

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

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FINDINGS

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STUDY OF CONSUMPTION PATTERN AND HEALTH AWARENESS AS REGARD THE EFFECTS OF FAST FOOD AMONG UNIVERSITY HOSTELLERS

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ABSTRACT

The paper aims to find out fast food consumption pattern among youth as well as their awareness about consequences on consumption of fast foods may have on their health. The survey is conducted among randomly selected 291 hostelling students of Invertis University, Bareilly to respond to questionnaire.

KEYWORDS

Fast Food, Hostellers, Eating Pattern, Health Awareness.

INTRODUCTION

Food diversity is an implied feature of diversified Indian culture. Traditionally Indians liked home made food items but this trend seems to change with increase in awareness level and influence of western culture. It all started from developing eating habits outside due to changing work culture and changing lifestyle. Liberalization of the economy in 1990s gave way to several new players into the market which changed living pattern and fast food eating pattern. Fast food made its place in Indian market when these MNCs customized their products according to Indian requirement and culture viz. vegetarian meals and selected non – vegetarian options excluding beef and pork totally from their menu.

Initially these food outlets faced opposition from Indian consumers as because there was a perception that these companies serve only non – vegetarian items and do not serve vegetarian items and also it was considered expensive. But today due to customization of products according to Indian consumers this fast food industry is been accepted in Indian market and growing two – fold. It is gaining momentum especially from Indian youth and it is becoming part of their life.¹

FAST FOOD INDUSTRY IN INDIA

India's fast food industry is growing by 40% a year and supposed to grow with same pace in coming years.² Before the entry of multinational fast food outlets, Nirula's³ was a popular domestic fast food provider for eating out. Nirula's started with ice cream parlors 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 with one outlet in New Delhi. In the initial years of its operation, Wimpy used to be visited by foreigners in India. Indians were occasional visitors.

After liberalization of the Economy in 1991, fast food industry grown in India as many international fast food companies entered in India either jointly or as independent units. McDonald⁴ entered in India in 1995 in the form of Joint Venture and opened its first store in New Delhi. In 1995 KFC⁵ entered Indian market and opened its first outlet in New Delhi. In 1996 Dominos⁶ entered Indian market with a in the form of Franchisee. Pizza hut⁷ also entered in India in 1996 in the form of franchisee and opened its first store in Bangalore. (Now Bengaluru). These all are quite frequently visited outlets in India and as income level and life style is changing in Indian people specially youth. Fast food culture is on upswing among youngsters.⁸ Although, its impact exists on whole society, irrespective of the class they belong. The foray of multinational fast food retailers into India has impacted the taste buds of Indian consumers significantly.⁹ Instant food scored over traditional food due to influence of western countries and rise in income and subsequent standard of living, convenience, etc. As a result fast food preference are gaining wider acceptance from Indian consumers.

CONSEQUENCES OF CONSUMING FAST FOOD

Consumption of diet in high in sugar, saturated fat, salt and calorie content can lead to early development of obesity, hypertension, dyslipidemia and impaired glucose tolerance. The concerns with fast food consumption in developing countries also include poor hygiene during preparation storage and handling leading to microbiological contamination. Fast foods have high level of fat and sugars that are not only unhealthy but addictive and that creates a vicious cycle making it hard for children to choose healthy food. High content of trans fats in fast food increases the risk of Heart diseases.

Junk food often contains colours that are inedible, carcinogenic and harmful to the body. Food coloring may result in hyperactivity and lapses of concentration. Poor nutrition habits can undermine these pre – requisites of learning as well as decreases the strength for doing various activities. Fast food consumption and globalization of diet has lead to loss of traditional healthy food practices. One of the consequences of ready availability of cheap food outside the home is devaluation of cooking skills.¹⁰

OBJECTIVES OF STUDY

1. To study fast food consumption pattern among hostellers.
2. To study the awareness level regarding harmful effects of consuming fast food.

HYPOTHESIS

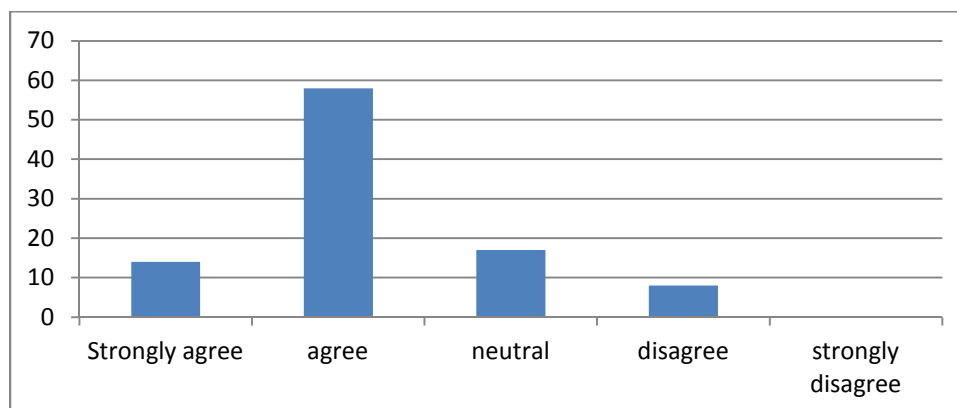
The respondents are aware about harmful effects of consuming fast food.

MATERIALS AND METHODS

The study was conducted during July 2013 in Invertis University, Bareilly Hostels. At present there are approx 1200 students residing in the university hostels. The size of study sample was 291 students. Chi – square test which is a non – parametric test was used to analyze the point of parity and difference for the goodness of fit for the experimental value to the theoretical value at 95% significance level. Chi – square test is a non – parametric test. Such test have describes the magnitude of difference between observed frequencies and the frequencies expected under certain assumptions.

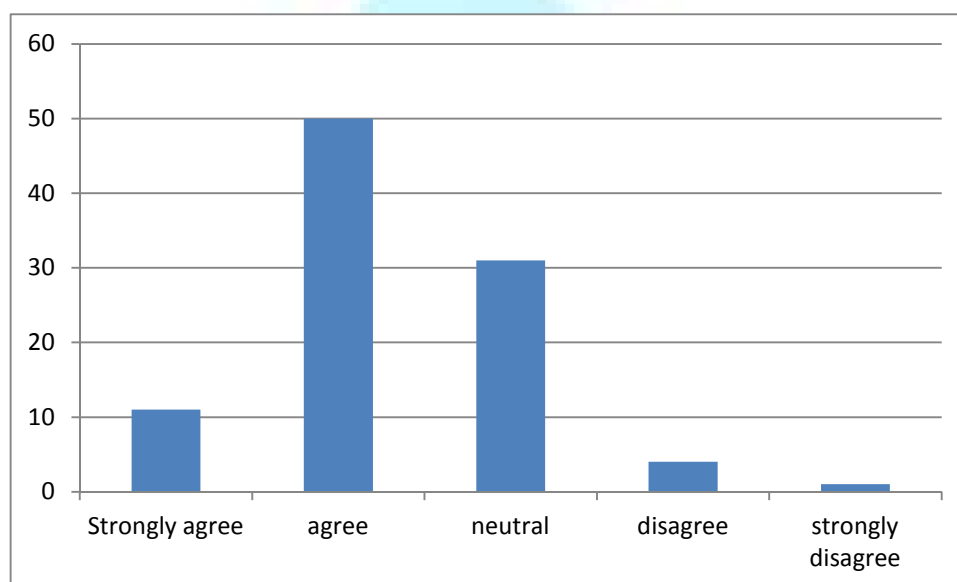
DATA ANALYSIS AND PRESENTATION

1. Does branding affect the choice of fast food?



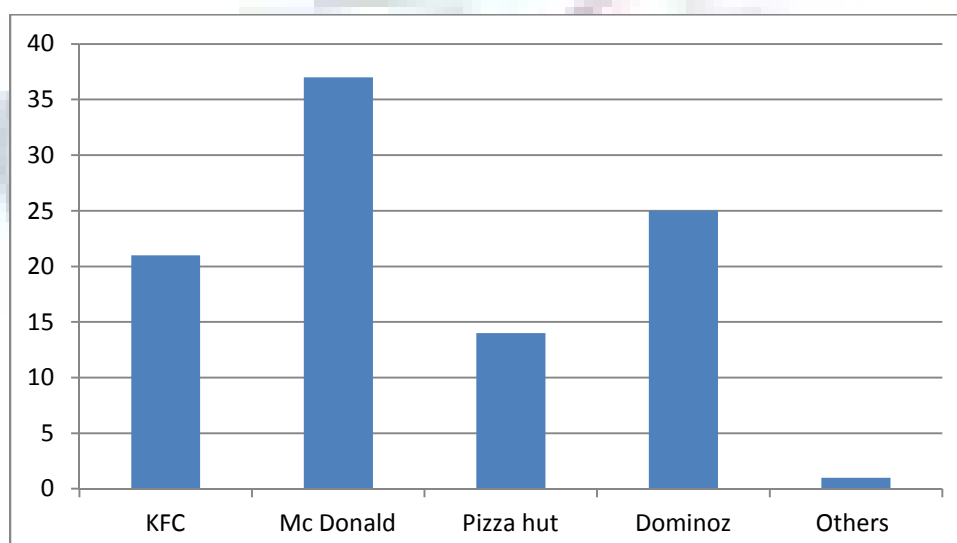
About 58% of the respondents agree that branding affect their decision to consume fast food of a particular type, while about 14% strongly agree on this. So, about 72% of the respondents choose fast foods on the basis of name of the producer.

2. Does fast food prices affect the choice of fast food?



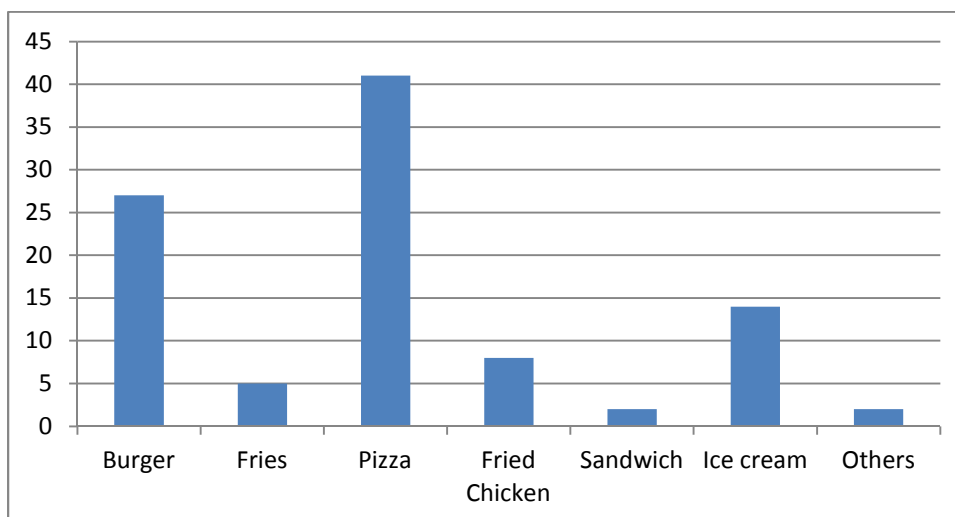
About half of the respondents agree and 11% respondents strongly agree that price of a fast food item does affect their choice. So, about 61% respondents feel that prices are a key factor in choosing fast foods.

3. Which of the fast food restaurant you would like to visit?



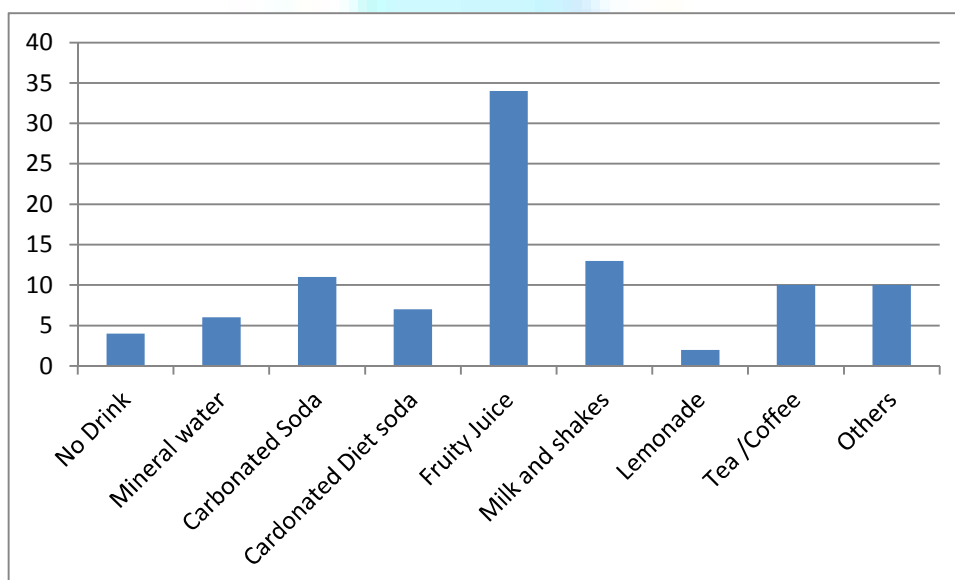
McDonald's is the most popular among the sample, Dominoz the next and then KFC and Pizza Hut.

4. What do you usually eat/order from fast food restaurant?



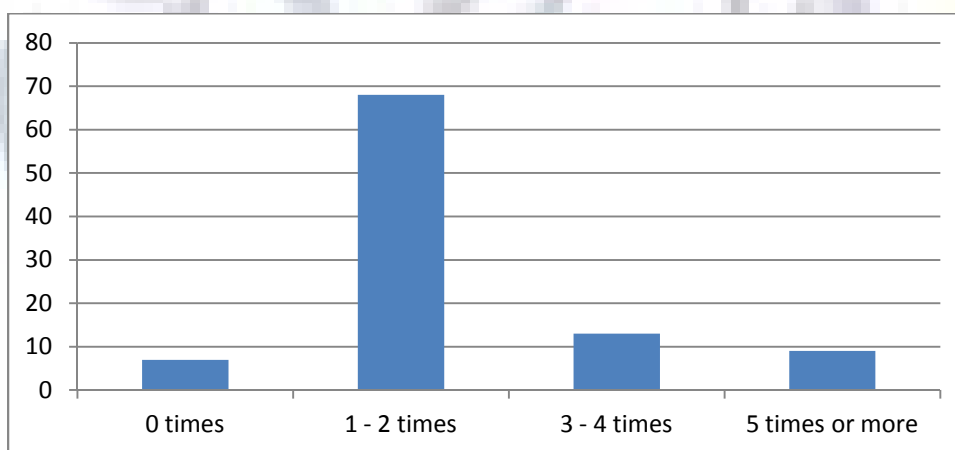
About 41% of the respondents eat pizza among the sample, about 28% prefer burger, about 14% ice-cream and then come fries, others and sandwiches.

5. What beverages do you usually order with fast food?



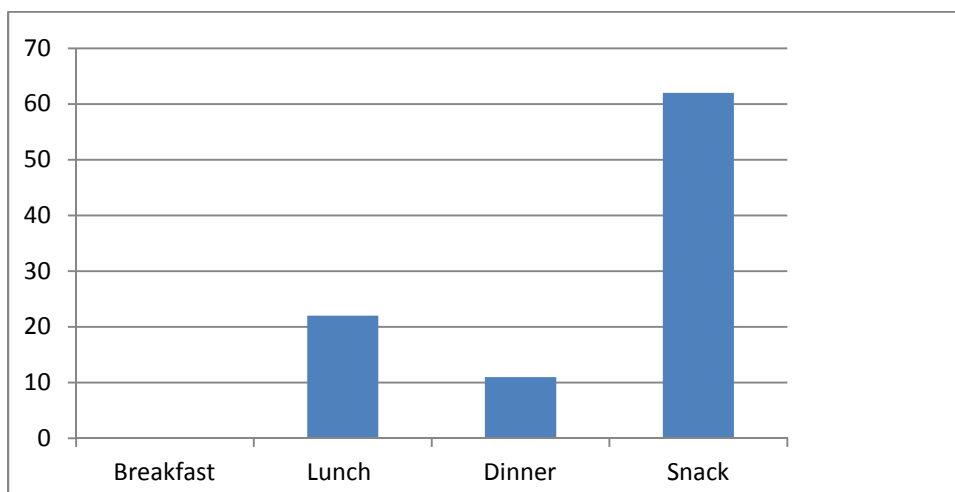
In this one can see respondents usually prefer fruity juice, then milk shakes, then carbonated soda, then tea/coffee, then carbonated diet soda, then mineral water, some respondents do not have beverages with their fast food.

6. Number of times in a week you consume fast food?



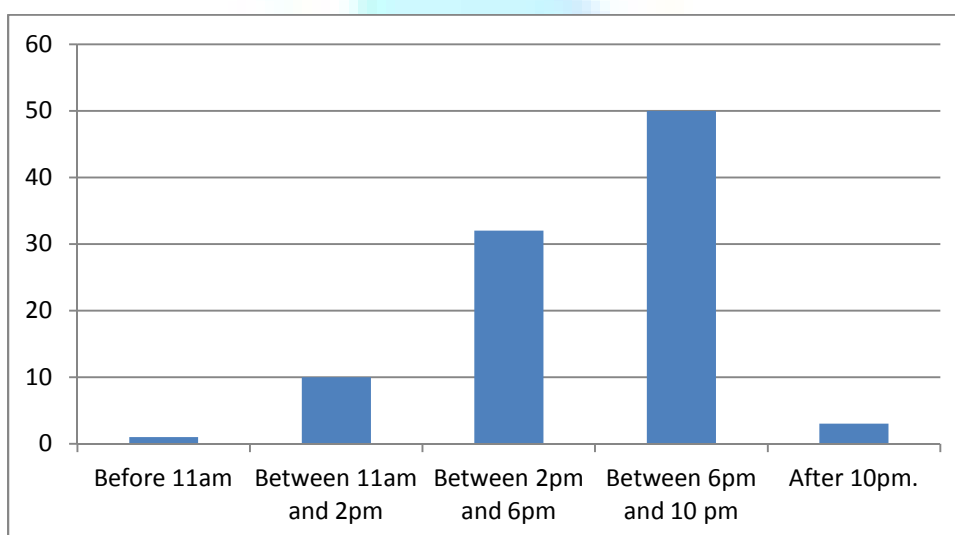
In this one can see that respondents usually consume fast food 1 – 2 times a week, then, 3- 4 times, then 5 times or more, no respondents were there who consumed fast food not even once in a week.

7. When do you typically eat at fast food restaurant?



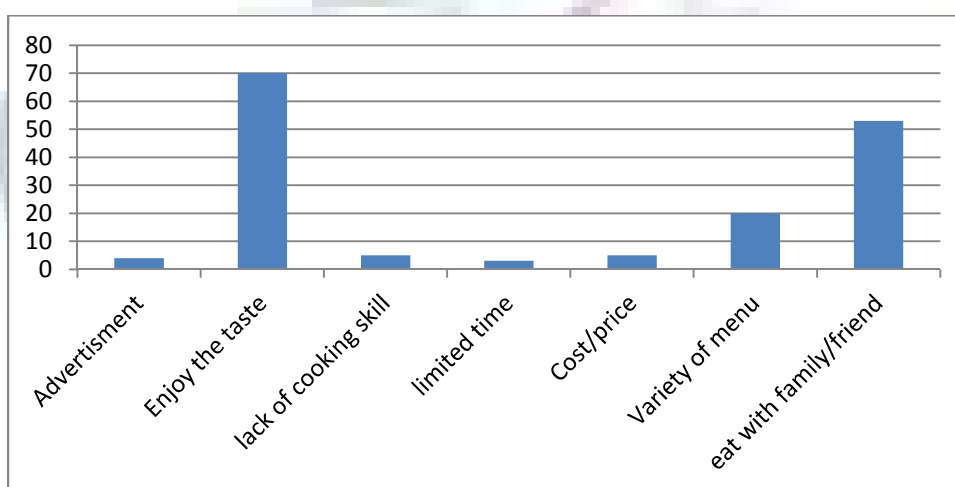
In this one can see that respondents prefer to have fast food during snack time, then for lunch, then dinner, no respondent preferred to have fast food for breakfast.

8. What time of the day you eat fast food?



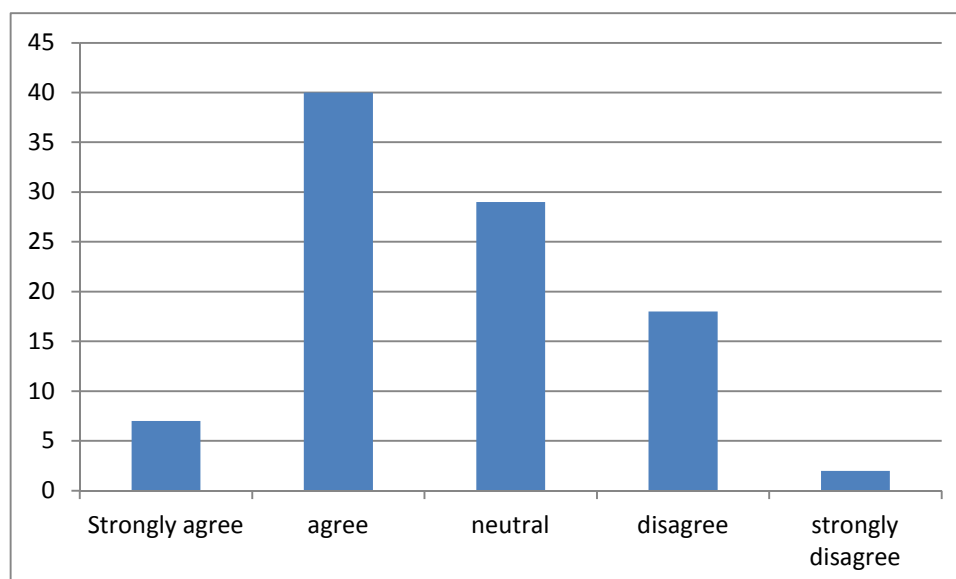
In this one can see that respondents usually prefer to have fast food between 6 pm to 10 pm, then between 2pm to 6pm, then between 11am to 2pm, very least prefer fast food after 10pm and before 11am.

9. Reason for choosing to eat at fast food restaurant?



In this one can see that respondents are having fast food for taste, then to eat with family and friends, then due to variety in menu, then cost, limited time, advertisement are almost at same level.

10. Taking fast food depends on emotions. Emotions such as happy, sad, angry, stress etc.



In this one can see that respondent agree that consumption of fast food depends on emotions, some were neutral, some disagree, some strongly agree, some strongly disagree.

CONCLUSIONS

1. Respondents were asked about nutritional information and ingredients content in each of fast food they consume. The calculated value of Chi-square for this question came to be 193 and table value at 5% level of significance is 5.99. Thus, hypothesis is rejected. Hypothesis was that the respondents are aware about the nutritional information and ingredients content in fast food. Thus it is concluded that respondents are not aware about the same.
2. Respondents were asked about the ingredients of the fast foods that will affect their body if they consume them. The calculated value of Chi – square for this question came to be 165 and table value at 5% level of significance is 7.48. Thus, hypothesis is rejected. Hypothesis was that the respondents are aware about bad effects of these ingredients content in fast food. Thus it is concluded that respondents are not aware about the same.
3. Respondents were asked that whether they bother about the disease that will result due to consumption of fast food. The calculated value of Chi – square for this question came to be 193 and table value at 5% level of significance is 5.99. Thus, hypothesis is rejected. Hypothesis was that the respondents do bother about the disease that will result due to consumption of fast food. Thus it is concluded that respondents do not bother about the same.
4. Respondents were asked about the bad effects (diseases which may result) due to frequent consumption of fast food. The calculated value of Chi – square for this question came to be 219 and table value at 5% level of significance is 15.5. Thus, hypothesis is rejected. Hypothesis was that the respondents are aware about the diseases which may result due to frequent consumption of fast food. Thus it is concluded that the respondents are not fully aware about the same.
5. Respondents were asked whether they are aware about obesity that will result due to consumption of fast food. The calculated value of Chi – square for this question came to be 36 and table value at 5% level of significance is 3.84. The calculated value of Chi-square is way higher than its table value. Thus, hypothesis is rejected.

Hypothesis was that the respondents are aware that frequently consuming fast foods may cause obesity. Thus it is concluded that respondents are not aware about the same.

The study concludes that youngsters are having a particular pattern for consumption of fast food and they are not properly aware about effects of consumption of fast food on their health and body. This can be said that university hostellers should be given some counselling about bad effects which consumption of fast foods may have on their health and body. It may be proposed that a subject containing the same may be introduced in all the courses.

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