

# A study on relationship between youth's perception and preference towards fast food restaurants in Bangalore

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## Abstract


*The study's goal is to learn how young people in Bangalore feel about and choose fast food establishments. Managers in today's complex business environment must constantly search for new ways to attract and keep consumers across all product categories. In light of the rising expense of acquiring new clients, many businesses are implementing loyalty programmes in an effort to keep their current clientele and strengthen their bonds with them. One industry that has thrived despite the recession is quick service restaurants (QSRs). A glance back at recent years is all it takes to get a sense of the fast food industry's meteoric rise. Fast food has become a staple of modern culture, and not only among the younger demographic. The fast food industry has become so ingrained in modern culture that its patrons' very act of ordering or patronising its outlets has come to represent a status signal for their social group. The Indian market for quick service restaurants has fierce competition amongst several major companies. Most consumers are prepared to pay extra for higher-quality cuisine and menu upgrades. Employee happiness is a top priority, thus restaurants are working to make their dining areas more spacious and welcoming.*


**Keywords:** Fast food, Retail outlets, Quality, Restaurants


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## Introduction

The adolescent years are crucial for the development of a person. Teenagers are notorious for their wide-ranging interests. Adopting aspects of Western culture, such as dining out more often, buying unhealthy items, and engaging in less physical activity, is a trend that is gaining popularity among youths. Fast food's popularity, particularly among young people, has skyrocketed over the last several decades. Fast food nowadays is about more than simply filling your stomach. Young people of today like spending their money at upscale eateries and fast food chains as a means of connecting with their peers. Teenagers from middle income families and lower prefer to spend their money on fast food rather than dining out at expensive places. The fast food industry has also spent much on advertising, with McDonald's, Domino's, and others competing for young customers by offering special deals and packages that include freebies. Fast food chains strategically locate their outlets near universities and schools to target the area's adolescent population. Teenagers' continued love of fast food despite mounting

evidence of its negative effects on their health is not surprising. There has been a dramatic increase in the demand for fast food among adolescents in several developed nations in recent years. Teenagers now often eat at fast food restaurants. Since the purpose of discriminant analysis is to predict group membership, we begin by testing whether or not there are statistically significant differences between the groups using group averages for the tables of independent variables. If you have a dependent variable and many independent ones, you may use this method. It is recommended that the dependent variable be of a categorical kind.

In our study, we use this technique to the question of how different consumer demographics—including age—influence diners' reliance on certain establishments. Relationship between income and occupation. We may also estimate how much weight each of these elements really carries in the final decision.

## Review of Literature

There have been several studies on consumer preferences and attitudes regarding fast food. Research conducted on young people's opinions on a fast food restaurant in the Perambalur area (Gopinath, R., 2021) concluded that the degree to which a business is able to adapt to its customers' needs and provide high-quality service has a favourable effect on customer satisfaction, while empathy has the opposite effect. Thirty-one percent of customers say they come for the meal quality.

According to a recent research (Abu Bakar et al., 2017), young people do not prioritise cost while choosing fast food outlets. In exchange, eating out at restaurants serves as a means of meeting new people and forming lasting friendships. According to the survey participants, teens base their restaurant choices on aspects like cleanliness, location, meal quality, hours of operation, and other considerations like menu and item consistency.

According to research (Prabhu, N., et al., 2016), the majority of young people rank pricing as the most important element when making decisions about fast food, followed by other considerations such as brand, variety, home delivery, and other marketing strategies. They discovered that 32.1% of those in their 20s and early 30s, all postgraduate students, had a tendency to spend less than Rs.1000 monthly. It's clear that popularity was driven mostly by the following aspects: the restaurant's reputation, the menu's diversity, the availability of home delivery, and any special offers currently being run.

Fast food is popular because it is convenient and tasty, according to a recent research (Shaban L, Alkazemi D., 2019). Results show that 52.7% started eating fast food before they can remember, 22.1% started in elementary school, 10.5% in middle school, and 5.7% in high school; there is no direct correlation between fast food consumption and being overweight, but questions about respondents' body mass and height helped shed light on the issue. When questioned further, they admitted that although factors like social pressure and a lack of culinary abilities influenced their fast food preferences, taste was the overarching factor.

(Dr. Veni Nair., Sarit Das., 2020) In this study, the researchers used bivariate statistical methods to determine whether people's opinions on fast food are related to their meal choices. Since the globe is developing and adopting new dietary patterns, their study concludes. In addition, there has been a general uptick in people's awareness of their health and desire to adopt healthier practises. According to the findings, consumers don't pick fast food out of need but rather out of desire. Their research goes even farther to prove that young people prefer home-cooked meals than fast food.

Investigation on how young people see fast food restaurants both at home and abroad (Dr. Nida M., et al., 2022). The survey revealed that the most prevalent cause for this was the shift in the role of working women, who now have more social and professional responsibilities and thus dine out more often than ever before. This may be one factor that influences whether or not someone eats at a fast food restaurant, but there are certainly others. When comparing fast food restaurants in India with those in other countries, the results reveal a value of less than 0.05.

In addition, there seems to be no change in how people feel about the range of items available or how they taste, with both values being more than 0.05.

### Objectives of the study:

The purpose of the current research was to determine how people felt about ecological goods and their potential applications in the future. The research was governed by the ensuing goals.

1. To assess the youth's awareness and preferences toward fast food restaurants.
2. The goal of this study is to look at how young people feel about and choose fast food.

### Methodology:

Primary data from the various Bangalore youth'ss was gathered in order to research the fast food restaurants and its effects on youth's. A random sample of 105 individuals from Bangalore were chosen for this study.

### Research design:

A poll with 105 people was performed to gather primary data. A organized poll was created for this purpose, and respondents to it were questioned about their opinions on fast food restaurants. The current research was carried out in Bangalore. Secondary data was gathered from marketing publications, websites, books, magazines, and the internet. Extra care was taken to extract information only from credible resources.

### Data Analysis: Demographics Profile of the Respondents: Gender

	Frequency	Percentage
Male	71.0	67.6
Female	34.0	32.4
Total	105	100

Table 2: Table showing Gender of the respondents

**Inference:** There were more male participants in the survey compare to females respondents. This difference is because most of the women were not interested to co-operate during the Survey.

### Age (in years)

AGE	Frequency	Percentage
Below 20 years	0	0
20 – 30 years	55	52.38
30- 45 years	41	39.04
Above 45 years	9	8.57
total	105	100

Table 3: Table showing age of the respondents

**Analysis:** Of the total respondents 52.38 % respondents were between the age of 20 and 30 years, There were 39.04% of respondents between the ages of 30 and 45, while 8.57% were older than 45 and there is no respondents below the age of 20 years.

**Inference:** It was found that young people were showing more interest and cooperation in filling the questionnaire when compared to elder respondents.

**Income level of respondents**

Income level(per month)	Frequency	Percentage
Up to Rs 15000 PM	18	17.14
From Rs 15000-25000 PM	45	42.85
From Rs 25000-40000 PM	30	28.57
Above Rs 40000 PM	12	11.42
Total	105	100

Table 4: Table showing Income level of Respondents

**Analysis:** Among the total respondents 17.14 % of the respondents were having a monthly income of less than 15 thousand rupees, 42.85% of respondents had a monthly income between 15 thousand and 25 thousand rupees and 28.57 % respondents had income in the range of 25 thousand to 40 thousand and 11.42% respondents had income of above 40 thousand per month.

**Inference:** Most of the youth'ss or respondents (nearly 60 percent) income level is within Rs 25000 per month, this section includes young customers, students etc.

**Educational qualification**

Qualification	frequency	percentage
Up to 10 <sup>th</sup>	0	0
Up to 12 <sup>th</sup>	14	13
Graduation	40	38
Post graduation & others	51	49
Total	105	100

Table 5: Table showing Educational qualification of respondents

**Analysis:** Graph shows that 49 % of the respondents were Post Graduates this includes students who are studying masters, 38 % had completed only graduation and only 13% of the respondents have education up to 12<sup>th</sup> class and there is no respondent with 10<sup>th</sup> class qualification.

**Inference:** Respondents with higher education level are most familiar and aware about the fast food restaurants in Bangalore. And this is a good sign that majority of the respondents are well educated and education is gaining importance.

Particulars	Frequency	Percentage
Cleanliness	30	28.57
Modern looking	51	48.57
Food delivery	24	22.85
Physical facilities	39	37.14
Staff neat	21	20
Others	3	2.85

Table 6: Table showing Fast food restaurants are according to respondents

**Analysis:** The graph shows that 48.57% of respondents think fast food restaurants are Modern looking in nature and 37.14 % said fast food restaurants are products produced in an Physical facilities way and 28.57 % of respondents said fast food restaurants are made from Cleanliness and 22.85% respondents think fast food restaurants are Food delivery. 20 % of respondents feel that fast food restaurants are Staff neat. 2.85 % of respondents answer others.

Particulars	Frequency	Percentage
Social Media	35	50.72
TV	13	18.84
Friends	12	17.39
News papers	2	2.89
Family members	3	4.34
Others	4	5.79

Table 7: Table showing how customers came to know about fast food restaurants

**Analysis:** The graph clearly shows that 50.72 % of respondents received information on Fast food restaurants from social media followed by 18.84 % came to know through TV & 17.39 % of respondents came to know through Friends. 4.34% of respondents said they came to know about fast food restaurants through Family members. And only 2.89 % said they get information about fast food restaurants through News papers. 5.79% of the respondents got information through other sources etc.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin measure	Sampling Adequacy,	.736
	Approx. Chi-Square	309.947
	Df	55
	Sig.	.000

Table 8: KMO and Bartlett's Test

The "VARIMAX- Rotated Component matrix" has been our primary tool for dissecting the factors that lead people to choose fast food.

### ROTATED COMPONENT MATRIX

	Component		
	1	2	3
Budget is a constraint to my eating out at Fast Food Center	.289	-.068	.798
Menu had good variety of items	.672	.120	.086
The Food Orders are correct and complete	.493	.393	-.119
The Food is served hot & fresh	.601	.445	.017
The Quality of food is excellent	.868	.049	-.075
The Food is tasty and Flavorful	.788	.239	.005
Employees are friendly and courteous	.099	.870	-.002
Prompt Services	.259	.769	-.039
Availability of Supporting Resources	.511	.319	.063
Value for Price	.673	.167	-.375

Table 9: Rotated Component Matrix  
Rotated Component Matrix

Factor 1 Food Related	Factor -2 Employee Related	Factor-3 Price Related
Variety of items	Friendly & Courteous	Budget Constraint
Accurate orders	Prompt Services	Increase of Food prices
Hot & fresh Food Servings		Affecting eating at Fast Food Restaurant
Excel Quality of Food		
Pungent & Tasty Food		
Availability of Sausages, Napkins, etc		
Value for Price Paid		

The above-mentioned factors may be easily analysed using Factor Analysis by restaurant staff in order to better understand their patrons. This will allow them to zero in on the particular criteria that will help them keep their current clients and draw in new ones.

**Reliability analysis**

Perception towards	No of variables	Cronbach's alpha
Food related	7	0.837
Employee related	2	0.784
Price related	2	0.956

Cronbach's alpha is used to examine the reliability of the responses. When the number is more than 0.5, it shows that respondents have mostly given the same answer. Since this result exceeds the minimum threshold established by the aforementioned criteria. The responses are credible, it seems.

**Conclusion**

People have a tendency to look for high-quality goods at reasonable prices. It has been shown, via a number of experiments between variables, that a preference-nutrient fact label association exists. Since they eat most of their meals away from home, they have high standards for the quality of the food they buy. The results of the aforementioned survey show that consumers are prepared to pay extra for higher-quality meals and menu upgrades. Employee happiness is a top priority, thus restaurants are working to make their dining areas more spacious and welcoming. More room for innovation in the food industry exists for creating nutritious and healthy goods. People are becoming more health-conscious, and as a result, they have higher expectations for the food they consume on a regular basis.

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