



IMPACT OF FOOD : A STUDY ON CUSTOMER PERCEPTION OF FAST FOOD AND TRADITIONAL FOOD IN TIRUCHIRAPPALLI

Dr. N. Maheswari

*Vice Principal and Assistant Professor, Department of Commerce Computer Application, St. Joseph's College,
Trichirappalli.*

Abstract

Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. The paper studies the trend of fast food and traditional food among the population in Trichirappalli. The consumption behavior of the customers and the problems faced by them because of the consumption pattern of fast food was perceived. The customer perception regarding preference of fast-food and traditional food and reasons for consuming is also studied. 120 questionnaires were distributed to the respondents to analyze their consumption pattern. The opinion of the customers been obtained to study the impact of fast food and traditional food.

Introduction

Eating out, which had previously been considered a luxury, become a common occurrence, and then a necessity. Workers, and working families, needed quick service and inexpensive food for both lunch and dinner. This need is what drove the phenomenal success of the early fast food giants, which catered to the family on the go fast food become an easy option for a busy family, as is the case for many families today. In the present scenario the traditional foods are replaced by fast foods. Food is part of one's country's traditional culture. Fast food disturbs the traditional culture of the country. The family requirements have increased and both the genders have turned working. This situation demands the preservation of time and effort. Though traditional food is the integral part of a society, fast food is becoming the choice for a large number of the families who working for long hours in the day. Fast food is one which gained acceptance of Indian palate. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Young people are not concerned with food preparation and that is why, they prefer to go out for their meals. They usually go to fast –food restaurant, especially when there is nobody to cook for them and also when they want to socialize, although they have the necessary knowledge about the nutritional value of food and its effects on their body. Young people are not concerned with food preparation and that is why, they prefer to go out for their meals. They usually go to fast –food restaurant, especially when there is nobody to cook for them and also when they want to socialize. Although they have the necessary knowledge about the nutritional value of food and its effects on their body, they don't act accordingly. Fast food restaurants are famous because they serve the food very fast, they are cheap and they easily replace homemade food.

For each person food has meaning. Cultures, clans, families, the identity of some individuals are shaped by the food they select and the ways they prepare and serve them. Traditional foods are foods and preparation methods that existed prior to mass commercialization of food. Basically any food that is natural, minimally processed, or unprocessed could be considered traditional; however there are some major differences between traditional and modern diets. Before refrigeration, preservatives, and pasteurization, the practice of fermentation was common in all cultures. Everything from vegetables, grains, and dairy to meat and fish was fermented, making these foods more digestible and nutritious. Traditional food is considered healthy due to natural ingredients, healthy environment, homemade.

The preparation of grains, legumes, nuts, and seeds through soaking, sprouting, or fermenting was especially important and universal to ancestral cultures. Another difference was the respectful and holistic use of animals and animal, which included consuming raw milk, organs, facts, and making bone broths. Harnessing the power of traditional foods goes along with understanding that modern processed foods and industrialized methods, such as the use of chemical pesticides and fertilizers, artificial preservatives, colors, and flavors, and genetic modification, can really harm the integrity of the foods we eat. Current refining practices can leave food dead, denatured, and nutritionally empty. These practices are associated with nutritional deficiencies and digestive disorders, as opposed to traditional foods, which are often raw and deeply nurturing.

The impact of globalization and modernization has made the human generation go with changes in the food consumption behavior. Despite the high level of awareness of health risks, the people have started consuming the fast food. Also fast food restaurants are the convenient places for the young generation to meet their friends and most of the young people liked to eat fast foods and valued them. Customer's perception is often studied because certain decisions are significantly affected by their behavior or expected actions.



Objectives of the Study

- To understand the food consumption behavior of the respondents.
- To analyze the problem faced by towards consumption of food.
- To factor influences the behavior towards fast food and traditional food.
- To measure the perceptions towards fast food outlets.

Research Methodology

An empirical investigation has been done to study the implications of fast food and traditional food consumption on health and healthy eating habits of the consumers using reliable data sources. The data is collected by questionnaire and interview. Data obtained from the convenience sample and literature reviews has been generalized for inferring consumption & buying patterns of the consumers (population). Young & Middle age consumers from Trichy, frequently visiting the fast food outlets, malls and restaurants are given questionnaire and interviewed personally. The sample size is 120 numbers.

Websites, magazines, journals, articles were used widely as a support to secondary data. The study was conducted in Tiruchirappalli. Random sampling method been used to select the data. Percentage method, chi-square test, bar charts and pie charts been used as statistical tools.

Statement of the Problem

The globalization had created a rapid economic and social change, resulting in radical shifts in the dietary patterns and lifestyle patterns of the working people and their families. With the opening of the Indian economy in food sector, large numbers of international players have entered into this sector and there has been increasing competition for domestic companies. Now a large number of food choices are available before customers to choose from. It is imperative to know how all these have changed the food purchase decisions for customers. Eating outside home becomes the new traditional consumption for Trichy today because people have no time in cooking. Consumers usually prefer fast food rather than traditional food because of their rushing lifestyle, low cost food and convenience.

Scope of the Study

This study will provide valuable insight about customer perceptions and current demands, key criteria of perceived value, and dining habits of the food industry patrons. In such a competitive industry, markets and business owners will need to be up to date with customer perceptions of many aspects of their business. Once the business owners can see their image through the eyes of customers, they can easily appease them through strategies designed with these conclusions in the mind.

Limitation of the Study

- The study is limited to Tiruchirappalli district. The size of the sample comparing to the population may be less and it may not represent the whole population.
- Since the study is about the customer perception of fast food and traditional food, the findings may be valid only for the present time as they might change due to the growth of food industry.
- The area of study is limited to Tiruchirappalli district and hence, the result cannot be generalized for other geographical areas.
- Unable to trace bias of the respondents.

Review of Literature

Antony et al.(1998) The traditional food of koozhu is made from kezhvaragu or cumbu flour and broken rice in a mud pot. Koozhu is consumed as a breakfast and during festival time by the rural population. Koozhu is easily digested and it cools the body; therefore, during summer vendors sell it as a cool drink in south India.

Brown, McIlveen et al. (2000) studied the important of nutritional value and the teenagers' preferences for fast-food products. We also have to mention here, Davies and Smith's research paper, where they analyzed the importance of two variables, namely: the nutritional values of fast-food products and the written or oral information London fast-food transmit

Coombes, Rebecca (2004) reports that profits at fast food chain McDonald's has dropped. Speculation that the film "Super Size Me," a documentary by Morgan Spurlock, is partly responsible for the decrease in profits; How the film depicted the effect of fast food on the body if one were to eat it for every meal for a month; bad publicity about the ill effects of fast food; change in the attitudes of consumers and their food habits; Efforts of McDonalds to phase out unhealthy large portions and introduce salads and other foods; need for something to be done about childhood obesity in the United States.

Damian Laryea (2016) The study is to identify the various traditional foods available in two towns and assess consumer perception about these traditional foods. Traditional foods provide nutritional and health benefits, but their consumption keeps declining such that some are becoming extinct.

Feeley et al (2007) published data on fast food consumption among 17 years old in the birth to twenty Cohorts in Soweto and Johannesburg. They found that 30% of the participants consumed fast food 5-7 times a week with another 20 percent having it 2-4 times a week. They postulated that street foods would probably make a significant contribution to total dietary intake since many items were substantial meals in terms of energy value.

Goyal and Singh (2007) estimate importance of various factors affecting the choice of fast food outlets by Indian consumers. They indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets

Huang & Howarth, (1996) structural changes in the demand for food in Asia have projected that Asian countries have been undergoing transformations in their economies supported by rapid urbanization and this trend would continue in the years to come.

Data Analysis and Interpretation

Table – 1

S. No	Gender	Marital status	Type of Family
1	Male – 64 [53%]	Married - 48[40%]	Nuclear-70[58%]
2	Female- 56 [47%]	Unmarried - 72[60%]	Joint family-
	Total		100

Table – 2

S. No	Age of the	Educational Level of the	Percentage
1	0-20 years -28[25%]	School students-20[25%]	25
2	20-30 years-45[36%]	Under graduate-30[36%]	36
3	30-40 years-22[18%]	Post graduate-46[18%]	18
4	40-50 years- 17[14%]	Professional-16	14
5	50yrs above- 8[7%]	Others-8	7
	Total	120	100

Table 3: Fast food restaurant like to revisit

S. No	Particulars	No. of Respondents	Percentage
1	Kentucky Fried Chicken (KFC)	25	21
2	McDonald	22	18
3	Pizza Hut	54	45
4	Dominos	12	10
5	Burger King	7	6
	Total	120	100

Source: Primary data

Table 4: Preference of order at fast food restaurant

S. No	Particulars	No. of Respondents	Percentage
1	Burger	6	5
2	Donut	10	8
3	Pizza	13	11
4	Fried rice	11	9
5	Fried chicken variety	38	32
6	Noodles variety	12	10
7	Sandwich	7	6
8	Salads	10	8
9	Ice cream	7	6
10	Hot dog	6	5
	Total	120	100

Source: Primary data

Table 5: Frequency of Consumption fast food

S. No	Particulars	No. of Respondents	Percentage
1	once in a month	24	20
2	Once in a week	16	13
3	Twice a week	71	59
4	Every day		8
	Total	120	100

Source: Primary data

Table 6: Reason for choosing fast food

S. No	Particulars	No. of Respondents	Percentage
1	Advertisement	13	11
2	Lack of cooking skill	12	10
3	Limited time	11	9
4	Cost/price	24	20
5	Variety of menu	8	7
6	Eat with friends/family	52	43
	Total	120	100

Source: Primary data

Table 7: Opinion on effects of taking fast food frequently

S. No	Particulars	No. of Respondents	Percentage
1	Heart disease	30	25
2	Obesity	55	46
3	Blount disease	18	15
4	Liver damage	10	8
5	Stroke	7	6
	Total	120	100

Source: Primary data

Table 8: Factors drive to take traditional food

S. No	Particulars	No. of Respondents	Percentage
1	Family	24	20
2	Health conditions	68	57
3	Medicinal requirements	12	10
4	Advertisement	10	8
5	Others	6	5
	Total	120	100

Source: primary data

Table 9: Reasons for choosing traditional food

S. No	Particulars	No. of Respondents	Percentage
1	Nutritional value	22	19
2	Hygienic	16	13
3	In expensive	28	23
4	Fast food is unhygienic	6	5
5	Taste	31	26
6.	Medicinal value	17	14
	Total	120	100

Source: Primary data

Table 10: Traditional food for any medical issues

S. No	Particulars	No. of Respondents	Percentage
1	High blood pressure	25	21
2	Kidney problem	13	11
3	Diabetes	72	60
4	High cholesterol	10	8
	Total	120	100

Source: primary data

Table 11: Opinion of the respondents regarding fast-food

Particulars	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Prefer fast food for fashion	30[25%]	50[42%]	22[18%]	10[8%]	8[7%]
Consumption of fast food depends on emotions	28[23%]	62[52%]	16[13%]	8[7%]	6[5%]
Disease affects when consume fast food	60[50%]	25[21%]	19[16%]	10[8%]	6[5%]
People are addicted to fast food	67[56%]	24[20%]	16[13%]	7[6%]	6[5%]
Traditional food has nutritional value	68[57%]	24[20%]	12[10%]	10[8%]	6[5%]
Traditional food is used during festival time	23[19%]	67[56%]	13[11%]	11[9%]	6[5%]
People feel shy to consume traditional food 30	24[20%]	67[56%v]	12[10%]	10[8%]	7[6%]

Significance of association between the age of the respondents and the issues related to fast foods

Table 13

Ages/ issues related to fast food	restaurant's location	Restaurant hygienic and safety	Price	Quality	Nutritional value
10-20 years	7(5.60) [0.35]	6 (4.67) [0.38]	12(12.37)[0.01]	2 (3.03) [0.35]	1 (2.33) [0.76]
20-30 years	9(9.00) [0.00]	4 (7.50) [1.63]	27(19.88)[2.55]	3 (4.88) [0.72]	2 (3.75) [0.82]
30-40 years	3 (4.40) [0.45]	4 (3.67) [0.03]	9 (9.72) [0.05]	3 (2.38) [0.16]	3 (1.83) [0.74]
40-50 years	2 (3.40) [0.58]	4 (2.83) [0.48]	4 (7.51) [1.64]	4 (1.84) [2.53]	3 (1.42) [1.77]
50years & above	3 (1.60) [1.22]	2 (1.33) [0.33]	1 (3.53) [1.82]	1 (0.87) [0.02]	1 (0.67) [0.17]

The chi-square statistic is 19.5688. The p-value is .240271. The result is not significant at $p > 0.05$ level.

Findings

The above table indicates that there is significant relationship between the age of the respondents and the issues related to fast foods. The chi-square statistic is 19.5688. The p-value is .240271. The result is not significant at $p > 0.05$ level.

Significance of association between gender of the respondents and issues concern the fast food.

Table – 14

S. No	Particulars	Male	Female	No. of Respondents	Statistical inference
1	Restaurant's location	13[20%] (12.80) [0.00]	11[20%] (11.20) [0.00]	24	The chi-square statistic is 0.054. The p-value is .000642. P < .05 The result is not significant
2	Restaurant hygienic and safety	11[17%] (10.67) [0.01]	9[16%] (9.33) [0.01]	20	
3	Price	23[36%] (23.47) [0.01]	21[37%] (20.53) [0.01]	44	
4	Quality	7[11%] (6.93) [0.00]	6[11%] (6.07) [0.00]	13	
5	Nutritional value	10[16%] (10.13) [0.00]	9[16%] (8.87) [0.00]	19	
	Total	64	56	120	

Source: Primary data

Findings

The table indicates that there is significant relationship between the gender of the respondents and the issues related to fast foods. The chi-square statistic is 0.054. The p-value is .000642. P < .05, the result is not significant. Hence the research hypothesis is accepted and the null hypothesis is rejected.

Conclusion

Government policies and regulations are essential in transforming the food environment on a large scale and can discourage the unhealthy eating behaviors of the people of the country. The voluntary actions of the industry to reduce calories, sodium and added sugar in the manufactured foods can protect the diet quality of the population. These mechanisms can be directed as the prevention strategies.

Suggestions

- Traditional food items must be brought to the knowledge of people
- Social marketing campaigns can target healthy diet and lifestyle choices.
- Make the consumers aware of the nutritional facts.
- In addition to the food few healthy friendly food products can be added in the menu.
- To maintain their delivery and service. Also to maintain a stability in their services and quality of food.
- Fast food in street sides and hotels and fast-food stalls can be served hygienically.

References

1. Antony U, Georage ML, Chandra TS.(1998), Inhibition of salmonella typhimurium and Escherichia coli by fermented finger millet. World J Microbiol biotechnol 14: 883-886.
2. Brown, K., McIlveen, H., Strugnell,C. (2000) Nutritional awareness and food preferences of young consumer, Nutrition & Food Science,pp. 230-235.
3. Coombes, Rebecca (2004). British Medical Journal (International Edition): vol.329 issue 7470, p820.
4. Damian Laryea, Esther Yeboah Akoto, Lbok Oduro,(2016) consumer perception of traditional foods in Ghana: Nutrition & food science, Vol.46 Iss: 1, pp.96-107.
5. consumption among 17 years old in the birth to twenty cohorts". S.Afr. J.Clin,Nutrition- vol 22(3), pp.118-123
6. Goyal, A., & Singh, N.P. (2007). Consumer perception about fast food in India: an exploratory study. British Food Journal, 109(2), pp. 182-195.
7. Huang, J., & Howarth, B. (1996). Structural changes in the demand for food in Asia. International Food Policy Research Institute.