

A Study On The Demographic Profile Of The Fast Food Consumers In India

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Abstract: Fast food joints have been increasing in number in the major cities of India and Indian consumers. The consumption patterns of Indian have shown substantial increase in the consumption of fast food. Researchers have clearly indicated that the Indian youth are excited to have fast food for fun and change. Numerous studies have proved that demographic profile has an impact on the fast food consumption in India. The aim of the paper is to investigate the impact of demographic profile on the eating habits of fast food. The study found that there is significant impact of demography on the eating habits of fast food in India.

Index Terms: Fast Food, Demographic Profile, Food Consumption.

1 INTRODUCTION

Fast food joints have been increasing in number in the major cities of India and Indian consumers. The consumption pattern of Indian have shown substantial increase in the consumption of fast food (Goyal & Singh, 2007). Research have clearly indicated that the Indian youth are excited to have fast food for fun and change (Goyal & Singh, 2007). Numerous study have proved that demographic profile has an impact on the fast food consumption in India (Anand, 2011). Food is one of the basic needs for human survival. Human need to intake a proper amount of food otherwise there are several types of food diseases for every food and vitamins deficiency. Healthy food intake is necessary for every body system and skin as well (Gemmill, 1945). With the change in year, they are shifting their interest of people from healthy food habits to fast food intake. The fast food intake affects the human body to a certain level. In India with time there is gradual shift of people from chapattis and dal to momos and burger. These bread and Maida items couldn't substitute the products of wheat and grains which affects the internal organs and the body needs (Blaylock, Smallwood, Kassel, Variyam, & Aldrich, 1999). India is the state of traditions and there are a huge variety of traditional food as well like Bihar is famous for litti-chokha, Punjab is famous for makke-di-roti and sarson-da-saag etc. studies reveals that 80% of the morning food meals comes from the fast food outlets (Anoop & Hussain, 2005). Also, every Indian child eats almost one to two times of junk food every day. From this graph we could imagine the health conditions of the child now-a-days. Researchers expected that the junk food market will grow up to 18% by 2020 (Cecchini et al., 2010). Substitutes of healthy food with grains could never have any substitute. These foods just bring lots of psychological satisfaction and taste but carry a lot of disadvantages with them. Perhaps it's the unhealthiest diet, it causes obesity, and it is vulnerable to labour issues also bloated / swollen stomach or intestines. Diseases that are caused by intake of junk food are acnes, headache, stomach infection, depression, high cholesterol, heart attach risks, high BP and dental distress etc.

(Sathyakumar & Viswanath, 2003) The most of the fast food intake was of Vadapav, bhelpuri, golgappa, samosa, chaats etc. these items were mostly made of the Maida and yeast items that struck in the intestines or stick within stomach walls which affects the body mechanism (Boone-Heinonen, 2011). The aim of the paper is to investigate the impact of demographic profile on the eating habits of fast food.

2 LITERATURE REVIEW

Junk food is the new tradition of Indian food as it is the most convenient and easily made/ purchased items. So the new tradition is also bringing many new and dangerous diseases to the body and dis-balances the mechanism of the body. Due to taste and satisfaction the junk food is preferred but at the end of the day it shows harmful results in body and even death (De Graaf & Kok, 2010). Different ages have different choice of junk food and the amount also differ as per the age groups, gender, income, marital status, family size and occupation (Fleischhacker, Evenson, Rodriguez, & Ammerman, 2011).

Gender

Gender affects the intake of fast food choices as men would prefer more fast food and women will prefer less. Studies concludes that men prefer more fast food intake even at inconvenient and cheap places whereas, women prefer eating at convenient and better places and not so frequently (Bowman, Gortmaker, Ebbeling, Pereira, & Ludwig, 2004). Females are considered to be more health conscious than men as they prefer more fast food at restaurants. Today's generation crave for fast food. It is analysed that men prefer fast foods on weekends or while watching sports or movies whereas women prefer weekdays when they feel fatigue to cook food (Dave, An, Jeffery, & Ahluwalia, 2009). Women prefer ordering fast food at their office usually in the morning but men prefer ordering fast food at home in night between 11-2 pm. On the other hand similarity in the choices of fast food between men and women like pizza, fries, burger, soup and soda are in the top preferences of both men and women as 14% and 16% respectively (De Graaf & Kok, 2010)(Van Der Horst, Brunner, & Siegrist, 2011).

Income

Income is also divided into different occupations like salaried, business men or professionals. The person which earns salary will every month has a particular salary so they will only spend a limited amount of money on ordering and eating fast food. Similarly, the high earning individual usually prefer healthy

food and spends less on the fast food intake (Popkin & Nielsen, 2003). Also the people with higher income prefer less fast food whereas, the lower income people prefer more fast food due to time and convenience. In the hustle bustle of life people don't feel the need of cooking after job so people prefer not to cook and finds interest in purchasing (De Graaf & Kok, 2010).

Marital Status

Marital status of the people also determines the interest of individual in fast food intake. When people are married they both usually contribute towards cooking together and when the person is unmarried they prefer to order or purchase the fast food (Dave et al., 2009). The intake of fast food shifts from half to 100% in case of unmarried person. As the leftover foods and eating alone makes it more difficult for a person to cook food at home and prefers fast food whereas with partner or family it is easy when both contribute towards making food at home (Berge et al., 2012).

Age

Age and age groups seems to have almost similar results. As the increasing crave and craze for fast food items is more within young children. The age group between 2-6 years usually take packet of chips, chocolates or biscuits and not so frequently whereas, children between 7-14 years prefer fast food not so frequently but eats momos, burger, chips etc. sometimes (De Graaf & Kok, 2010). The age group between 15-23 years is the age group which prefer the most intake of fast food as they have most freedom and are in colleges so they prefer eating fast food daily. Other than this age group people takes fast food only when their children or their colleagues or friends eat (Bowman et al., 2004).

Family Size

Family size also determines the choice of food. The family of 2 i.e. husband and wife sometimes cook food and this decreases their interest towards intake of fast food. But when the family is large or more than 2 people prefer to cook food at home so that children could take more of the healthy diet daily instead of the fast food (Wu & Li, 2012). Nuclear families usually lacks the basic traditions and traditional food of their family because of the elder members of the family but in the joint family every member is attached to their family food and traditions (Ayala et al., 2007).

Occupation

Occupation is a greater determinant of the choice between healthy and homemade food and fast food. People with jobs prefer fast food as it is cheaper and easily available as well as the most convenient form because of the high pressure and work load but on the other hand people with business does not prefer fast food more than the healthy food (Palenzuela Paniagua, Milena, Pérula de torres, Fernández garcía, & Maldonadoalconada, 2014). People with higher authority and business wants daily proper diet to maintain their efficiency so they prefer healthy home-made food (Abizari, Azupogo, Nagasu, Creemers, & Brouwer, 2017).

3 RESEARCH METHODOLOGY

The data collected from 1520 respondents from different age groups symbolizes how often different age groups prefers consuming fast food. The maximum number of respondents

who prefer fast food were of less than 25 years of age were 615, the age groups between 25-35 years were 325 respondents, the age group between 36-45 years were 295 respondents, the respondents of 46-55 years of age were 180, whereas respondents of above 55 years of age were 105 who prefer consuming fast food. Similarly gender also determines that consuming fast food is more preferred by male or female. From the 1520 respondents there were only 620 males who prefer consuming fast food in comparison to 900 females. The marital status also determines about the consumption of fast food that from 1520 respondents analysed 760 were married and consumes the maximum fast food whereas, the only 700 were those who are single, only 30 respondents who were separated and divorced preferred to consume fast food. similarly, the size of the family determines the consumption of fast food from the 1520 respondents like from the data from the family of 2 there were only 135 respondents that prefer eating fast food whereas from the family size of 2-4 members there were the maximum number of respondents of about 845, from the family size of 4-6 members there were only 435 respondents who prefer fast food. From only 4 member's family there were 90 respondents whereas, above 6 member's family there were only 15 respondents who prefer consuming fast food. Educational qualification also determines the consumption level of the respondents. from the data collected from 1520 respondents the maximum fast food consumers were graduated and post graduates that is 535 and 405 respectively, the matriculate and the professional degree holders which consumes fast food were 250 and 225 respectively whereas, only 105 respondents who were PhD holders prefer fast food. This paper also analysed the data collected from the respondents on the basis of their occupation who prefers fast food like servicemen and students that is 485 and 415 respondents whereas businessmen were only 270, professionals were 190 and unemployed were 160 respondents who prefer fast food.

4 DATA ANALYSIS

Data collected from 1520 respondents the mean of the age group 25 to 35 is the highest i.e. 2.6769 whereas the age group of 36-45 has the lowest mean i.e. of 2.1017 similarly respondents of age group 46-55 years has the highest stand deviation whereas, above 55 years of age has 0.70321. The mean and standard deviation driven out of the gender's data analysis concludes that in both cases mean and standard deviation of male members is the highest i.e. 2.2823 and 1.06767 respectively similarly, mean and standard deviation of female members is 2.2333 and 0.95563 respectively. The mean of the marital status is also divergent like the mean of the separated respondents was the highest i.e. 2.5000 and lowest in case of divorced i.e. 1.5000 whereas, standard deviation of the married ones is highest i.e. 1.09306 and lowest in case of separated and divorced both as 0.50855.

How often do you consume fast food? * What is your present age in years

How often do you consume fast food?

What is your present age in years		Mean	N	Std. Deviation
Dimension1	less than 25	2.1220	615	.88955
	25 to 35	2.6769	325	1.12639
	36-45	2.1017	295	.89775
	46-55	2.1667	180	1.21674
	above 55	2.2857	105	.70321
Total		2.2533	1520	1.00279

How often do you consume fast food? * Gender

How often do you consume fast food?

Gender		Mean	N	Std. Deviation
Dimension1	male	2.2823	620	1.06767
	female	2.2333	900	.95563
	Total	2.2533	1520	1.00279

How often do you consume fast food? * What is your marital status

How often do you consume fast food?

What is your marital status		Mean	N	Std. Deviation
1	single	2.1500	700	.90243
	married	2.3684	760	1.09306
	separated	2.5000	30	.50855
	divorced	1.5000	30	.50855
	Total	2.2533	1520	1.00279

How often do you consume fast food? * What is the size of you family

How often do you consume fast food?

What is the size of you family		Mean	N	Std. Deviation
	upto 2	2.1111	135	.87815
	2-4	2.3136	845	1.05640
	4-6	2.0690	435	.98131
	4.00	2.8333	90	.37477
	above 6	2.0000	15	.00000
	Total	2.2533	1520	1.00279

How often do you consume fast food? * What is your educational background

How often do you consume fast food?

What is your educational background		Mean	N	Std. Deviation
	matriculate	2.6800	250	.81255
	graduate	2.1121	535	1.08036
	post graduate	2.2346	405	.94753
	professional degree	2.1333	225	1.08972
	phd	2.2857	105	.70321
	Total	2.2533	1520	1.00279

How often do you consume fast food? * What is your occupation

How often do you consume fast food?

What is your occupation		Mean	N	Std. Deviation
Dimension1	service	2.2784	485	.87129
	business	2.3148	270	1.17001
	professional	2.4211	190	1.14160
	unemployed	2.5937	160	1.05983
	student	1.9759	415	.86499
	Total	2.2533	1520	1.00279

5 DISCUSSION

The focus of Fast food is on the quantity of the food rather than the quality with the ease of convenience and better taste. From the data analysed above, it is concluded that people under the age group of less than 25 years of age prefer eating

fast food whereas, females are more interested in fast food in comparison to men. Married people are more interested in eating fast food more than others. The family size with 2-4 members in a house lays more interest in intake of fast food. Graduates are more interested in consuming fast food more than any other educational qualifications. Also, servicemen are more interested in fast food consumption.

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