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## **A LIVE STUDY ON FAST FOOD CONSUMPTION: HABITS, TASTE & PREFERENCES OF BHUBANESWAR PEOPLE**

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### **ABSTRACT**

*In India, the fast food industry is emerging at a rapid rate despite of the fact that fast foods are the main victim of spreading diseases amongst the people. Fast food is multi billion industry continuing to grow at a rapid pace in coming years. Fast food is often highly processed and prepared in an industrial fashion i.e., with standard ingredient, methodical cooking and production methods. Consuming fast food is not only the necessity but also the status reflector for the people.*

*Bhubaneswar is a smart city and the capital of Odisha which is also known as ‘Temple city’. The city is rich in its cultural heritage. Bhubaneswar is mainly occupied by rural people but with intense changes brought in by modernization, industries and technologies throws a great impact on their lifestyle. But when it comes to food consumption, Bhubaneswarites are capable of competing with any other major cities of India. People of Bhubaneswar love to eat and good savoury food always attract them. Due to such eating habits, Bhubaneswar offer different cuisine foods for everyone. From morning 6 to Evening 11 delicious food is offered everywhere. For foodies, Bhubaneswar is food paradise. The research has been conducted in Bhubaneswar. This research study includes 300 sample size and the study has been conducted to examine the habits, taste & preferences of Bhubaneswarites regarding the consumption of fast food, frequency of fast food consumption, money spent on it, preferences of factor with regard to fast food consumption, preference of location for fast food consumption, preference of food/ drink with fast food, health status of people who prefer fast food, preference of meal occasion for fast food consumption, views of people favouring health care related to fast food and influence of brand promotion activities like gift cards, coupons, discounts etc. on buying decision of people for fast food.*

**KEY WORDS:** *Fast food, Obesity, Brand promotion*

## 1. INTRODUCTION

Fast food consumption is the way of life and a recent trend amongst all the people. Fast food refers to food that can be prepared and served very quickly from restaurants with precooked ingredients, and served in a packaged form to the customers to take away. The need for quickly prepared food is much older than we probably think. In ancient times, Ancient Rome cities had Street vendors that sold bread and wine. Even towns of Middle East also had street stands that sold pies, pastries, pancakes. Fast food has been associated with urban development. It was first popularized in 1970s in United States. And now India, being the second highest populated country in the world is witnessing an intense growth in the fast food industry. The reasons vary i.e; exposure to global media and western cuisine, the growth in nuclear families, particularly in urban India and increasing number of working women have had an impact on eating out trends and growth of fast food in the country.

Over the past few decades there has been a massive growth on consumption of fast food. India's food industry is growing 40% a year because of availability of raw materials for fast food, global chains are gushing into the country. Indian market offers major opportunities to the fast food companies to capture a large consumer base. As a result, all International fast food companies like Pizza Hut, KFC, Dominos, McDonalds and many more are investing very large amounts of money to grab a share of this profit-making market. So, Indian market has been a great source to fast food industry due to Globalization and Urbanization.

## 2. REVIEW OF LITERATURE

Fast food is something that has become a phenomenon in today's society. A large number of people around the world love to have fast food. Dr. Nirmal Kaur (2016)<sup>1</sup> studied the relationship between fast food consumption and health of late childhood (early adolescence). The results of the study shown that children attracts more towards the fast food, by various factors, amongst all time factor is the most common. And another is taste factor to an extent that influences to opt for fast food.

Horsu Emmanuel Nondzor and Yehboah Solomon Tawiah (2015)<sup>2</sup> examined the perception and preferences of consumer of tertiary student on fast food in Ghana. The researchers investigated the perception, preferences and factor contributing to the growth of fast food among tertiary students. The study revealed that the consumers, who currently patronize fast food, do so for the reasons they perceive them to be convenient, time saving, delicious, good for a change and fun as well as preference of the environment. The findings proved to be more revealing and significant as they help marketers as far as consumer behaviour is concerned with respect to the consumption of fast food.

Nazrul Islam and G.M shafayet Ullah (2010)<sup>3</sup> explored the factors affecting consumers' preferences on the fast food item in Bangladesh (Dhaka city). It was revealed that brand reputation is the most important factor to consume fast food by the consumers', followed by nearness and accessibility, similarity of taste with previous experience, cost and quality of food, discount and taste, cleanliness and hygiene, salesmanship and decoration, fat and cholesterol level and self-service factors.

Oyedunni S. Arulogun and Modupe O. Owolabi (2011)<sup>4</sup> studied the consumption pattern of fast food among undergraduates of Nigeria University, Ibadan. The study was designed to access fast food consumption pattern and the perception of it as a risk factor for NCDs (Non-Communicable Diseases) among undergraduates of university of Ibadan. The findings show that more than half of the respondents had no idea of how fast food consumption can lead to NCDs. It is therefore, suggested that nutrition education programme should be provide in Institutions of higher learning on the promotion of healthy dietary intake and food choice while highlighting the harmful effects of excessive consumption if fast food.

Ayesha Karamat Baig and Munazza Saeed (2012)<sup>5</sup> analysed the review of trends in consumption of fast food in Pakistan. The sole purpose was to analyse the fast food markets and customers attitude in Pakistan and abstract smart strategies of the fast food companies like McDonald's, KFC, Almadia, Frichick's and other well-known companies in their attempts to penetrate the Pakistan market. The results of the study concluded that people visit different fast food centres to get convenience and good taste as well.

Ashakiran and Deepthi R.(2012)<sup>6</sup> explored the impact of fact food on health. The main purpose of this study was to show how fast food impacts on the health of people and how it can be avoided. The key determinants impacting consumer's food choice were found out to be moderation, occasional consumption and preferably in small portion.

A Large number of people loving fast food vigorously around us. Prof. Myles A (2014)<sup>7</sup> studied the fast food fever: reviewing the impact of the western diet on immunity. While numerous changes in human life style constitute modern life, out diet has been gaining attention as a potential contributor to the increase in immune-mediated diseases. The western diet is characterized by a high intake of saturated and overuse of salt and too much refined sugar. Most are aware that this type of eating, if not in moderation, can damage the heart, kidney, and waistlines, however it is becoming increasingly clear that the modern diet also damage the immune system.

It is not impossible to win war with junk food against healthy foods. However, one must beware; entice is so strong that you will be addicted. It must be remembered that the addiction to junk is greater

for business. It is all in our hands to choose junk food or health. Author for correspondence Dr. Ashakiran S. Professor, Sri Devaraj (2012)<sup>8</sup>.

Although nutrition expert might be able to navigate the menus of fast food restaurant and based on the nutritional information, compose apparently 'healthy' meals, there are still many reasons why frequent fast food consumption at most a chains is unhealthy and contributes to weight gain, obesity, type 2 diabetes and Coronary Artery disease.

In the documentary film 'Super Size Me' the character Mr. Spurlock ate Mc Donald's food three times a day for 30 days and gained 11kg. However observational studies cannot prove that the association between fast food consumption and weight gain is causal. It remains a marker for a generally unhealthy life style factor which is the real culprits in weight gain and in the increased risk of diabetes. As per the study of Stender S, Dyerberg J, Bysted A, Leth T, Astrup A(2007)<sup>9</sup>.

Fast food consumption is increase dramatically in Pakistan. Dramatic change in food consumption, and profound public concern about health and obesity elucidated that there is a certain considerable need for research to understand better the attributes or strategies driven by fast food centre in Pakistan. Eating in Pakistan is a stirring practice and food has many different styles with immense restaurants in all the big cities of Pakistan. Worldwide Cuisines can be cooked in Pakistan, like Asian, Middle Eastern, Indian and approximately all international dishes, similarly Fast food chains are mounting in popularity by reason of convenience all their home oriented approach. "In data Monitor's (2005) survey, the fast food market is defined as the sales of foods and drinks for immediate consumption either on the premises or in designated eating areas shared with other foodservice operator, or for consumption elsewhere"(Anand,2011)<sup>10</sup>.

### 3. GROWTH OF FAST FOOD INDUSTRY

India is among the top three countries globally having highest number of people in the spending categories in the age group of 25-49 years. India is placed at the second rank in 2004 global retail development index an annual ranking of retail investment attractiveness among 30 emerging markets. Now-a-days, India's food processing industry is one of the largest industries in the country it is ranked fifth in term of production, consumption, export and expected growth. India's fast food industry is growing by 40% per year and is expected to generate a billion dollars in sales.

There is a saying, "Eat Healthy and Live Healthy" which is one of the essential requirements of long life. But at present, fast food is having an important part in everyone's life. Not only they taste good but also they do a tremendous job at causing severe health problems. It is important to have a closer look at the common health problems. Obesity, laziness, anxiety, pressure, insomnia, headaches, etc.

are some frequent health problems of young people. Nowadays, customers consuming fast food are mainly young people. Many youngsters prefer eating fast food such as burger, fried chicken, pizza, pasta, noodles, beverages, etc. which contains higher amount of salt, sugar, fats, various types of artificial food additives like flavour enhancer, food colouring, emulsifier and preservatives that pose serious health hazards. It may also contain harmful bacterias too. The most adverse effects on one's health can be obesity. Additives contents that are present in the fast food consist of MSG(Monosodium Glumate), a flavour enhancer largely used in the food industries and has been associated with a number of health problems like obesity. With obesity comes other problems like high blood pressure, diseases of the joints. So, it is important to make the right choice and eat some healthy food.

The growth in nuclear families, particularly in urban India, exposure to global media and western cuisine and an increasing number of women joining the workforce have an impact on eating out trends. And very often, it is preferred as a time saving option to cooking.

## 4. RESEARCH METHODOLOGY

### 4.1 Objectives of The Study

- A. To study the fast food consumption habits, taste & preferences of the people of Bhubaneswar.
- B. To find out the factors influencing the fast food consumption.
- C. To know the health care of people with reference to fast food consumption.
- D. To study the influence of promotional activities with regard to fast food consumption.

### 4.2 Motivation of the Research:

The consumption of fast food is increasing while the health of people is degrading day by day. So, this has motivated the researchers to choose the particular research.

### 4.3 Target Group & Target Area:

People of Bhubaneswar

### 4.4 Sample Size : 300

### 4.5 Sampling Method: Convenience Sampling

### 4.6 Data Collection Method

#### Primary Method:

1. Questionnaires are designed for people of Bhubaneswar.
2. Online questionnaire as well as Schedules and Printed Questionnaires are used for data collection from people.
3. 200 questionnaires were filled through the online link and 100 questionnaires were filled by the students of the

colleges during their mall visit with faculty members.

4. Online questionnaire links sent to E-mail Ids of the target groups.
5. In this study, LinkedIn is also used to collect the data as links were sent to the target group straightforwardly.

6. Snowball technique is also used to collect the data.

**Secondary Method:** Journals, Magazines & Internet

**5. DATA ANALYSIS**

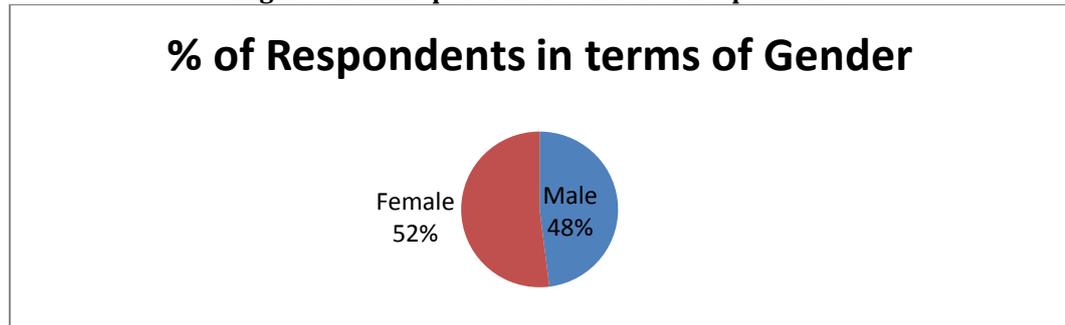
**A. Part 1: Demographic Data Analysis**

**A1 : Gender of Respondents**

**Table 5.7.1 Distribution of Gender of Respondents**

Gender	Percentage
Male	48%
Female	52%

**Figure 5.7.1 Proportion of Gender of Respondents**



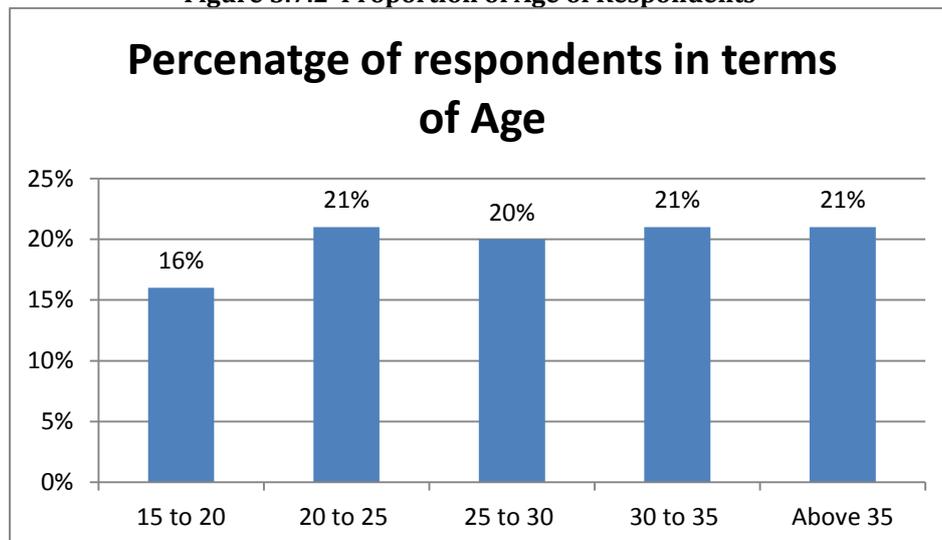
**Inference:** For this research study, 48% respondents are male and 52 % respondents are female.

**A2: Age of Respondents**

**Table 5.7.2 Distribution of Age of Respondents**

Age	% of Respondents
15 to 20 years	16%
20 to 25 years	21%
25 to 30 years	20%
30 to 35 years	21%
Above 35 years	21%

**Figure 5.7.2 Proportion of Age of Respondents**



**Inference:** It has been noted that for this research, 16% respondents were in the age group between 15 to

20 years, 21% respondents belong to 20 to 25 years, 20% belong to 25 to 30 years, 21% belong to 30 to 35

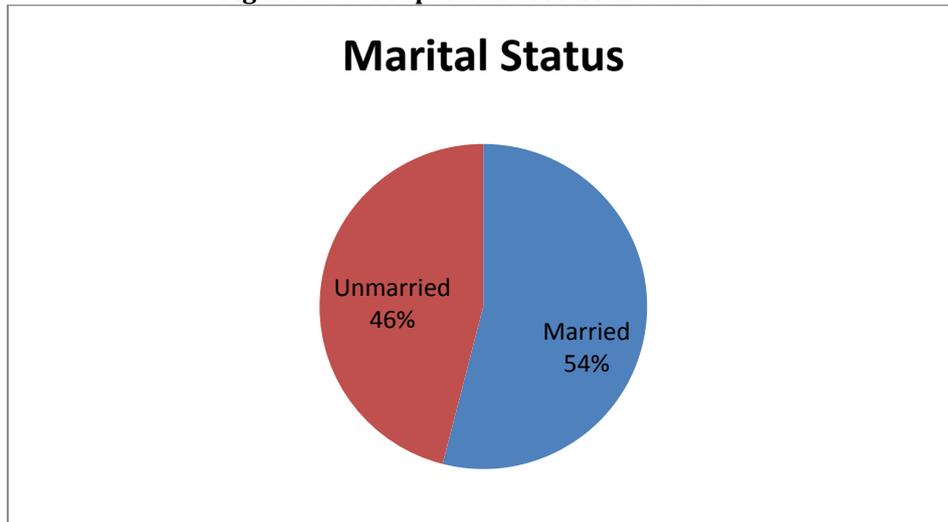
years of age and remaining 21% belong to above 35 years of age.

**A3: Marital Status of Respondents**

**Table 5.7.3 Distribution of Marital Status**

Marital Status	Percentage of Respondents
Married	54%
Unmarried	46%

**Figure 3.7.3 Proportion of Marital Status**



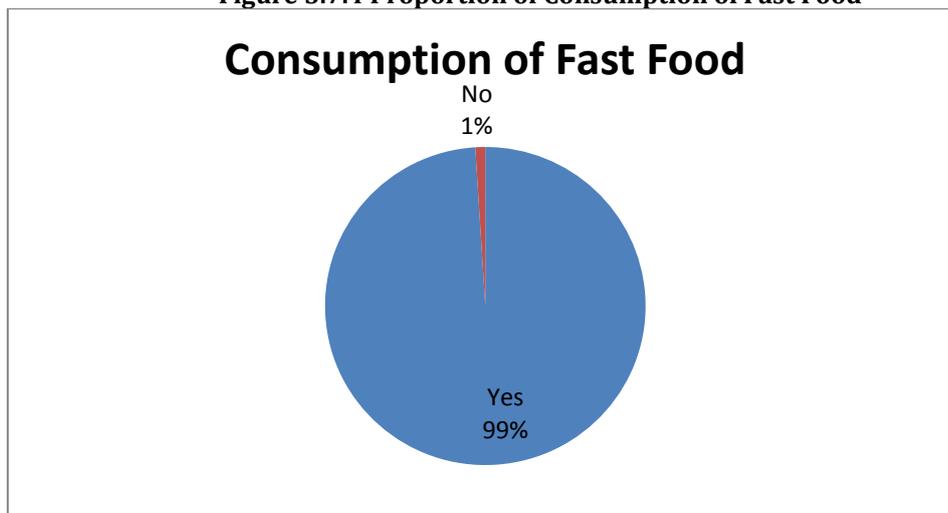
**Inference:** Figure 5.7.3 shows that the 54% respondents were married and 46% respondents were unmarried.

**B. Part 2: Fast Food Consumption : Habits & preferences**  
**B1: Consumption of Fast Food**

**Table 5.7.4 Distribution of Consumption of Fast Food**

Yes	99%
No	1%

**Figure 5.7.4 Proportion of Consumption of Fast Food**



**Inference:** The research depicts that 99% respondents were consuming Fast food and 1% respondents doesn't prefer to consume Fast food.

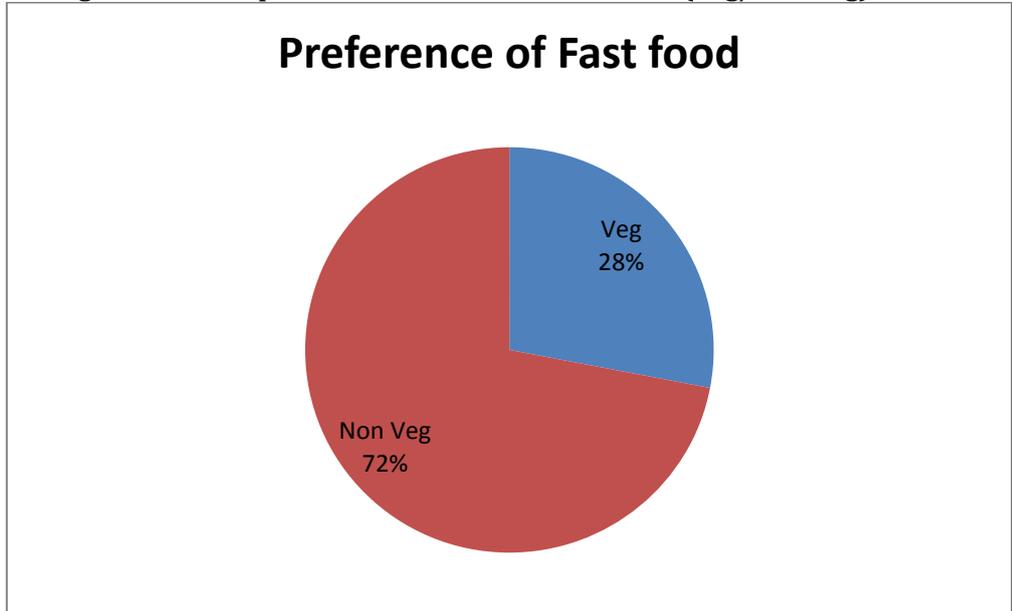
So, the research was conducted on the respondents who used to eat Fast Food.

**B2: Preference of Fast Food**

**Table 5.7. 5 Distribution of Preference of Fast Food (Veg/ Non Veg)**

Preference of Fast Food	Percentage
Veg	28%
Non Veg	72%

**Figure: 5.7.6 Proportion of Preference of Fast Food (Veg/ Non Veg)**



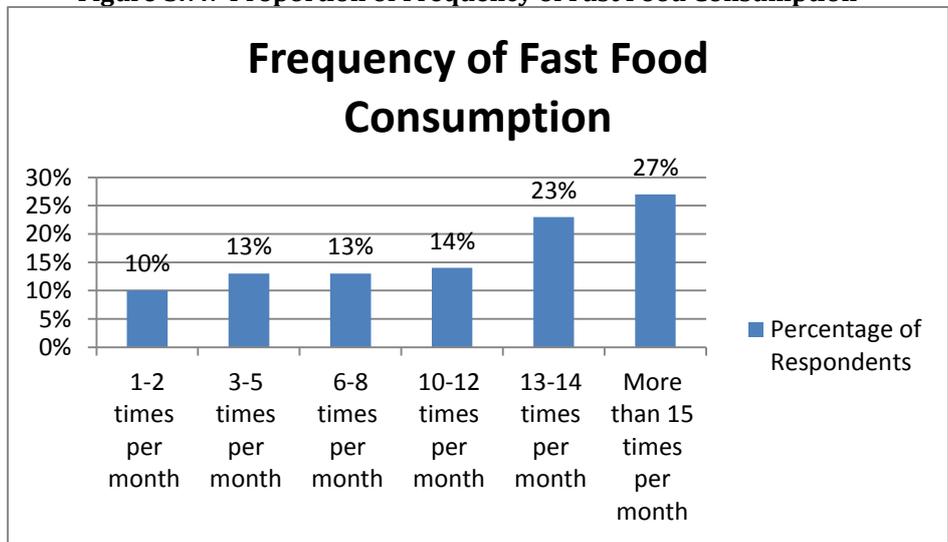
**Inference:** Figure 5.7.6 depicts that 28% respondents are Vegetarians and 72% respondents are Non- Vegetarians.

**B3: Frequency of Fast Food Consumption:**

**Table 5.7.7 Distribution of frequency of Fast Food Consumption**

Frequency of Fast Food Consumption	Percentage
1-2 times per month	10%
3-5 times per month	13%
6-8 times per month	13%
10-12 times per month	14%
13-14 times per month	23%
More than 15 times per month	27%

**Figure 5.7.7 Proportion of Frequency of Fast Food Consumption**



**Inference:** Figure 5.7. 7 show the frequency of Fast Food Consumption. The research depicts that 10% people consume fast food 1-2 times per month, 13% people consume 3-5 times per month, 13% people prefer to have fast food 6-8 times per month, 14%

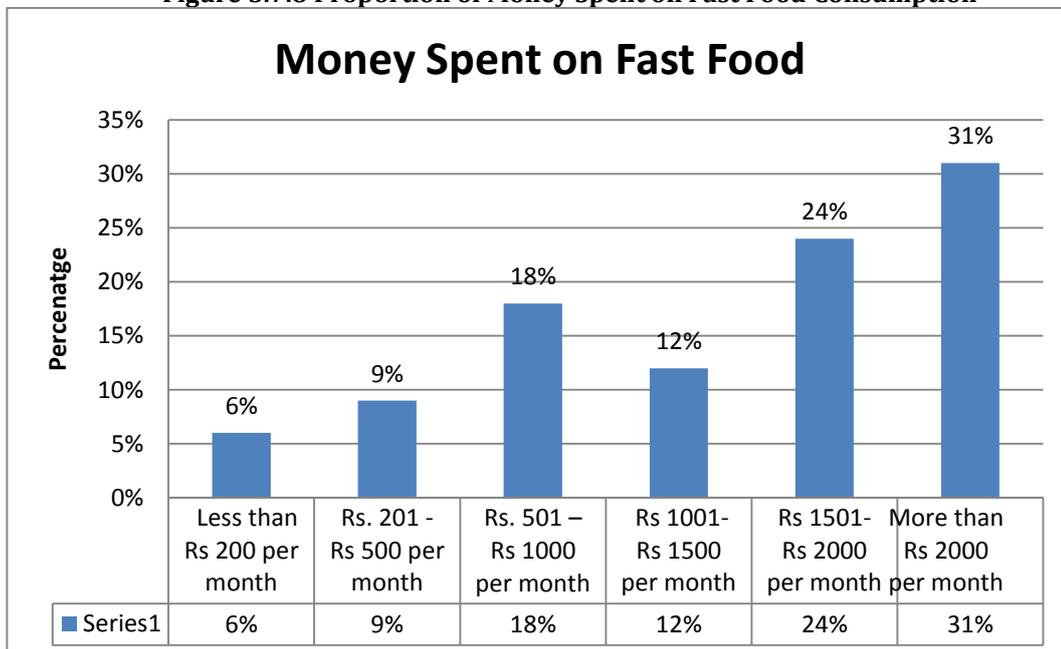
respondents prefer 10-12 times per month, 23% respondents are eating 13-14 times per month while 27% respondents are having fast food more than 15 times per month.

**B4: Money Spent on Fast Food**

**Table 5.7.8 Distribution of Money Spent on Fast Food Consumption**

Money Spent on Fast Food Consumption	Percentage
Less than Rs 200 per month	6%
Rs. 201 - Rs 500 per month	9%
Rs. 501 – Rs 1000 per month	18%
Rs 1001- Rs 1500 per month	12%
Rs 1501- Rs 2000 per month	24%
More than Rs 2000 per month	31%

**Figure 5.7.8 Proportion of Money Spent on Fast Food Consumption**



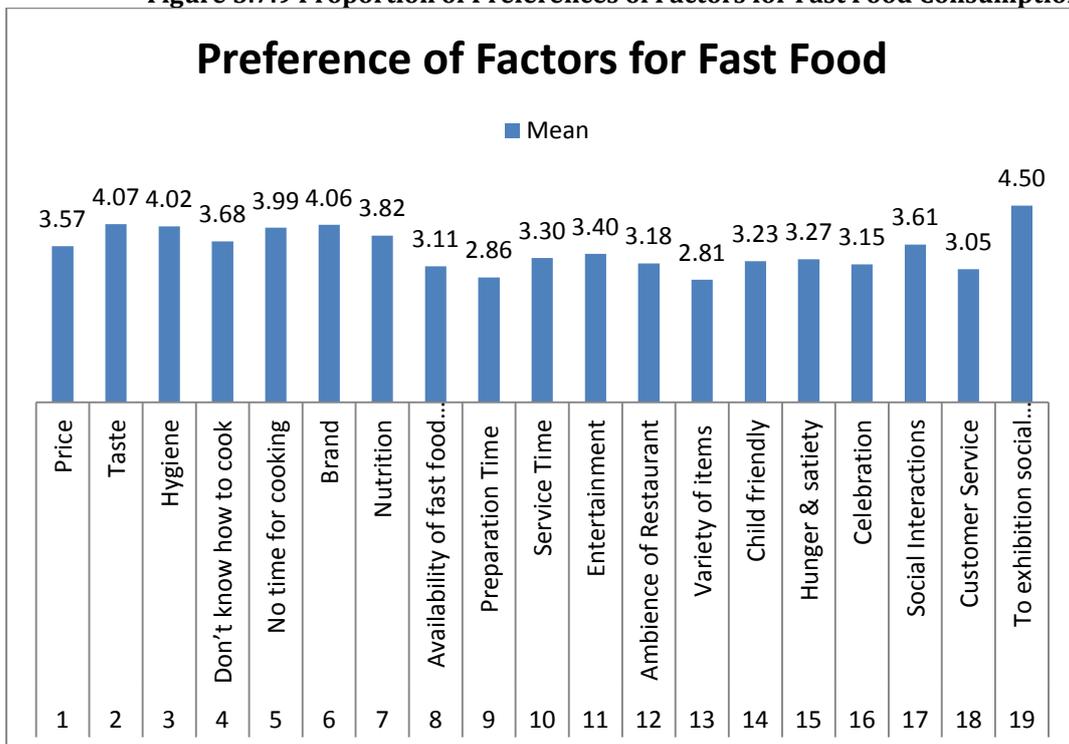
**Inference:** Figure 5.7.8 shows the Money spent on Fast Food Consumption. 6% people spent less than Rs 200 per month, 9% people spent between Rs 201- Rs 500 per month, Rs. 501- Rs. 1000 per month is spent by 18% respondents, Rs 1001-1500 amount per month is spent by 12% respondents, Rs 1501- Rs 2000 per month is spent by 24% respondents and 31% respondents used to spent more than Rs 2000 per month.

**B5. Preferences of Factors for Fast Food Consumption**

**Figure 5.7.9 Distribution of Preferences of Factors for Fast Food Consumption**

S. No.	Factors	Not Important	Slightly important	Moderately Important	Important	Very Important	Mean	Rank
1	Price	21	42	65	89	83	3.57	9
2	Taste	23	16	13	112	136	4.07	2
3	Hygiene	1	2	45	193	59	4.02	4
4	Don't know how to cook	2	56	63	93	86	3.68	7
5	No time for cooking	12	15	41	127	105	3.99	5
6	Brand	21	24	5	115	135	4.06	3
7	Nutrition	25	32	25	109	109	3.82	6
8	Availability of fast food restaurants	46	56	66	83	49	3.11	16
9	Preparation Time	66	49	87	57	41	2.86	18
10	Service Time	56	32	56	78	78	3.30	11
11	Entertainment	49	6	52	163	30	3.40	10
12	Ambience of Restaurant	50	42	74	72	62	3.18	14
13	Variety of items	55	86	56	68	35	2.81	19
14	Child friendly	45	54	52	86	63	3.23	13
15	Hunger & satiety	43	55	53	76	73	3.27	12
16	Celebration	65	42	56	56	81	3.15	15
17	Social Interactions	37	23	51	98	91	3.61	8
18	Customer Service	76	52	10	106	56	3.05	17
19	To exhibition social media like Face book/Whatsapp	0	0	5	139	156	4.50	1

**Figure 5.7.9 Proportion of Preferences of Factors for Fast Food Consumption**



**Inference:** Figure 5.7.9 shows the Distribution of Preferences of Factors for Fast Food Consumption. The preference of factors for fast food consumption as per Rank is as under:

1. To exhibition social media like Face book/Whatsapp
2. Taste
3. Brand
4. Hygiene
5. No time for Cooking
6. Nutrition
7. Don't know how to cook

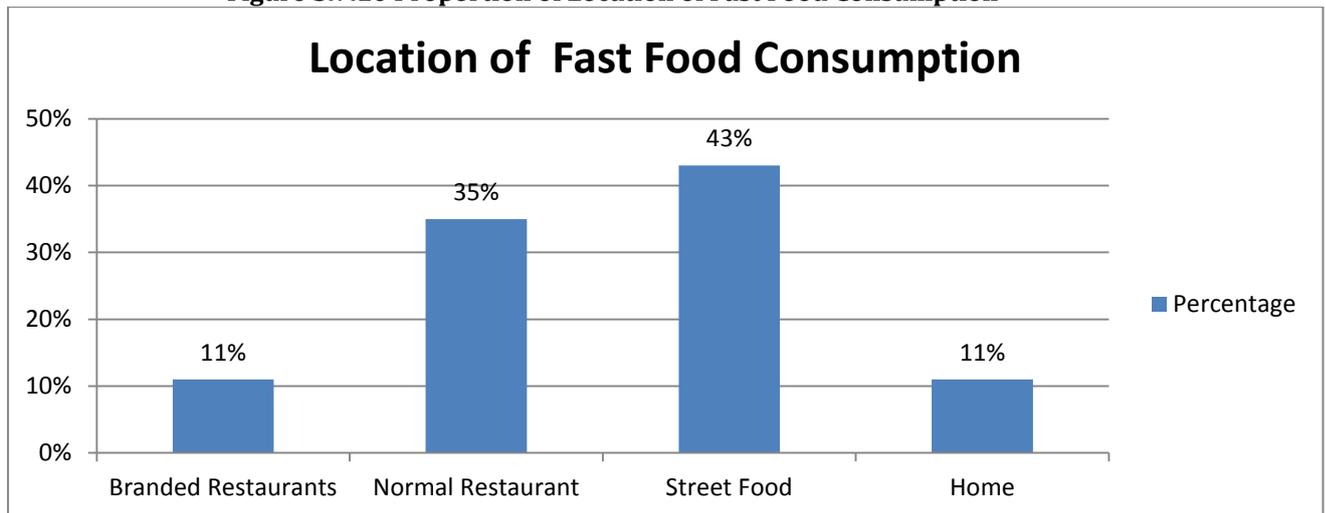
8. Social Interactions
9. Price
10. Entertainment
11. Service Time
12. Hunger & Satiety
13. Child friendly
14. Ambience of Restaurant
15. Celebration
16. Availability of fast food restaurants
17. Customer Service
18. Preparation Time
19. Variety of items

**B6: Location for Fast Food Consumption**

**Table 5. 7. 10 Distribution of Location of Fast Food Consumption**

Location of Fast Food Consumption	Percentage
Branded Restaurants	11%
Normal Restaurants	35%
Street Food	43%
Home	11%

**Figure 5.7.10 Proportion of Location of Fast Food Consumption**



**Inference:** Figure 5.7.10 depicts the Location for Fast Food Consumption. 11% respondents prefer Branded Restaurants, 35% prefer Normal

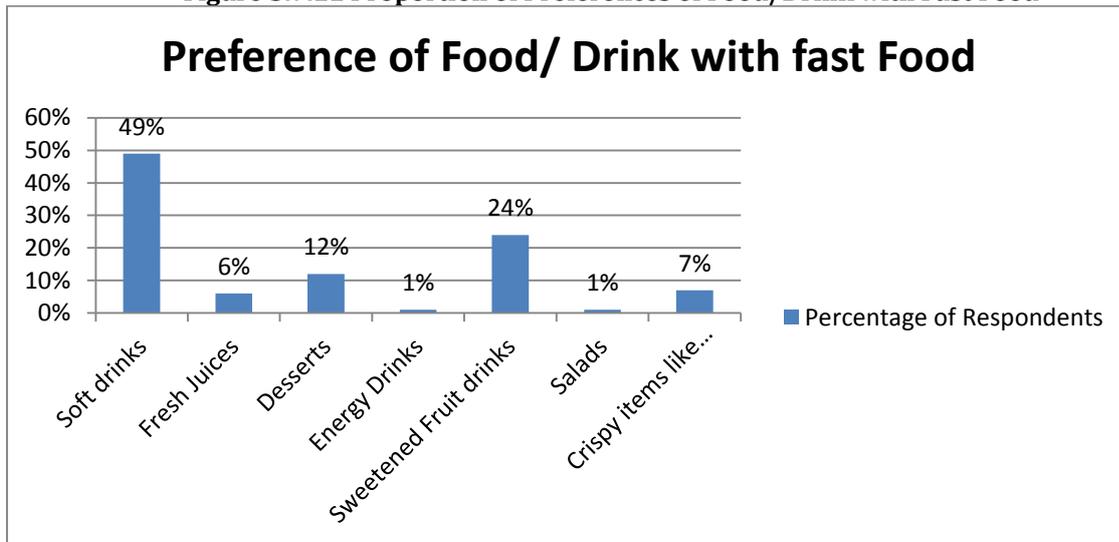
Restaurants, 43% prefer Street Food and 11% prefer Fast Food Eating at their home itself.

**B7: Preference of Food/Drink with Fast Food**

**Table 5.7.11 Distribution of Preference of Food/Drink with Fast Food**

Preference of Food/Drink with Fast Food	Percentage of Respondents
Soft drinks	49%
Fresh Juices	6%
Desserts	12%
Energy Drinks	1%
Sweetened Fruit drinks	24%
Salads	1%
Crispy items like chips etc	7%

**Figure 5.7.11 Proportion of Preferences of Food/Drink with Fast Food**



**Inference:** Table 5.7.11 describes the Preferences of Food/Drink with Fast Food. 49% Respondents prefer Soft Drinks, 6% prefer Fresh Juices, 12% Respondents like Desserts, 1% like to have Energy

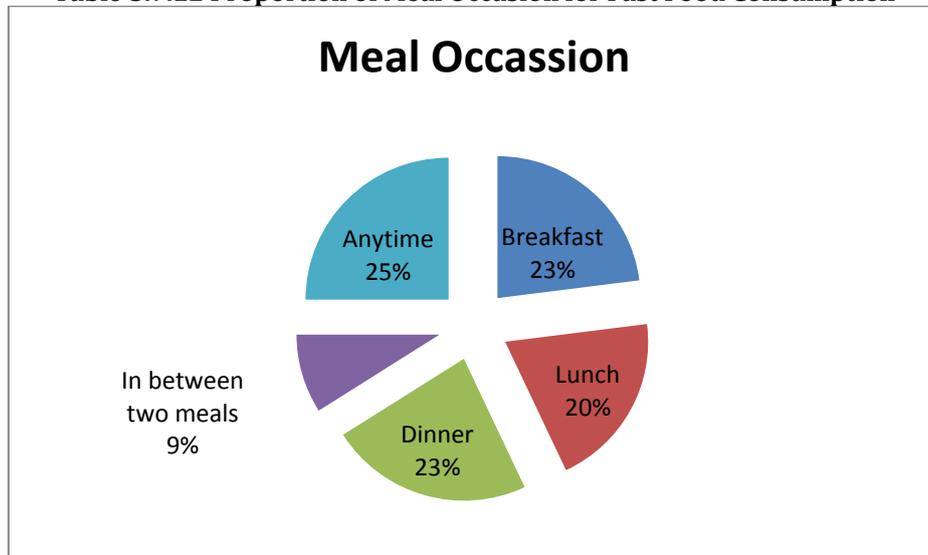
Drinks, 24% Respondents like Sweetened Fruit Drinks, 1% Respondents prefer Salads and 7% respondents prefer Crispy Items.

**B8: Meal occasion for Fast Food Consumption**

**Table 5.7. 12 Meal occasion for fast food consumption**

Meal Occasion	Percentage
Breakfast	23%
Lunch	20%
Dinner	23%
In between two meals	9%
Anytime	25%

**Table 5.7.12 Proportion of Meal Occasion for Fast Food Consumption**



**Inference:** As per Figure: 5.7.12, 23% respondents like to have Fast Food at breakfast time, 20% respondents prefer fast food at Lunch time, 23% people prefer at the dinner time, 9% respondents

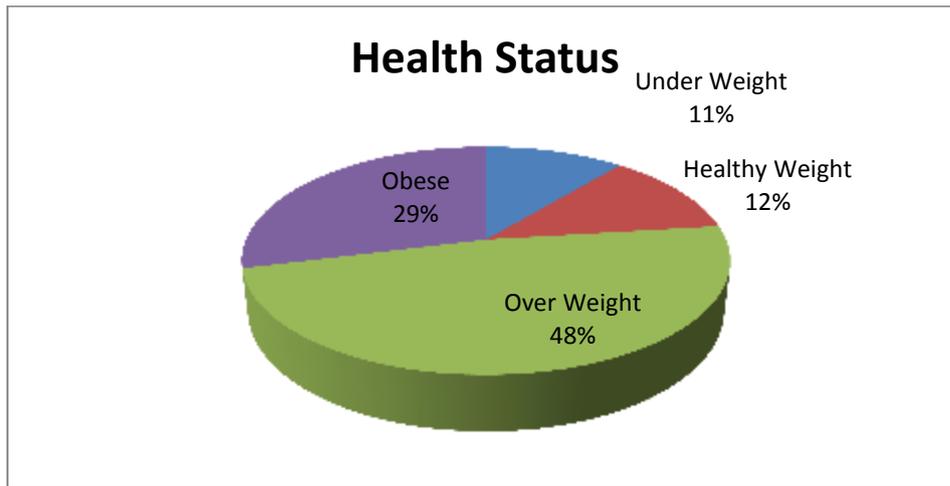
prefer Fast food in between two meals and 25% respondents prefer fast food at any time.

**C. Part 3: Health Care & Fast Food**  
**C1: Health Status of Respondents**

**Table 5.7. 13 Distribution of Health Status of Respondents**

Health Status	Percentage of Respondents
Under Weight	11%
Healthy Weight	12%
Over Weight	48%
Obese	29%

**Figure 5.7. 13 Proportion of Health Status of Respondents**



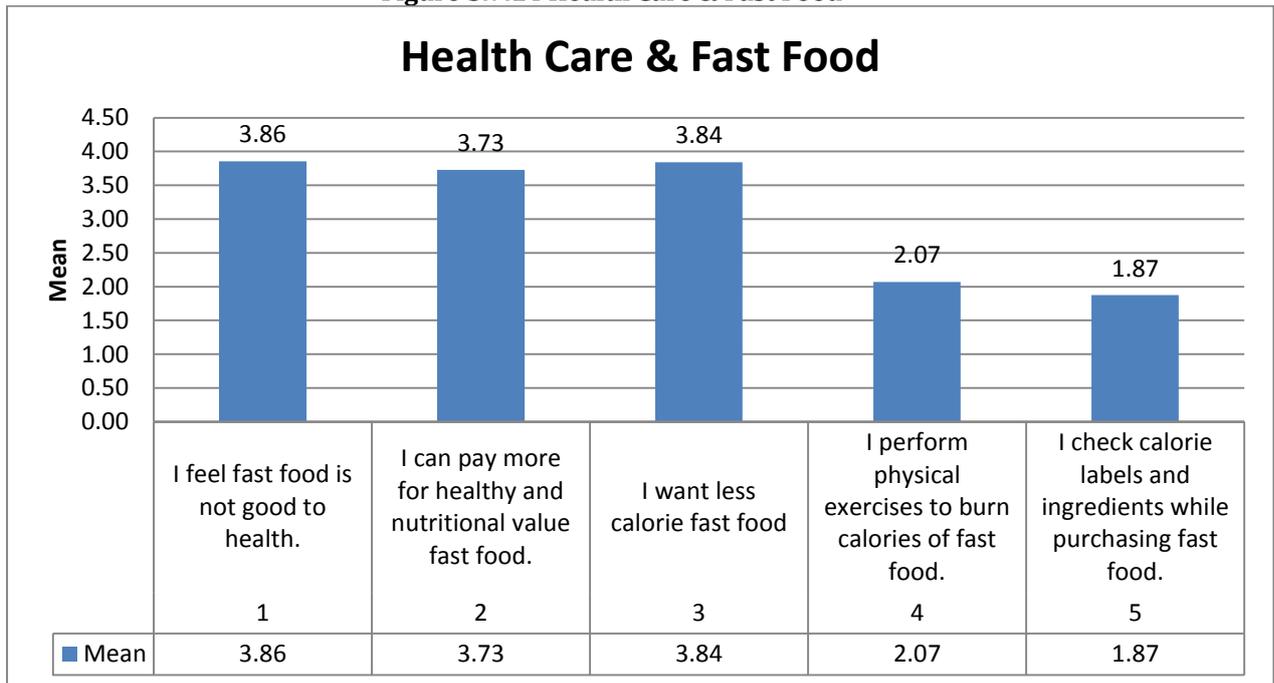
**Inference:** Table 5.7.13 denotes the health status of respondents. 11% respondents were under weight, 12% respondents were healthy, 48% respondents belong to overweight.

**C2: Health Care & Fast Food**

**Table: 5.7.14 Health Care & Fast Food**

S. No.	Particulars	Strongly Agree (5)	Agree(4)	Neutral (3)	Disagree(2)	Strongly Disagree(1)	Mean
1	I feel fast food is not good to health.	112	102	51	1	34	3.86
2	I can pay more for healthy and nutritional value fast food.	96	93	56	43	12	3.73
3	I want less calorie fast food	115	95	42	23	25	3.84
4	I perform physical exercises to burn calories of fast food.	29	12	25	119	115	2.07
5	I check calorie labels and ingredients while purchasing fast food.	2	8	56	118	116	1.87

**Figure 5.7.14 Health Care & Fast Food**



**Inference:** Figure 5.7.14 describes the feelings & perception of people regarding the health care aspects & fast food. The mean for statement “Fast food is not good for health” is 3.86. The mean for the statement “I can pay more for healthy and nutritional value fast food” is 3.73. 3.84 is the mean for the statement “ I

want less Calorie Fast Food.” 2.07 is the mean for the statement I perform physical exercises to burn calories of fast food. “I check calorie labels and ingredients while purchasing fast food” this statement has the mean of 1.87 only.

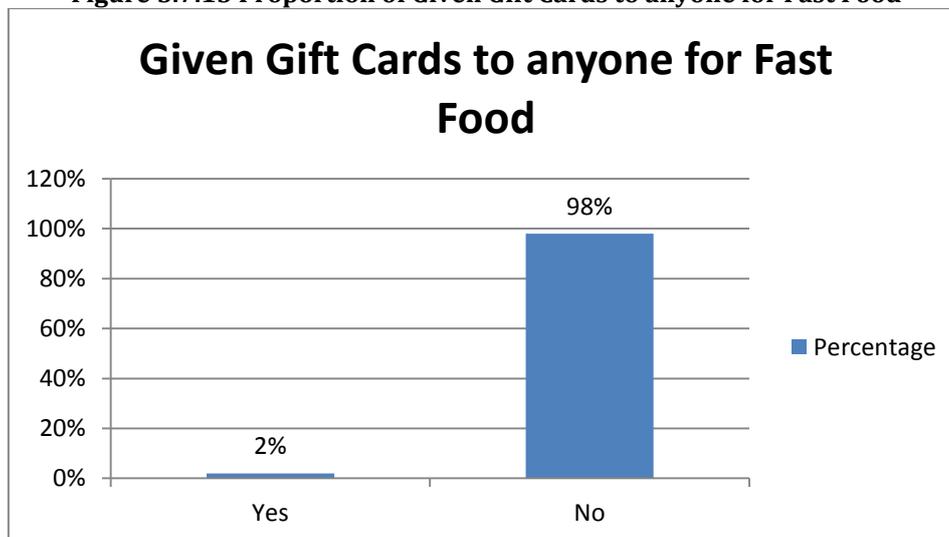
**D. Part 4: Brand Promotions & Fast Food**

**D1: Gift Cards for Fast Food**

**Table: 5.7. 15 Distribution of Given Gift Cards to anyone for Fast Food**

Given Gift Cards to anyone for Fast Food	Percentage
Yes	2%
No	98%

**Figure 5.7.15 Proportion of Given Gift Cards to anyone for Fast Food**



**Inference:** Figure 5.7.15 shows that the respondents give gift cards to anyone for Fast Food or not. Only

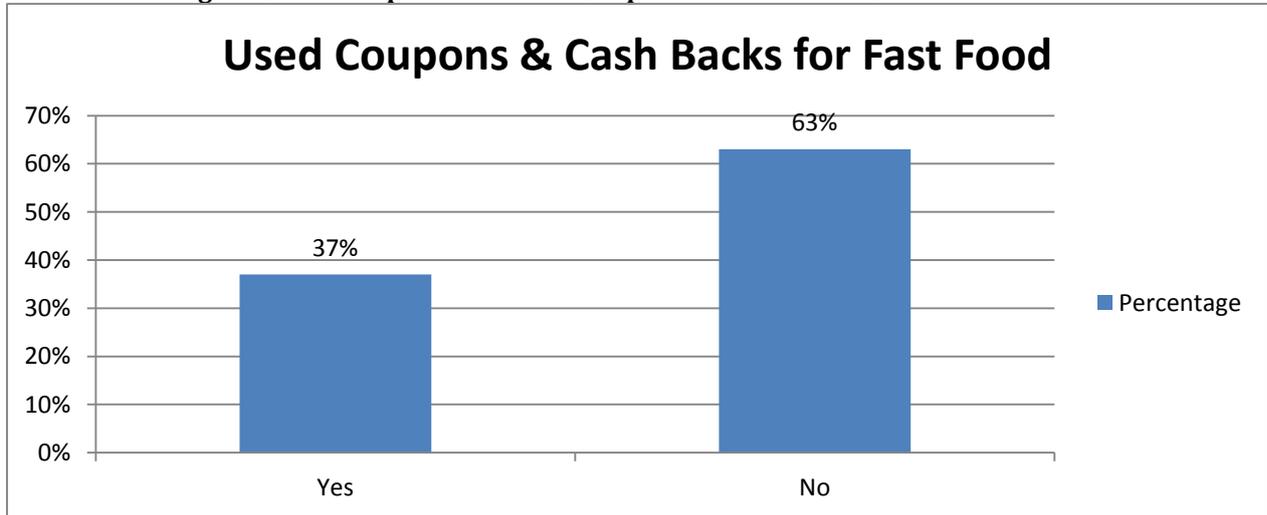
2% respondents agree that have given gift cards and 98% disagree with this statement.

**D2: Coupons & Cash Backs for Fast Food**

**Table 5.7. 16 Distribution of Coupons & Cash backs for Fast Food**

Coupons & Cash backs for Fast Food	Percentage of Respondents
Yes	37%
No	63%

**Figure 5.7.16 Proportion of used Coupons and Cash Backs for Fast Food**



**Inference:** Figure 5.7.16 shows the hat whether the people prefer to use coupons and cash backs for Fast

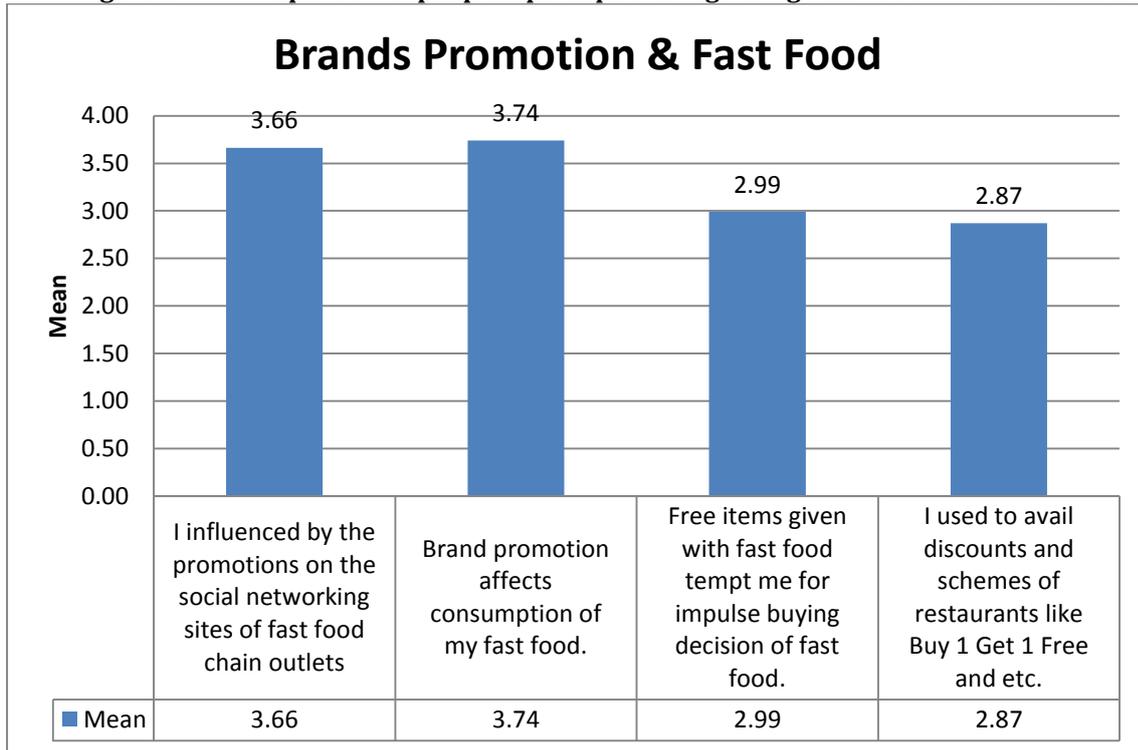
food or not. 37% respondents agree while 63% disagree with this statement.

**D3: Brand Promotion & Fast Food**

**Table 5.7. 17 Distribution of people’s perceptions regarding Fast Food Brand Promotion**

S. No.	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
1	I influenced by the promotions on the social networking sites of fast food chain outlets	98	87	45	56	14	3.66
2	Brand promotion affects consumption of my fast food.	99	109	32	35	25	3.74
3	Free items given with fast food tempt me for impulse buying decision of fast food.	55	66	63	53	63	2.99
4	I used to avail discounts and schemes of restaurants like Buy 1 Get 1 Free and etc.	61	76	22	45	96	2.87

**Figure 5.7.17 Proportion of people’s perceptions regarding Fast Food Brand Promotion**



**Inference:** Table 5.7. 17 show the people’s perceptions regarding Fast Food Brand Promotion. The statement “I influenced by the promotions on the social networking sites of fast food chain outlets” has the mean of 3.66. The mean for the statement “Brand promotion affects consumption of my fast food” is 3.74. The mean for the statements” Free items given with fast food tempt me for impulse buying decision of fast food” and “I used to avail discounts and schemes of restaurants like Buy 1 Get 1 Free and etc.” is 2.99 and 2.87 respectivel

**6. FINDINGS**

- A. 28% respondents prefer Vegetarian food and 72% respondents prefer Non-Vegetarian food. This indicates that the people prefer non vegetarian food more in comparison to vegetarian food in Bhubaneswar.
- B. 10% people prefer to consume fast food 1-2 times per month, 13% people prefer to consume 3-5 times per month, 13% people prefer to have fast food 6-8 times per month, 14% respondents prefer 10-12 times per month, 23% respondents are eating 13-14 times per month while 27% respondents are having fast food more than 15 times per month. This data shows that the people love to eat fast food.
- C. People are spending a lot of money on fast food. Rs 200 per month is used to spent by 6% people, Rs 201- Rs 500 per month is used to spent by 9% people, Rs. 501- Rs. 1000 per month is spent by

18% respondents, 12% respondents spent Rs 1001-1500 amount per month, Rs 1501- Rs 2000 per month is spent by 24% respondents and More than Rs 2000 per month is used to spent by 31% respondents.

- D. The preference of factors for fast food consumption as per Rank is as under:
  - Rank 1. To exhibition social media like Face book/Whatsapp
  - Rank 2. Taste
  - Rank 3. Brand
  - Rank 4. Hygiene
  - Rank 5. No time for Cooking
  - Rank 6. Nutrition
  - Rank 7. Don’t know how to cook
  - Rank 8. Social Interactions
  - Rank 9. Price
  - Rank 10. Entertainment
  - Rank 11. Service Time
  - Rank 12. Hunger & Satiety
  - Rank 13. Child friendly
  - Rank 14. Ambience of Restaurant
  - Rank 15. Celebration
  - Rank 16. Availability of fast food restaurants
  - Rank 17. Customer Service
  - Rank 18. Preparation Time
  - Rank 19. Variety of items
- E. Branded Restaurants are preferred by 11% respondents, Normal Restaurants preferred by 35% people, 43% prefer Street Food and 11% people is preferred to eat Fast Food at their home itself .

- This shows that the people prefer fast food in streets and in normal restaurants as compared to Branded Restaurants and their home.
- F. 49% Respondents prefer to have Soft Drinks with fast food, Fresh Juices with fast food is preferred by 6% people, 12% Respondents like Desserts with fast food, only 1% like to have Energy Drinks with fast food, 24% Respondents like Sweetened Fruit Drinks, 1% Respondents prefer Salads and Crispy Items along with fast food are preferred by 7% people. This shows that most of the people like to have soft drinks along with the fast food.
- G. The research shows that 23% respondents like to have Fast Food at breakfast time, 20% respondents prefer fast food at Lunch time, 23% people prefer at the dinner time, 9% respondents prefer Fast food in between two meals and 25% respondents prefer fast food at any time. So, the people are preferring fast food at all the meal occasions.
- H. 11% respondents were under weight, 12% respondents were healthy, 48% respondents belong to overweight. This indicates that fast food leads to obesity.
- I. The mean for statement “Fast food is not good for health” is 3.86. This depicts that the most of the people agree & they knew that the fast food is not good for health but still they are eating fast food.
- J. The mean for the statement “I can pay more for healthy and nutritional value fast food” is 3.73 which depicts that the people are ready to spend more money for their health.
- K. 3.84 is the mean for the statement “I want less Calorie Fast Food.” This refers that people prefer less calorie food as they are conscious about their health.
- L. The mean for the statement “I perform physical exercises to burn calories of fast food” is 2.07. Since, the mean is less than 3, so it indicates that that people are preferring fast food which has high calories but still, they are not concerned about doing physical exercises to burn fat.
- M. “I check calorie labels and ingredients while purchasing fast food” this statement has the mean of 1.87 only. Since the mean is less than 3, it shows that the people are not checking calorie labels & fast food while purchasing fast food.
- N. Only 2% respondents used to give given gift cards and 98% don't prefer this. This shows that the people are less aware about gift cards.
- O. 37% respondents agree that they use coupons and cash backs while 63% disagree have not used it may be due to less awareness amongst people.
- P. The mean for the statement “I influenced by the promotions on the social networking sites of fast food chain outlets” is 3.66. This really indicates the influence of Social networking website.
- Q. The mean for the statement “Brand promotion affects consumption of my fast food” is 3.74. This shows the importance of brand promotion and its tools.
- R. The mean for the statements” Free items given with fast food tempt me for impulse buying decision of fast food” is 2.99. Since it is less than 3 which indicates that free items given with fast food is not at all important factor for fast Food Consumption.
- S. The mean of the statement “I used to avail discounts and schemes of restaurants like Buy 1 Get 1 Free and etc.” is 2.87 respectively. Since it is less than 3, so it also suggests that the customers are not aware about such schemes.

## 6.1 Recommendations

### Recommendations with respect to people who consume fast food:

1. Consume Coconut water/ fresh lime soda & fresh juices despite of cold drinks & preserved sugary drinks. Drinking cold drink is detrimental to health. Most of the people want cold drink along with fast food but there are so many chemicals in cold drinks and very harmful for health. So, individuals must say no to cold drinks.
2. Try to prefer grilled items rather than fried items.
3. Parents need to take care of the diet of Children.
4. People must see the labels and Nutritional Value of the fast food products.
5. Street food is dangerous to health so an individual must strictly avoid it.
6. Salads consumptions and drinking normal water must be increased with fast food so as to make the digestion good.
7. Proper physical exercises must be performed to burn the calories of fast food.
8. The people must be aware about the gift cards, coupons and cash backs in order to save the money spent on fast food.

9. People should check calorie labels and ingredients while purchasing fast food.
10. Replace fat by vegetables.
11. Replace fried potatoes and fried sweet potatoes by baked ones.
12. Try not to buy sweetened desert, milkshakes, pies when going to supermarket.
13. Avoid sugar as much as possible because it contains a lot of calories with no essential nutrition. It can have harmful effect on metabolism & contribute to all sorts of diseases. There are few natural alternatives as follows:-  
 Coconut sugar- Coconut sugar comes in full of potassium, electrolytes and nutrients.  
 Maple cyrus- Higher antioxidant capacity, reduces free radical damage that can cause inflammation and contribute to the formation of various chronic diseases.  
 Stevia- Stevia is a no-calorie, all-natural sweetener that comes from the leaf of a flowering plant.  
 Dates - Very high in fibre and potassium, as well as other vitamins and minerals.  
 Jaggery & Raw honey – contains antioxidants, antibacterial and anti-inflammatory compounds.  
 Eat dark chocolates instead of chocolates. It is less sweet and also improve cholesterol and helps in regulating blood sugar. It also contains antioxidant capacity.  
 Now days, there are so many options available due to health awareness, so, consumers have to be rational.
14. Customers have to keep their portion sizes small in order to maintain their health.

### **Recommendations with respect to companies/ shops/ streets/ people offering fast food:**

1. The companies should focus upon social media networking like Facebook/ whatsapp for marketing of fast food as the research shows that the social media has greater influence on buying decision of the people and also the people wants to demonstrate the pictures on social media, so the companies must consider on the ambience of the restaurants.
2. The Fast food Channels must concentrate on some factors like nutrition, hygiene, healthy food & less calorie food as the research shows that the people can pay more for healthy and less calorie food.
3. Fast Food Companies must clearly mention calorie labels and ingredients.
4. Companies must make the customers aware about brand promotions so that they will save their money.

5. Companies can make focus upon the fast food for obese people which must include less calories.
6. Companies must follow safety and health measures like wearing cap to cover hairs, hand gloves etc.
7. Companies should follow proper measures to preserve the foods.

### **6.2 Conclusion**

Fast food is the primary cause of countless health problems that can have a serious impact on the lifestyle. It is rightly said that “Prevention is better than cure” and “Health is Wealth”. So, in order to protect health, a person must take proper care of health & avoid fast food as much as possible. It is impracticable to win the war with fast food against healthy food. It is considerate to consume fast food once in a while but it may also result in some serious health attacks if consumed too frequently. The Companies should focus on proper hygiene and nutrition in order to provide healthy food. Hence, it is advisable to get rid of the lifestyle that results with an adverse effect.

### **FOOTNOTES**

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