

**PERCEPTION OF FAST FOOD USAGE AMONG COLLEGE STUDENTS
IN BENGALURU CITY**

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ABSTRACT

With advent of lifestyle changes, the demand for fast food products is enhancing day by day. This is particularly predominant among the student fraternity among whom this trend is increasing. Keeping this aspect in view, the present study endeavors to find out the perception regarding fast food usage among selected college students in Bengaluru city. The objectives were to find out the awareness of fast food among the college students. to evaluate the what kind fast food was consumed by students, as well as the satisfaction regarding their fast food consumption. Sample size was 110 students in Bengaluru city, and Random sampling technique was used. A self-developed questionnaire was used to elicit information from respondents. Results of study revealed that majority of the respondents were aware about fast food, major sources of information were from friends, families and social media; and most respondents were satisfied with their fast food consumption.

Keywords: Lifestyle, Fast foods, College students, Consumption, Perception

Introduction

Fast foods are characterized as quick, easily accessible and cheap alternatives to home-cooked meals. They also tend to be high in saturated fat, sugar, salt and calories. (Hellesvig-Gaskell, 2013). According to National Institute of Health (NIH), many fast food chains have responded to growing public awareness about nutrition by offering some food that is lower in fat and calories than their normal fare.

The Indian fast food Industry has witnessed high growth strides in the past years, with increasing disposable income: exposure to a number of cuisines; and consumers' willingness to experiment a mix of both western and local Menu. It has not only provided convenience to people who shuttle between home and work for a bigger part of the day but also eliminated the requirement of conventional cutlery. (Arti Ghai and Vikash Kumar Jha, 2023)

Taste, Time, money cleanliness and hygiene are the major factors which have influenced students for fast food. The study showed that consumption of fast food among male students in the university is more than female students. Findings also revealed that consumers often visit to fast food outlets not only for meal but for social gatherings among friends, colleagues and classmates. (B. Narayan and M. Prabhu, 2015)

People consume fast food because of its delicious taste. It has been observed that 31.87% of the respondents in the study were unaware of harmful effects of fast food consumption. The study has suggested to conduct awareness campaign regarding the harmful effects of fast food consumption and usefulness of balanced diet. (V.B. Dhang et.al., 2017)

People mainly go to fast restaurants for get-together, parties and also to enjoy the taste of the food. It was observed that there is strong relationship between the prices of different fast food products and the number of visiting times of the consumers to the fast food outlets consumer's acceptances of food served by them are much important. (M.S. Anitharaj, 2018)

Food choices are among the most fundamental decisions people make on a daily basis Such decisions are thought to be guided by subjective preferences called *value* or *utility* for instance, an

individual selects food items during grocery shopping based on the computed value signals maladaptive food valuation is often associated with the development of obesity and eating disorders given the importance of dietary habits in our health, the valuation of food is a central issue in decision sciences, including neuroscience, psychology, and psychiatry. (Eric Stice et.al., 2022)

Unhealthy dietary practices have increased among college students in South Asia. Higher intakes of energy-dense foods may increase health risks such as weight gain in college students. Factors such as gender, being younger, higher socio-economic class, higher body mass index (being overweight or obese), low nutrition knowledge, and the internet addiction played the roles as positive determinants (all P values < 0.05) of consuming fast food frequently. Furthermore, taste, brand reputation, accessibility, location, price, ambiance, hygiene practice, variety, promotional offers, and timely service significantly (all P values < 0.05) increased intakes of fast food in college students. Engaged institutional nutrition education intervention and multisectoral approaches are necessary to reduce fast food consumption in college students along with enabling them to make healthy food choices. (Sanjoy Saha et al., 2022).

Research Methodology

Aim: To elicit information on the awareness of fast food usage among college students in Bengaluru city.

Objectives:

1. To study the awareness of the fast food consumption among college students.
2. To find out the types of fast food consumed by the college students.
3. To assess the satisfaction with the usage of fast food by college students.

Limitations of the Study

The study was limited to 110 college students in selected colleges in Bengaluru city.

Population and Sample:

The present study was structured for eliciting information regarding the awareness of fast food consumption among college students. A questionnaire was formulated to elicit the above information. The pilot study was conducted on 10 percent of the sample to test the reliability and validity of the tool selected for the study and feasibility of the present study. Based on the results of pilot study, necessary modifications were made. The main study comprised of 110 college students selected through random sampling technique. The data collected through survey method was tabulated and analyzed, and appropriate statistical tests were applied wherever necessary.

Results and Discussion:

The analyzed data and corresponding discussions are presented below:

Most of the respondents (49%) were in the age group of 18-20 years followed by 39 percent were in the range of 21-23 years. and 12 percent aged above in 24-26. Also, 64 percent of respondents were women and another 46 percent were men; while majority of the respondents (89%) were unmarried. Regarding educational qualification, 63 percent and 37 percent were from graduate and post graduate courses respectively. Most respondents' family income (47%) ranged between Rs. 30,000-40,000/-.

Table – 1: Respondents' Awareness on Fast Food Usage

No= 110

No.	Respondents awareness on fast food	Respondents	
		Number	Percent
1	Yes	89	81.00
2	No	21	19.00
Total		110	100.0

Table 1 shows that awareness of fast food; here 81 percent of respondents were aware of fast food usage, followed by 19 percent of respondents not really being aware of fast food.

Table –2: Respondents’ Perception to Whether Fast Food is Healthy or Not
N=110

No.	Respondents’ Perception whether Fast Food is healthy food	Respondents	
		Number	Percent
1	Yes	100	91.00
2	No	10	19.00
Total		110	100.0

The above table reveals the respondents’ perception whether fast food is healthy or unhealthy. Here, 91 percent of respondents felt that it was healthy and another 19 percent of respondents stated that it was unhealthy.

Table – 3: Source of Information regarding Fast Food
N=110

No.	Statements	Respondents	
		Number	Percent
1	Advertisements from TV and radio	23	20
2	Online Advertisements	18	17
4	Billboards	15	14
5	Family members	10	10
6	Friends and peer groups	25	22
7	Street food Shops	19	17
Total		110	100.0

The above table shows the source of information regarding fast foods by the respondents; where 20 percent of respondents knew through advertisements from TV and radio, 17 percent from online advertisements and 14 percent from billboards. Another 10 percent sought information from family members; 22 percent knew from friends and peer groups; while 17 percent received information from street food shops.

Table – 4: Favourite Choice of Fast Food by Respondents
No=110

No.	preferences	Respondents	
		Number	Percent
1	Snacks	16	15.00
2	Deserts	15	14.00
3	Soft drinks	16	14.00
4	Chinese food	18	16.00
5	Non-veg fast food	25	23.00
6	Veg fast food	20	18.00
Total		110	100.0

Table 4 depicts the favourite choice of fast food by the respondents. Most (23%) of the respondents preferred non-vegetarian fast food, with 18 percent liking vegetarian fast food, and 16 percent being fond of Chinese fast foods. Also, 15 percent of respondents preferred snacks, 14 percent preferred deserts, and 14 percent liked consumption of soft drinks at fast food outlets.

Table – 5: Reasons for Consuming Fast Food by the Respondents

No=110

No.	Reasons	Respondents	
		Number	Percent
1	Quick delivery	15	14.00
2	Affordable	5	5.00
3	Tasty	50	45.00
4	Wide variety of choice	20	18.00
5	Convenient to pack and take home too	10	9.00
6	Any other	10	9.00
Total		110	100.0

Table 5 and Fig. 1 shows the reasons for consuming fast food eating by the respondents. Majority (45%) of the respondents stated they consumed fast foods as it was tasty; 18 percent for the wide variety of choice in fast foods; and 14 percent consumed it for quick delivery. An equal number of respondents (9%) consumed fast foods as it was convenient to pack and take home, and for other reasons like saving of time respectively; with 5 percent having fast foods as it was affordable.

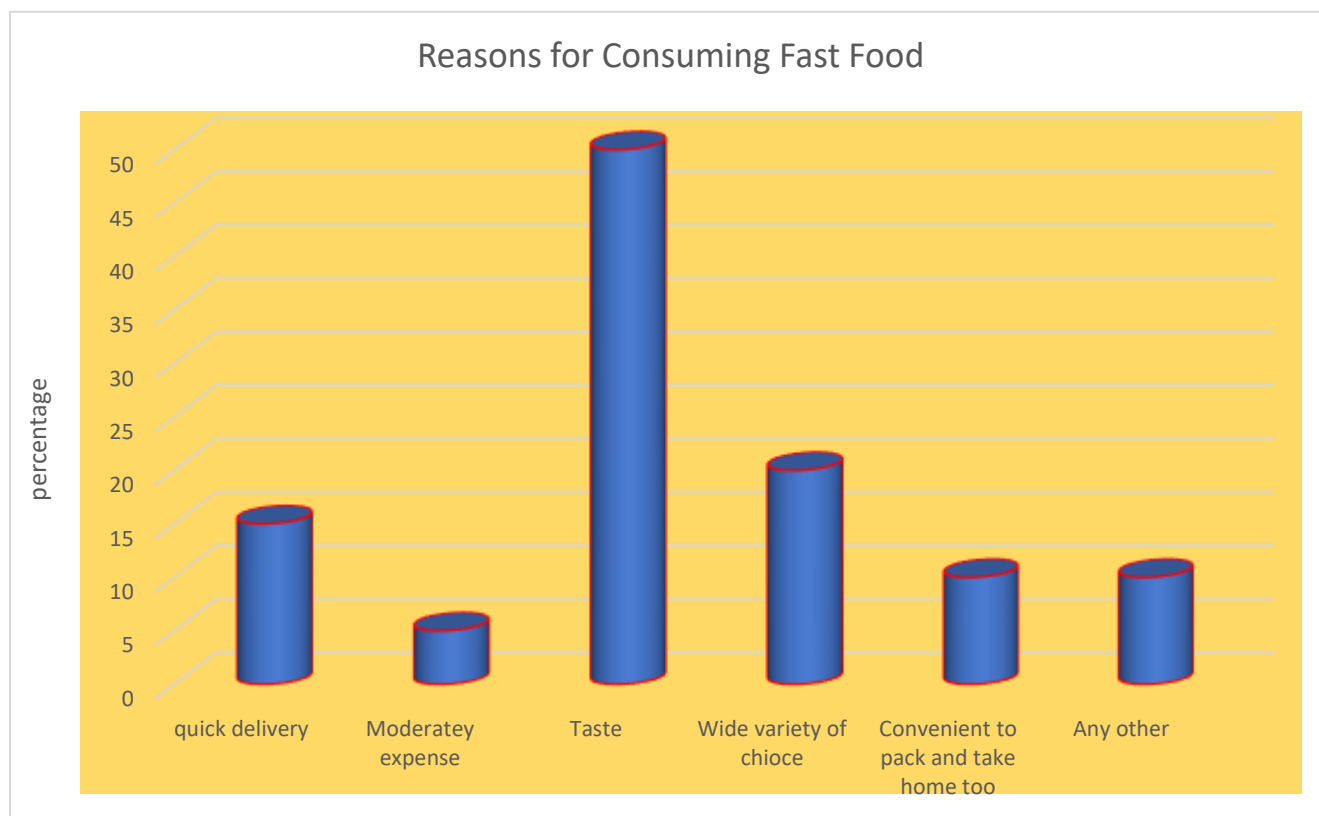


Fig. 1: Reasons for Consuming Fast Foods

Table – 6: Satisfaction of Fast Food Consumption by Respondents

N0=110

No.	Statements	Respondents	
		Number	Percent
1	Yes	80	73.00
2	No	30	27.00
Total			100.0

Table 6 indicates the satisfaction of fast food consumption by the respondents. Majority of the respondents (73%) were satisfied with fast food, followed by 27 percent who were not satisfied by the consumption of fast foods.

Conclusion:

The major findings of this study:

- ✚ Majority of the respondents were aware of fast food usage.
- ✚ Also, majority of them perceived that consumption of fast foods was quite a healthy option.
- ✚ A larger number of respondents knew about fast foods through advertisements from TV and radio, and to a lesser extent from other sources.
- ✚ Most of the respondents preferred non-vegetarian and vegetarian fast foods.
- ✚ Majority of them were satisfied with the consumption of fast foods.

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