while they ponder far from home) and furthermore when they need to mingle. In spite of the fact that they have the important information about the dietary benefit of food and its impacts on their body, they do not act as needs be. Fast – food restaurants are well know because they serve the food fast, they are modest and they effectively supplant homemade food. In spite of the fact that individuals, who are generally bustling working, discover fast-foods worthwhile, customers ought to know about the way that fast-food items are high in calories, fats, sugar and salt. Overall, youngsters concede that it is troublesome for them to change their food habits - particularly in light of the fact that they do not have time and order to do it.

## 2. LITERATURE REVIEW

**Tatjana Pivac (2018)** - The worldwide development of fast food consumption habits and the ensuing change in the focused environment prompted greater statistical surveying and the targeting of buyer gatherings. Then again, the development of the market and the expansion in the quantity of fast food restaurants have encouraged shoppers to give more consideration to the products they devour, that is, have impacted their enthusiasm for the diversity of factors that are conclusive while picking a restaurant.

**Chakraborty S (2015)** - examined the buyer conduct and their purchasing attributes towards fast-

food industry in India. It distinguished the factors that could affect their purchasing conduct and could be utilize in the business methodologies of the retailers. A center focus given to the extent of client devotion program and the rise of compelling advertising correspondence diverts in fast food organizations to improve their associations with the clients. t was found that attitude, personality and perception of common people remarkably shifted with the advent of knowledge sharing through traditional and media communication channels such as word of mouth promotion, entertainment sources such as movies, music and television, internet, awareness through education, relocation, travelling and other communication sources from the company such as direct selling, advertisement, etc.

**Hong Qin, Victor R. Prybutok and Qilan Zhao (2010)** - in their investigation altered the SERVPERF scale by fusing the extra component of recoverability, to observationally test and refine the adjusted SERVPERF instrument utilizing review information from China. The examination plans to survey the potential forerunners of consumer loyalty in the fast food industry in China. The forerunners incorporate administration quality, food quality, and perceived esteem. Finally, it looks to analyze the connection between conduct intentions and consumer loyalty in the fast food industry in terrain China. Dependability, recoverability, physical assets, and responsiveness were all significant components of perceived administration quality. Food quality, perceived esteem and administration quality all had an immediate and positive association with satisfaction, which thusly affected social intentions.

**Goyal Anita and Singh Netra Pal (2007)** - in their paper tries to evaluate importance of different factors influencing the decision of fast food outlets by Indian youthful shoppers. The examination applies multivariate factual devices to evaluate importance of different factors influencing the decision of fast food outlets by Indian youthful buyers. Likewise, the creators examined the consumption designs, effect of cleanliness and nutritional qualities, and rating of different traits of McDonald and Nebula's. Results show that the youthful Indian buyer has passion for visiting fast food outlets for entertainment only and change yet home food is their first decision. They feel homemade food is greatly improved than food served at fast food outlets. They have the most astounding an incentive for taste and quality (nutritional qualities) trailed by feel and cleanliness. Three dimensions (administration and conveyance dimension, item dimension, and quality dimension) of fast food outlets' properties were additionally distinguish.

### 3. OBJECTIVES OF THE STUDY

- 1) To distinguish the situational factors of students while inclining toward fast food.
- 2) To examine the impact of major situational factors in students preference of fast food.
- 3) To offer proposals dependent on the discoveries of the investigation.

### 4. METHODOLOGY

It is an experimental examination dependent on essential information. The students who were in the age gathering of fifteen or more consider for the investigation. By a wise blend of non-likelihood examining strategies for judgmental and standard inspecting, an example of 300 students chosen for the investigation. Reactions on 20 explanations ex squeezing the impact of situational factors on the preference of fast food by respondents gotten and examined. Factual devices like rate examination and chi-square test were connected and inductions were drawn. The investigation directed among the students of those schools and college in the Madurai city of Tamil Nadu.

### 5. ANALYSIS AND INTERPRETATION

Table-1 shows the situational background of factors where the respondents usually prefer and eat fast foods.

**Table 1: Situational Factors of Respondents**

S. No.	Situational Factor	Sub-categories	Number	%
1.	Favourable time of eating	Leisure time	91	30.30
		Class interval	132	44.00
		Holidays	77	25.70
			300	100.00
2.	Status of peers	Classmates	119	39.70
		Friends	181	60.30
			300	100.00
3.	Pocket-money spent (Per week)	Upto Rs. 1000	122	40.70
		Between Rs.1000 and Rs.2000	95	31.70
		Above Rs.2000	83	27.60
			300	100.00
4.	Educational level	Schooling	156	52.00
		College	144	48.00
			300	100.00
5.	Occupational status of Parents	Govt. employee	88	29.30
		Private employee	125	41.70
		Business and industry	87	29.00
			300	100.00
6.	Location of school / college studied	Busy area	79	26.33
		Outskirts of the city	124	41.33
		Residential / Far off	97	32.33
			300	100
7.	Time of social interaction	Birthday parties/ functions	100	33.30
		Evening get together	114	38.00
		Weekend meetings	86	28.70
			300	100.00
8.	Place of advertisement	In-School/College	156	52.00
		Indirect	144	48.00
		Total	300	100.00

Source: Primary data

It known from Table-1 that a majority of 44%, 60.30%, 40.70%, 41.70%, 41.33% and 38% of respondents have a place with the situational sub-classifications –

- Class interim (good time of eating),
- Friends (status of companions),
- Up to Rs. 1000 (pocket-money spent),
- Schooling (educational level),
- Private - employee (word related status of parents),
- Edges of the city (area of school/college considered)
- Evening get together (time of social interaction) respectively.

To determine the effect of chosen eight situational factors, a more extensive invalid hypothesis that 'the situational factors of students don't have any effect on their preference of fast food' was confined and tried.

The result of Chi-square test are furnished in Table-2

**Table 2: Results of Chi – Square Test on Situational Factors**

Sl. No.	Situational Factor	Calculated Value of Chi – Square	Degrees of freedom	Table Value of Chi – Square	Acceptance / Rejection of Null hypothesis
1.	Favourable time of eating fast food	25.685	4	9.49	Rejected
2.	Status of peers	13.492	2	5.99	Rejected
3.	Amount of pocket money – spent	9.876	4	9.49	Rejected
4.	Level of Education	36.686	4	9.49	Rejected
5.	Educational status of parents	2.908	4	9.49	Accepted
6.	Location of school/college	2.497	4	9.49	Accepted
7.	Time of social interaction	10.313	4	9.49	Rejected
8.	Place of advertisement	0.574	2	5.99	Accepted

Source: Computed data

From the result of the analysis (Table 2), it deduced that out of the eight situational factors considered for the examination. the five factors, for example, 'good time of eating', 'status of companions', 'measure of pocket-money spent', 'dimension of training' and 'time of social interaction' have significant effect on the preference of fast food by students as their invalid hypotheses were rejected. The staying three factors, for example, 'word related status of parents', 'location of school/college, and 'place of advertisements' don't have any effect in preference.

### 6. CONCLUSION

Food consumption designs contrasted over the examined nations, with females ordinarily settling on increasingly healthy decisions. As per the aftereffects of the exploration, it has been resolved that youthful females of Nirmala College for Women ,Coimbatore, Tamiladu still incline toward customary homemade food than fast food ie., western style of

having food in restaurants. Health is essential than taste so by expanding in eating homemade food offer protection to our health as by fast food consumption calories. At the point when the decisions of western style and conventional fast food surveyed independently, for youthful females, it has been discovered that the most favored homemade food style is rice with sambar and potato.

Expanding monetary status and hunger for western food among students all through the nation has seen a huge ascent in the consumption of fast food over the ongoing couple of years. Advertisers may profit by changing their showcasing and limited time blends to the diverse sections of purchasers. While targeting understudy buyers, situational factors like time of eating, impact of friends, pocket money spent, educational and time of social interaction must be properly blended later on limited time procedure as their esteem being exactly settle in the present examination.

Nevertheless, intemperate consumption of fast food is not useful for health as they are wealthy in soaked fats, trans-fat, basic sugars and sodium-which are all supplements related with hypertension, coronary illness and type-2 diabetes. Creating healthy way of life among more youthful age is a worry for all. Government on its part may assume a successful administrative job in the fast food industry. The parents, who are the certifiable defender of their wards, need to assume a job of 'guard dogs' in the zone of food decisions of their youngsters. The discoveries of the present examination draw the consideration of parents and expect them to be careful and practice exacting vigil on persuasive situational factors like their season of eating, peers nearness, pocket-money given, and time of their social interaction and get-togethers, while their youngsters away home. Further explores in tremendous topographical region with substantial example estimate, might be endeavored to acquire and progressively important bits of knowledge on the most powerful situational factors in the preference of fast food by students.

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