

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)),

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4456 Cities in 177 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR OF CHILDREN ON FAST FOOD <i>DR. MOHAN KUMAR. R & INITHA RINA.R</i>	1
2.	MOBILE SERVICES USAGES AS GOOD PERFORMANCE FOR FARMERS PERSPECTIVES, LOCATED IN KIRI KOUK PRICH COMMUNE, KINGDOM OF CAMBODIA <i>OUK TOM, XU XIAOLIN & MAU YU</i>	5
3.	CORPORATE TAXATION GROWTH OF TEXTILE INDUSTRY IN INDIA <i>D.MURUGAN & DR. C.VETHIRAJAN</i>	9
4.	IMPACT OF FDI ON EXPORT PERFORMANCE OF INDIAN FIRMS-AN ANALYSIS <i>SHAMIKA KUMAR & DR. KULDEEP KAUR</i>	12
5.	THE EFFECT OF SAVINGS, INVESTMENT AND FOREIGN DIRECT INVESTMENT ON JORDAN ECONOMY (1980-2013) <i>TORKI M. AL-FAWWAZ & HANADI ABED AL RIFAEI</i>	16
6.	DOES ALL DIMENSIONS OF ORGANIZATIONAL COMMITMENT AFFECT JOB SATISFACTION AND JOB PERFORMANCE? (A CASE STUDY OF HIGHER EDUCATIONAL ORGANISATION) <i>DR. HEENA SUNIL OZA</i>	21
7.	GROWTH OF CONTAINERIZATION IN INDIA AND DEVELOPMENT OF MAJOR CONTAINER TERMINAL AT SAGAR ISLAND <i>DR. JAYANTI DE</i>	25
8.	FEASIBILITY OF ERP SOFTWARE IMPLEMENTATION IN SSIS WITH REFERENCE TO FOUNDRY UNITS <i>PRASANNA BYAHATTI & DR. FAISAL U.</i>	28
9.	EXAMINING FACTORS OF TRANSFORMATIONAL LEADERSHIP IN LARGE INDIAN BANKS: A STUDY OF DELHI NCR <i>SNIGDHA DASH & DR. MANOSI CHAUDHURI</i>	31
10.	A STUDY ON EMPLOYEE ATTRITION WITH REFERENCE TO A MULTISPECIALTY HOSPITAL IN TAMILNADU <i>SV. KAAVYA, M. GOWTHAMI & D. MALLEESWARI</i>	34
11.	THE LINK BETWEEN PRINCIPLES OF CORPORATE GOVERNANCE AND IMPROVING THE PERFORMANCE AND ENSURING THE QUALITY OF EDUCATION OUTCOMES: EVIDENCE FROM SENIOR COUNCIL GOVERNANCE AT AL AL-BAY UNIVERSITY <i>NOFAN HAMED AL OLEEMAT & GHAITH N. AL-EITAN</i>	37
12.	TRENDS AND PATTERNS OF INDUSTRIAL DEVELOPMENT IN INDIA: A STUDY OF POST INDEPENDENCE PERIOD <i>DR. PARUL MITTAL & JYOTI YADAV</i>	45
13.	A STUDY OF FINANCIAL LITERACY IN KUTCH REGION <i>HITENDRA LACHHWANI & SUSHIL CHAURASIA</i>	49
14.	HUMAN RESOURCE VALUE ADDED AND REPORTING (A CASE STUDY OF STEEL AUTHORITY OF INDIA LTD.) <i>DR. POOJA GUPTA</i>	56
15.	TREND ANALYSIS OF NPAs AND PROFITABILITY OF TOP TEN BANKS FROM 2011-2014 <i>SYED ALIN ALI</i>	61
16.	AN INTROSPECTIVE APPROACH ON THE SHARE PRICE ANALYSIS OF SELECTED IT COMPANIES <i>GAYATHRY DEVI S, RADHIKA S & DR. S JAYADEV</i>	64
17.	STUDY OF MANAGING WORK-LIFE BALANCE AND ITS RELATIONAL EFFECT ON ORGANIZATIONAL PERFORMANCE OF WOMEN EMPLOYEES IN NEW PRIVATE SECTOR BANKS <i>STUTI PRIYADARSHNI NIJHAWAN, DR. AJAY KUMAR CHATURVEDI & DHURUV PRIYADARSHNI NIJHAWAN</i>	68
18.	CONTRIBUTION OF LIFE INSURANCE CORPORATION IN MICRO INSURANCE SECTOR <i>SAJITHA GUPTHA C S</i>	72
19.	A STUDY ON MICROCREDIT AND WOMEN EMPOWERMENT IN TUTICORIN DISTRICT <i>R.EVANGELINE</i>	76
20.	INDIAN TEXTILE AND CLOTHING INDUSTRY EXPORTS: EMERGING TRENDS <i>MAYANK KHURANA</i>	79
	REQUEST FOR FEEDBACK & DISCLAIMER	85

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur

(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point, which may be placed in number orders after the references.**

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

AN EMPIRICAL STUDY ON CONSUMER BEHAVIOUR OF CHILDREN ON FAST FOOD

DR. MOHAN KUMAR. R
PROFESSOR & HEAD
DEPARTMENT OF MANAGEMENT STUDIES
SRI KRISHNA ENGINEERING COLLEGE
CHENNAI

INITHA RINA.R
ASST. PROFESSOR
ST MOTHER THERESA ENGINEERING COLLEGE
VAGAIKULAM

ABSTRACT

The potential of fast food market growth in India is tremendous. With a growth in the number of nuclear families, economic growth and increasing per capita income, fast food culture gained prominence in India. This research article aims to identify the consumer behaviour of children on fast food. The current study is mainly concentrated on the leading MNC's branded fast food restaurant located at Coimbatore, Tamil Nadu. The researcher has taken 755 respondents as the sample size and empirical research design was adopted. The samples were collected through questionnaire. The tool used for analysing the data is Factor analysis. Based on the analysis and interpretation, it is inferred that the MNC's can offer variance in menu with nutritional choices at affordable price and convenient size (quantity); they can also customize the food as most of the children give importance to taste and favourite dish.

KEYWORDS

Changing lifestyle, Consumption pattern and Fast food industry.

1. INTRODUCTION

The rapidly changing pace in our society regarding technology, information processing, had made it possible for children, as well as adolescents, to experience purchasing and consumption at a rate faster than that of their elders. Children today, have huge influence on their parent's purchases. Parents today, have a larger income and a higher education level; there are more single parent families, more liberalization of parent-child relationship, which has resulted into more open negotiation between parent and child rather than relationship regulated by authority and command. As a consequence, children are receiving now days more love and attentions from both parents and have being described as "Little Emperors and Empresses". Children today, in the new era, play an important role in consumer environment. Children have an enormous market potential.

1.1 FAST FOOD

Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, Indians like to have home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Indian families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Indians. Fast food is one which gained acceptance of Indian palate after the multinational fast food players adapted the basic Indian food requirements viz. vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu.

1.2 FAST FOOD INDUSTRY IN INDIA

According to worldwatch.org, India's fast-food industry is growing by 40 percent a year and generated over a billion dollars in sales in 2013 as per their estimates. Before the entry of multinational fast food outlets, Nirula's was a popular domestic fast food provider for eating-out. Nirula's started with ice-cream parlours and later moved on the range of fast food including burgers, pizzas, sandwiches etc. Wimpy was another fast food provider besides Nirula's in Indian market. Wimpy was the only multinational fast food outlet in India before 1990s.

After the liberalization policy that came in force in 1991, multinational fast food providers have set up their business either jointly with Indian partners or independently. McDonald opened its first outlet in 1995 in New Delhi. It has 50 outlets in North India and 154 in total all over India. In 1995, Kentucky Fried Chicken (KFC) also entered the Indian market and opened its first outlet in Delhi. In 1996, Domino's set up its base in India. By 2000, Domino's had presence in all the major cities and towns in India. Domino's had grown from one outlet in 1995 to 101 outlets in April 2001. Pizza Hut entered India in June 1996 with its first outlet in Bangalore.

McDonald's, Domino's, Pizza Hut, Pizza Express, Pizza Corner and Nirula's are the most popular and frequently visited fast food outlets. With changing life style and aggressive marketing by fast food outlets, fast food is also becoming popular in small towns; therefore, success of existing fast food outlets and entry of more is inevitable.

2. OBJECTIVES OF THE STUDY

1. To identify the factors influencing children in the selection of fast food retail outlets.
2. To identify the opinion on fast food restaurant and the perception in choosing menu in fast food.
3. To offer suggestions to the fast food industry to devise various promotional strategies to increase the customer delight of consumers.

3. STATEMENT OF THE PROBLEM

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 larger number of fast food choices are available before children to choose from. It is imperative to know how all these have changed the food purchase decisions for children. What is their perception about all these changes? What are the major factors that affect their purchasing decisions of children for fast food products in Coimbatore? How they have been socialized to act as consumers? Changes taking place in the socio cultural environment, when, why, how and where children purchase or eat fast food, and finally how children influence the market, especially the fast food industry in Coimbatore?

4. SCOPE OF THE STUDY

Globalization has influenced the lives of people around the world in numerous ways. With the shrinking of the global marketplace, regional cultures become more dynamic and changes in culture influence consumer behaviour. The Indian fast food industry has witnessed about 40% growth year after year for more

than a decade. MNC giants such as McDonalds, KFC, Pizza Hut, Dominos Pizza and Subway have established their presence in the Indian market since India liberalized its economic policies in the early 1990's. The Indian fast food market is growing at the rate of 30 – 35%, About 62% of the children like eating fast food. They are a big target segment for the marketers. Due to the changes taking place in the socio cultural environment children's roles in the consumer behaviour process is changing. Thus there is a need to study the children's consumer behaviour, consumption pattern, how they socialise to act as consumers and finally to offer suggestions to the fast food industry to device various promotional strategies to increase the customer delight of consumers.

5. LIMITATIONS OF THE STUDY

- The study is limited to Coimbatore 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 behaviour of children, the findings may be valid only for the present time as they might change due to the growth of fast food industry.
- The area of study is limited to Coimbatore District and hence, the result cannot be generalized for other geographical areas.
- Unable to trace bias of the respondents

6. RESEARCH DESIGN

This design plays way to systematically solve the research problems. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. In this study Empirical Research Design is used to identify the consumer behaviour of children in the age group of 8 to 16 in Coimbatore District.

The nature of the data is both Primary and Secondary data. The secondary data is collected journals, magazines, text books, and websites to support this study. The primary data is collected through questionnaire and direct personal interviews. The structured questionnaires for finding children consumer behaviour were open ended, multiple choice and ranking questions.

Sample for the study consisted of children in the age group of 8 to 16 years. The total size of the Sample was 755 consisting of children of Coimbatore District, Tamil Nadu. Simple random samples are drawn from among children of Coimbatore. Data was collected, when they were in malls, fast food outlets and schools. Questionnaire was handed to them with a request to fill it on the spot.

The tool used for analysing the data is Factor analysis followed by correlation. Further the significance of correlation was tested at the 1% level of significance.

A pilot study was conducted by collecting data from 50 children in the age group of 8 to 16 years using a well structured questionnaire. Reliability analysis was used to determine the extent to which the items in the questionnaire are related to each other, to get an overall index of the repeatability or internal consistency of the scale as a whole, and to identify problem items that should be excluded from the scale. To check the reliability of the questionnaire alpha analysis was used. In this the number items are 20 and the alpha value is 0.706 (i.e. 71.6%). Since the reliability is 71.6%, it is concluded that the data are more reliable for the study.

A Tool used for analysing the data is Factor analysis. Researcher used Factor analysis followed by correlation and also checked KMO (Kaiser- Meyer-Olkin) factor. The fixed hypothesis states that the variables of consumer behaviour have no significance influence on the attributes to choose a fast food restaurant and also check whether is there any significance influence on the opinion of respondents on fast food restaurant.

7. STATISTICAL ANALYSIS OF THE STUDY

7.1 FACTOR ANALYSIS

Factor analysis is a multivariate statistical technique used to condense and simplify the set of large number of variables to smaller number of variables called factors.

7.1 LEVEL OF PERCEPTION ON CHOOSING MENU IN FAST FOOD

Here the variables are, Based on the price (A1), Based on my mood (A2), Favourite dish (A3), I try out new dishes (A4), Based on friends' suggestions (A5), Choose the healthiest options available (A6), Based on the preferences of children (A7) and Already tried and tasted dishes (A8) are taken in account to analyse by using Factor analysis and correlation study.

7.1.1 KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY

The significance (0.00) is less than the assumed value (0.05) & KMO coefficient = 0.548. This implies that the factor analysis is valid.

TABLE 7.1.1: ROTATED FACTOR LOADINGS FOR THE LEVEL OF PERCEPTION ON CHOOSING MENU IN FAST FOOD VARIABLES

Perception on choosing menu in fast food variables	F1	F2	F3	Communality
A1	-0.264	0.393	0.643	0.638
A2	0.018	-0.031	0.786	0.619
A3	0.362	0.737	-0.007	0.674
A4	0.704	-0.011	0.095	0.505
A5	-0.180	0.768	-0.026	0.623
A6	0.532	-0.400	0.164	0.469
A7	-0.724	-0.109	0.142	0.556
A8	0.140	-0.161	0.569	0.369
Eigen value	1.670	1.410	1.380	
% of var. explained	20.88	17.61	17.19	55.67
Cum. % explained	20.88	38.48	55.67	

Table 7.1.1 gives the rotated factor loadings, communalities, Eigen values and the percentage of variance explained by the factors. Out of the 8 variables associated with the level of perception on choosing menu in fast food of children, 3 factors have been extracted and these 3 factors put together explain the total variance of these variables to the extent of 55.67%. In order to reduce the number of factors and enhance the interpretability, the factors are rotated. The rotation increases the quality of interpretation of the factors. There are several methods of the initial factor matrix to attain simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given in Table 7.1.2.

TABLE 7.1.2: CLUSTERING OF LEVEL OF PERCEPTION ON CHOOSING MENU IN FAST FOOD

Factors	Level of perception on choosing menu in fast food	Rotated factor loadings
Factor I (20.88%)	1 - A4	0.704
	2 - A6	0.532
Factor II (17.61%)	3 - A3	0.737
	4 - A5	0.768
Factor III (17.19%)	5 - A1	0.643
	6 - A2	0.786
	7 - A7	0.142
	8 - A8	0.569

Three factors were identified as being maximum percentage variance accounted. The two perception variables A4 and A6 were grouped together as factor I and accounts 20.88% of the total variance. The two perception variables A3 and A5 constituted the factor II and accounts 17.61% of the total variance. The four perception variables A1, A2, A7 and A8 constituted the factor III and accounts 17.19% of the total variance.

The two perception variables 'Try out new dishes' (A4) and 'Choose healthiest options available' (A6) were grouped together as factor I and accounts 20.88% of the total variance.

7.1.3 CORRELATION ANALYSIS

The correlation is the study of finding the relationship between the variables. If there are only 2 variables in the study of correlations there it is called simple correlation otherwise the study in either partial or multiple correlation. In this study the simple inter-correlations analysis is performed between the selected variables and the results are presented in the form of correlation matrix

In this section the results of inter-correlation analysis between the perceptions on choosing menu in fast food variables based on the first factor are presented through correlation matrix. The results of the inter-correlation analysis with its significance are presented in the form of correlation matrix.

The Table 4.1.3 describes the results of inter-correlation analysis in terms of correlation coefficient & its significance at 1% level.

TABLE 7.1.3: CORRELATION MATRIX – PERCEPTION ON CHOOSING MENU IN FAST FOOD VARIABLES BASIS OF THE FACTOR I

Perception variables	Try out new dishes	Choose healthiest options available
Try out new dishes	1	0.198**
Choose healthiest options available		1

**Significance at 1% level of significance

It is found from the Table 7.1.3 that the variables of perception on choosing menu in fast food on the basis of factor I considered have significant inter-correlation.

It is concluded that the perception variables such as 'Try out new dishes' (A4) and 'Choose healthiest options available' (A6) have significant interrelationship between them.

7.2 LEVEL OF OPINION ON FAST FOOD RESTAURANT

Here the variables are Welcoming the consumers (C1), Internal Layout(C2), Internal Decoration(C3), Choice in menu(C4), Suitability of Fast food (price and value) (C5), Convenience of timing(C6), Information about the products(C7), Convenience of size (quantity) (C8), are taken in account to analyse by using Factor analysis and correlation study.

7.2.1 KAISER-MEYER-OLKIN MEASURE OF SAMPLING ADEQUACY

The significance (0.00) is less than the assumed value (0.05) & KMO coefficient = 0.548. This implies that the factor analysis is valid.

TABLE 7.2.1: ROTATED FACTOR LOADINGS FOR THE LEVEL OF PERCEPTION ON OPINION ON FAST FOOD RESTAURANT

Perception on opinion of fast food restaurant variables	F1	F2	Communality
C1	0.185	0.348	0.155
C2	-0.381	0.072	0.151
C3	-0.100	0.828	0.695
C4	-0.677	-0.076	0.464
C5	0.668	0.091	0.454
C6	0.774	0.055	0.602
C7	-0.038	0.847	0.718
C8	0.823	0.053	0.680
Eigen value	2.39	1.53	
% of var. explained	29.85	19.13	48.98
Cum. % explained	29.85	48.98	

Table 7.2.1 gives the rotated factor loadings, communalities, Eigen values and the percentage of variance explained by the factors. Out of the 8 variables associated with the level of perception on the opinion of fast food restaurant of children, 2 factors have been extracted and these 2 factors put together explain the total variance of these variables to the extent of 48.98%. In order to reduce the number of factors and enhance the interpretability, the factors are rotated. The rotation increases the quality of interpretation of the factors. There are several methods of the initial factor matrix to attain simple structure of the data. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given in Table 7.2.2.

TABLE 7.2.2: CLUSTERING OF LEVEL OF PERCEPTION ON OPINION OF FAST FOOD RESTAURANT

Factors	Level of perception on opinion in fast food	Rotated factor loadings
Factor I (29.85%)	1 – C5	0.668
	2 – C6	0.774
	3 – C8	0.823
Factor II (19.13%)	4 – C1	0.348
	5 – C2	0.072
	6 – C3	0.828
	7 – C4	-0.076
	8 – C7	0.847

Two factors were identified as being maximum percentage variance accounted. The three perception variables are C5, C6 and C8 were grouped together as factor I and accounts 29.85% of the total variance. The five perception variables C1, C2, C3, C4 and C7 constituted the factor II and accounts 19.130% of the total variance.

The three perception variables 'Suitability of Fast food (price and value)' (C5) 'Convenience of timing' (C6) and 'Convenience of size (quantity)' (C8) were grouped together as factor I and accounts 29.85% of the total variance.

7.2.3 CORRELATION ANALYSIS

The Table 7.1.2 describes the results of inter-correlation analysis in terms of correlation coefficient & its significance at 1% level.

TABLE 7.2.3: CORRELATION MATRIX – PERCEPTION ON CHOOSING MENU IN FAST FOOD VARIABLES BASIS OF THE FACTOR I

Perception variables	Suitability of Fast food (price and value)	Convenience of timing	Convenience of size (quantity)
Suitability of Fast food (price and value)	1	0.320**	0.483**
Convenience of timing		1	0.569**
Convenience of size (quantity)			1

**Significance at 1% level of significance

It is found from the Table 4.2.3 that the variables of perception on opinion of fast food restaurant on the basis of factor I considered have significant inter-correlation.

It is concluded that the perception variables such 'Suitability of Fast food (price and value)' (C5) 'Convenience of timing' (C6) and 'Convenience of size (quantity)' (C8) have significant interrelationship between them.

8. CONCLUSION

The emergence of the fast food industry has, transformed urban food culture in India to certain extent. The changing lifestyles with the increasing nuclear families and a rise in the urbanization in India over the past years have also supported the growth of the restaurant market in India. Thus, it can be rightly said that the fast food industry will benefit from other factors as well, such as increases in nuclear families, single-person households and the proportion of women in the workforce; as well as changing lifestyles and eating patterns. Children like eating fast food and are the big target segment for the marketing people. Children not only consume fast food but also influence the consumer behaviour of the family.

- Fast food restaurants can offer variance in menu with nutritional choice to their customers. The menu can be offered with a variance in toppings and fillings of Pizza, Burgers and Sandwiches as most of the children like these.
- Fast food restaurants should also try to provide nutrition information to customers. Consumers expect healthier lifestyle, fast food chains may introduce variety of healthy food items to attract and retain the young consumers. To develop awareness on healthy menu among consumers, nutritional information of each fast food can be provided in the menu card.
- The prices of the fast food in MNC's should be affordable and they should not compromise on quality. This will increase the frequency of visits of children.
- Convenience in size (quantity) should be provided by fast food restaurants, they can customize the food as most of the children give importance to taste and favourite dish.

Based on the analysis and results, we can say that with more and more acceptability of fast food outlets and change in life style, competition among fast food outlets with respect to quality of food, Variety in menu and customer service will be more prominent in the days to come.

REFERENCES

1. Anita Goyal, N.P Singh, "Consumer perception about fast food in India: an exploratory study", British food Journal.Publisher Emerald
2. Bender A.E and Bender D.A (1995), A Dictionary of food and nutrition, Oxford University press, Oxford.
3. Data Monitor (2005), "Fast Food in Asia –Pacific: Industry Profile", available at www.datamonitor.com
4. James U. McNeal, Chyon-Hwa Yeh, (1997) "Development of consumer behavior patterns among Chinese children", Journal of Consumer Marketing, Vol. 14 Iss: 1, pp.45 - 59
5. Mc Neal, James U and Mindy F (1998), "The role of mass media in the consumer socialisation of Chinese children", in Asia Pacific Advances in Consumer Research, Vol 3
6. McNeal, J.U., Stem, D.E. Jr and Nelson, C.S. (1980), "Consumers' nutritional ratings of fast-food meals", The Journal of Consumer Affairs, Vol. 14 No. 1, p. 165
7. Nelson, James E. (1978), "Children as Information Sources in Family Decision to Eat Out," in Advances in Consumer Research, W. L. Wilkie (ed), 6, Ann Arbor, MI: Association for Consumer Research, 419-23.
8. Scott Ward, "Consumer Socialization", Journal of Consumer Research, 1974

WEBSITES

9. 01/22/stories/2005012201150400.htm Gupta, M. (2003), "Small town India on fast food express", Express: Hotelier & Caterer
10. http://articles.economictimes.indiatimes.com/2013-08-31/news/41619251_1_vikram-bakshi-director-jvpartner-mcdonald
11. "Survey puts India among top markets for fast food", www.thehindubusinessline.com/2005
12. "Urban Indian consumers amongst the top 10 most frequent eaters of fast food globally"www.acnielsen.co.in/news
13. www.mcdonaldsindia.com
14. www.nirula.com
15. www.thefreedictionary.com/fast+food
16. www.worldwatch.org/pubs/goodstuff/fastfood/

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

