PROJECT REPORT ON

"AN ECONOMIC ANALYSIS OF CONSUMER PREFERENCE ON FAST FOOD AMONG ALL THE GENERATIONS WITH REFERENCE TO THANE CITY."

A Project Submitted to

University of Mumbai for Partial Completion of the Degree

of Bachelor in Commerce (Accounting and finance)

Under the Faculty of Commerce

By

MS TANVI ANIL BORSE

T.Y.B.A.F (SEMESTER – VI)

PRN NO.: 2021016401613431

Under the Guidance of

'ASST. PROF. DR. KISHOR CHAUHAN'

JNAN VIKAS MANDAL'S

Mohanlal Raichand Mehta College of Commerce

Diwali Maa College of Science

Amritlal Raichand Mehta College of Arts

Dr. R.T. Doshi College of Computer Science

NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)

Sector-19, Airoli, Navi Mumbai, Maharashtra 400708

ACADEMIC YEAR 2023-2024

I

JNAN VIKAS MANDAL'S
Mohanlal Raichand Mehta College of Commerce
Diwali Maa College of Science
Amritlal Raichand Mehta College of Arts
Dr. R.T. Doshi College of Computer Science
NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd Cycle)
Sector-19, Airoli, Navi Mumbai, Maharashtra 400708

CERTIFICATE

This is to certify that **MS. Tanvi Anil Borse** has worked and duly completed her Project work for the degree as Bachelor in Commerce (Accounting and Finance) under the Faculty of Commerce in the subject of Management control and his project is entitled, **"An Economic Analysis Of Consumer Preference On Fast Food Among All The Generations With Reference To Thane City."** Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,
ASST. PROF. DR. KISHOR CHAUHAN

Date of submission:

II

DECLARATION BY LEARNER

I the undersigned **Miss TANVI ANIL BORSE** here by, declare that the work embodied in this project work titled "**An Economic Analysis of Consumer Preference On Fast Food Among All The Generations With Reference To Thane City**", forms my own contribution to the research work carried out under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research workand has not been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

MS TANVI ANIL BORSE

Certified by
ASST. PROF. DR. KISHOR CHAUHAN

ACKNOWLEDGMENT

To list who all have helped me in difficult because they are so numerous and the depth is so enormous.

I would like to acknowledge the following as being idealistic channels and fresh dimensions in the completion of this project.

I take this opportunity to thank the **University of Mumbai** for giving me chance to do this project.

I would like to thank my **I/C**, **Principal, Dr.B.R.Deshpande Sir** for providing the necessaryfacilities required for completion of this project.

I take this opportunity to thank our **Coordinator**, on her moral support and guidance.

I would also like to express my sincere gratitude towards my project guide **Asst. Prof. DR. Kishor Chauhan** whose guidance and care made the project successful.

I would like to thank my **College Library**, for having provided various reference books and magazines related to my project.

Lastly, I would like to thank each and every person who directly or indirectly helped me in the completion of the project especially **my Parents and Peers** who supported me through my project.

LIST OF TABLES

LIST OF CHARTS

CHAPTER 1

INTRODUCTION

1.1 Theoretical Background

Consumer behaviour refers to the decision-making process of an individual consumer who is engaged in evaluating, acquiring, using or disposing goods and services. Generally, a consumer makes his decisions from two points of view (i) the amount of satisfaction derived and (ii) the resources that are available for spending.

To put it in simple terms, consumer behaviour is the psychological process of making a decision in relation to buying a product or service for the purpose of consumption. Consumer behaviour is determined by the consumers" economic, sociological and psychological aspects in life circumstances. The economic factors that influence his/her decision making are- income,income expectation, availability of consumer credit, liquidity in hand and utility. Sociological factors that influence decision making are family, reference groups" opinion leaders, social class, caste and culture. Psychological factors include motivation, learning analysis, perception, personality traits, attitudes, and one's own self-image.

Multinational fast-food outlets initially faced protests and non-acceptance from Indian consumers. This was due to primary perception that these fast-food players serve only chicken and do not serve vegetarian meals. In addition, fast food is perceived expensive besides being out-of-way meals in Indian culture. Today, fast food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the perception of Indian youth, in the age group of 20-30 years, towards consumption of fast-food outlets.

1.2 Overview of Food Habits

Indians have one of the most unique food cultures in the world. A land of traditional values, different cultures, spiritual values and different languages India also has an ocean of relish able cuisines. Each and every state has its own traditional food variety that speaks volumes of regional food. Nutritious food bursting with flavours spices up a meal time whenever Indian families get together. A high-vegetable diet with no meat has its origin from the Hindu religion. Food habits related to the time and method of consumption are based on a combination of cultural, social and family traditions in India. Indians are generally vegetarian. When meat is

included in dishes, it is mostly in the form of chicken or mutton and sometimes seafood, such as fish, crabs and prawns. The majority of the Indian population is Hindu, so beef and pork are often excluded from Indian dishes due to religious influences. The food consumption pattern in India generally consists of three main meals divided into the morning meal, the mid-day meal and the evening meal with rare excess of healthy refreshments. The Indian culture is centred on the family. Meals are most regularly eaten with family members dining together. All the family members gather around the table or on floor mats while eating their meals served on a big banana leaf that are used as plates. Women by tradition do most of the food preparation for the household. Meals are served when the greater part of family members are available at home and ready to eat. Food is meant to be a complete sensory experience. The traditional Indian culture is to have Indian meal comprises foods such as curry, rice, naan, chapati and soon eaten using the fingers. Indian people wash their hands before and after eating. The right hand is preferred over the left hand when eating or handling food. The left hand is considered less hygienic because it is used more for tasks like removing shoes and toileting /washing. **(Sanjeev Kapur 2017)**.

1.2.1 Indian Food Habits

One of the most well-known and healthy breakfasts of Indian people in ancient India was porridge. Pulses, ragi and millets were used to prepare porridge. Milk and rice porridge are still given to babies as their daily food even today. Tamil Nadu has given much importance to nutritious fibre rich grains like millet, mapillai samba, horse walnut and kichadi samba. People of Tamil Nadu cooked rice, maize, all types of millet and grams as solid food. They also included vegetables, fish and meat in their food. In ancient times, spices were used as a salad with mashed potatoes. Since pepper acts as the antivenom for many kinds of bites and stings it was included in their daily food. There is a saying among the people of ancient Tamil Nadu which goes like this "Even one can consume at the enemy's house if he/she provides ten black peppers". Black pepper has got medicinal values. The most common drink, which was served to the guest who came to a house, was "butter milk". It was prepared by churning butter from curds and using the left-over liquid kept in an earthen pot by adding curry leaves, ginger pieces of mangoes **(Deelipan 2019)**.

1.2.2 Rural Food Habits

Rural people possess food habits based on their location and culture. In the morning, most of the people in villages took semi liquid food like rice porridge, ragi porridge and millet porridge

with small onions as a side dish. Some middle-class people in the villages took tea or coffee in the early morning and ate rice, leafy vegetables for their breakfast. Rich people ate idly, dosa, idiyappam, appam, pongal, puttu, chapati, potato curry varieties, tandoori chapati for their breakfast and meals with rice sambar, rasam, curd, along with variety of vegetables for their lunch. These people often consume items like paniyaram, kolukattai, athirasam, sundal varieties, gram varieties and other millet varieties. For dinner they preferred idly, dosa, chapati and such other items. In contrast, people below the poverty line usually took rice for all three meals in a day. They preferred non- veg items like chicken, mutton, fish and crab. They got crab, fish from the field and chicken was available in their locality itself. Rural people did not buy, nuts, vegetables, fruits and rice from grocery shops instead they cultivated them in their own fields. An old saying goes; "Food is medicine" meaning people in Tamil Nadu ate food which contained medicinal properties that ensured good health. Even today rural people are taking food as medicine (Cholam, Ragi). It is very hard to find restaurants in villages. Three decades ago, students went to school and college carrying food cooked at home. Guests were served food on banana leaves. The food served comprised rice, leaf vegetables, with sweet and homemade chicken varieties **(Deelipan 2019).**

1.2.3 Urban Food Habits

Urban people took Horlicks and boost apart from tea and coffee in the morning. For breakfast they preferred idly, dosa, poori, pongal, chapati, tandoori chapati, mahathi roti, Channa masala and instant food such as noodles, macaroni, pasta and cornflakes. Urban middle class and rich people took full meals with a variety of leafy vegetables for their lunch. Some working people preferred biriyani, fried rice, variety rice, lemon rice, tomato rice, curd rice, parotta, burger and pizza in the afternoon. For evening, snacks they preferred bhaji, ponda, vada, samosa, panipuri, masala poori, vada pav, pav bhaji, Kati role, goli vada pav, sandwich and other bakery items. They generally purchased these snacks from shops rather than making them at home. At night, for supper/dinner they preferred tiffin items like idly, dosa, chapati made at home or bought from the restaurants. In urban areas, highly developed restaurants are spotted in every nook and corner of the streets. Urban people bought food and avoided cooking at home because of their busy schedule and lack of time. People who lived in urban slums often got the morning refreshments from the nearby tea shop. It was cheaper for them to buy tea or coffee from shops rather than spend money in buying milk, sugar and tea/coffee powder and make it at home. They ate their breakfast from the roadside eateries and street shops. The people cooked food only once in a day. They either bought food from some unorganized restaurant or ate the

leftover food at home. In the city, when the guest arrived, they bought meat, mutton or chicken from the shop, cooked and served them to the guest. Some people bought food from the restaurant instead of cooking and served it at home. People who followed this often went to the restaurants and parcelled food to be taken home. Gradually food was ordered online and delivered at home. **(Arun Chennaiah 2015)**

1.3 Changing Pattern of Food Habits in India

The invasions of Mughals, British, Sultans and other foreign invaders in India changed its food style. Brown rice-based food like idly, dosa, Pongal, appam, rava dosa, onion dosa, mendu Vada, idiyappam, upma, puttu, Adai, and vermicelli were once the food of South Indians. But it changed gradually to food based on Maida like parotta and naan, biryani varieties, white rice based varieties and so on. The food style of North Indians diverted from millets, wheat and ragi to Breads, potato varieties, butter and Tandoori varieties, Dal chana, mutty with curd, poori, panner gravy, aloo butter chicken and so on. The traditional snacks like kolukattai, paniyaram, murukku, athirasam made up of rice flour, jakkery are a rich variety of snacks which are good for health. But today snacks containing a lot of coloured candy potato chips, fat containing bakery items of cake, puffs that contain baking powder, preservatives and colouring food are an attraction among both children and youngsters who have become the main target of business in the food industry. Today the youngsters think that eating fried chicken, pizza and burger is a prestige issue compared to traditional food.

As per the report of FASTAT (1990-2015), after globalization the food style of India has undergone vast changes. The reasons for the changes in the Indian food style are attributed to the changes in the life style of the people, higher awareness, changes in family structure, media influence, travelling abroad, higher income and urban culture. In 1996, Mc Donald's (American based fast-food company) entered Indian food market, but the country was not yet ready to transit from carrying lunch boxes to consuming fast food. Twenty years later, the scenario has changed. According to the Economist Intelligence Unit, India's food industry wasprojected to grow by double in size between the period 2013 and 2016. This meant that the young generations in India had begun to consume fast food at a rapid rate. Therefore, many international fast-food chains like Dominos, Kentucky Fried Chicken (KFC), Dunkin Donuts, Pizza Hut, Marry Brown, Burger King, Papa John's Pizza Express, Start burkes Coffee, Wendy's, Taco Bell have entered the Indian food market with their franchise all over India.

Indian food businesses were not lagging behind. They also took up business opportunities emerging in the fast-food industry by innovatively preparing fast food by adapting an Indian style to it. Some examples of true Indian fast foods are Vada pav, Katti role, Pav Bhaji and Goli Vada and grilled chicken. These were popularised (2001) in the name of Barbecue nations (BBQ), Cafe Coffee Day, Goli vada pav, Pizza Corner, Indian Coffee house, Wom Momo and Oyalo and many more such Indians fast food chains. Fast food restaurants provided food varieties such as vada pav, pav bhaji, goli vada, kattirole, fried chicken varieties, grilled chicken varieties, fried rice varieties, noodles, sandwich, hamburger varieties and pizza varieties.

The ancient Greeks utilized a special term "Thermopolium" to define fast food. Fast food in old Rome resembled an extraordinary number of outside business sectors where enterprising vendors were selling a variety of foods. It is paralleled to present day food courts. People sold merely modest and normal hot food in such markets. As a matter of fact importance, it was hot bread, meat, peas, and different kinds of hot preparations. Ancient Romans made a dish that has a very similarity to the modern cheeseburger. It was a level cake produced using hamburger that was blended in with nuts and consistently eaten with bread. Various cakes of yeast mixture, greased with olive oil were very famous. The facts reveal that an outstanding and the most loved Italian pizza showed up from these flat cake's centuries later. The Romans likewise presented such type of services as food delivered to your home. Today, after nearly a thousand years, such services have earned in huge fame once more **(Tracy V Wilson 2005).**

Fast food industry is an offshoot of the food industry. Fast food industry began its foot prints in the world in 1800s. Thomas Jefferson is credited to have started the fast-food business by introducing French Fries for the first time in the United States in 1802. Similarly, hamburger which originated in Russia was brought to Hamburg by German sailors. During early 1900 fast food products were sold with the help of automatic vending machines by inserting coins into them. This idea was taken up as a business strategy by making the slogan "less works for mothers" popular. This strategy played an important role in bringing about a marked change in the food habits of people. In fact, fast food was promoted mainly to cater later to the needs of taking food on the run. This gradually evolved into fast food restaurants or drive – inrestaurants.

The twenty-first century has seen a rapid development in all walks of life. One of the important developments is the transition to fast food culture. Fashion has started to rule all the fields. It has also affected the world of food as well. Food has become a fashionable thing to many of

us in the name of fast food. The attraction towards fast food has captured the attention of both young and old. This is a recent trend, which has its origin in United States. Fast food is also known as comfort food or convenience food. The term "fast food" was recognised by the Merriam Webster Dictionary in 1951. According to it, fast food is the term given to food that is prepared and served very quickly. In other words, any meal with low preparation time can be considered as fast food. It was first popularised in the 1950 in the United States. Generally,any meal with low preparation a packaged form for take away home is considered as fast food.Fast foods are mostly considered for ready accessibility, use and consumption.

The habit of preferring fast food not only in India, even in varies from society to society. The habit of taking fast food is changing very fast. People who are living in the city have a high propensity to consume fast food. Almost all human beings work and earn for food, but they don't have much time to eat food with a peaceful mind. Nowadays, fast food has become an important part of the people's lives. Fast food centres have cropped up in every nook and corner of the city. The major reason for changing trend is the time factor. While people select fast food for a number of factors, lack of time to cook is stated as the main reason for the changingtrend towards fast food.

1.4 Factors Influencing Consumer Buying Decisions:

The consumer decision making processes are surrounded by various internal and external factors. It is not taking place in isolation needs and problems are through the influence of internal and external factors, initiate decision-making process of consumer.

Internal factors which are distinct from individual to individual are personal in nature and more of psychological oriented. They contain factors such as exception memories or previous experiences needs, attitudes, demographics, lifestyle, personality, motivation and learning. External factors can be classified as culture factors, social factors and situational factors. They induce culture, subculture, social class and reference group **(Schiffman and Kanuk 2000)** this factors induce and impact the consumer from the time he realizes the stimulus initiating the thought of buying or consuming and till the time he exhibits the post –purchase behaviour Internal factors which are a blend of personal and psychological factors, encounter external factors which include cultural, social and situational factors and evolve into patterns of behaviour that is very difficult to assess but at the same time very significant in taking important

strategic decision that can manipulate product and marketing mix. It is imperative to list out various classifications of these factors.

1.5 Factors Influencing Consumer to Fast Food

Internal factors which are distinct from individual to individual are personal factors that influence consumption.

Personal factors which are the prime components of internal factors include demographic characters as well as psychological makeup of person. Demographic characters which define a person's state are gender, age, family, socio economic status and the pattern of fast-food consumption among the participants and their parents. Men were more interested in eating fast food than women; both these groups mentioned different reasons for their varying levels of interest in fast food. With regard to demographic and socio-economic factors it was found that majority of young who ate fast food more frequently were from middle – class income families.

Factors that influenced their consumption of fast food are taste of the food, price of the food, quality of the food, discount and special offer, cleanliness 64 and hygiene, salesmanship, speed of service, atmosphere of the restaurant, brand of the food, accessibility of the fast-food restaurants, variety of menu, affordability and going out to eat fast food with friends as a way of entertainment, particularly among the young. These factors have a significant impact on the habit of consuming fast food **(Kolter 2005).**

1.6 Situational Factors:

Situational factors such as social, physical political and economic environment can greatly affect the preference of people related to purchase consumption as well as savings has traced out thirteen factors that point out the emergence of India as a consumer society.

1. A middle-class lifestyle is changing so the values and the growth in consumer demand have also changed.

2. Role of women is changing and so is the structure of family.

3. Consumers expectations are rising across the population.

4. The past savings and introduction of credit system have resulted in the increased spending on luxury items.

5. New shopping environments and retail outlets.

6. Proliferation of media, satellite cable television and existing film industry.

7. Familiarity of English language among the people and sophisticated media.

8. Increase in consumer awareness and sophistication.

9. Exposure to worldwide consumer products and rise of overseas travelled Indian consumers, professionals, tourist and workers.

10. Competitive domestic consumer goods producers.

11. Re-emergence of hedonism.

12. Entry of multinational companies.

13. Emergence of rural markets.

1.7 Personal Factors:

Personal factors which are the prime components of internal factor include demographic characters as well as psychological makeup of person. Demographic characters which define a person's state are age, life - cycle stage, occupation, economic situation etc. Psychological factors which play a crucial role in the behavioural outcomes contain personality, perception, attitudes motivation learning beliefs skills and knowledge life style. The age factor and his stage of life along with his occupation and financial positions play an important role in predicting the nature of demand for predicting the nature of demand for the product or servicehis personality attributes which embody his life style deals how a person avails from various choices present for the products and services. Individually people are different from one another. Each one has a distinct personality represented by a unique set of traits reflecting in different quantum namely self –confidence dominance sociability and aggressiveness.

1.8 Fast Food Industry in India

According to worldwatch.org, India 's fast-food industry is growing by 40 percent a year and is supposed to generate over a billion dollars in sales in future. 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 a wide range of fast-food including burgers, pizzas, sandwiches etc. Established in 1934, Nirula's today is a diversified group with a chain of Elegant Business Hotels, Waiter Service Restaurants, Family Style Restaurants, Ice Cream Parlours, Pastry Shops and Food Processing Plants in India. The chain with over 60 outlets is operating in five states and is successfully catering to the Indian palate of over 50,000 guests every day for over 70 years now. 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 operations, Wimpy used to be visited by foreigners in India. Indians were occasional visitors. Today Wimpy has 8 outlets in the capital city New Delhi and it is expanding its menu with Indian dishes with a view to attract Indian consumer.

After the liberalization policy came into force in 1991, fast food industry grew in India exceptionally. Consequently, multinational fast-food providers have set up their business either jointly with Indian partners or independently. McDonald 's signed two joint ventures – one with Amit Jatia and another one with Vikram Bakshi in April 1995. The first outlet was openedin New Delhi. It has 50 outlets in North India and 76 in total all over India. It aims open 100 outlets by the end of 2006.In 1995, Kentucky Fried Chicken (KFC) entered the Indian market and opened its first outlet in Delhi. In 1996, Domino 's set up base in India by entering into a long-term franchisee agreement with the Bhartia Brothers who had businesses in chemicals and fertilizers. By 2000, Domino 's had a 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. Initially, the company operated company owned outlets and then moved on to franchisee owned restaurants. McDonald's, Domino's, Pizza Hut and Nirula's is the most popular and frequently visited fast food outlets in India. KFC has limited outlets and has faced number of problems since entry in India. Besides these, there is Pizza Express and Pizza Corner of which are not so popular. 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 many moreis inevitable. After the liberalization policy that came in force in 1991, fast food industry grown

in India as multinational fast-food providers have set up their business either jointly with Indian partners or independently. McDonald 's signed two joint ventures – one with Amit Jatia and another one with Vikram Bakshi in April 1995. The first outlet was opened in New Delhi. It has 50 outlets in North India and 76 in total all over India. It aims for 100 outlets by the end of 2006.

Hall stated that the millions of people who "eat out" every day have a wide variety of needs and tastes from a quick lunch to a luxurious meal with elaborate service. Because of these differences there are many kinds of restaurants varying from street stands for a hot dog or bowl of noodles to elaborate restaurants with the best cooking. There are millions of people away from their homes everyday either by necessity or by choice. The restaurant and catering business has developed to feed this huge number of transients-office and factory workers, schoolchildren, military personnel, travellers, and people out to have a good time. Because there are so many to feed, the restaurant and catering business is one of the largest and fast- growing industries in the world. Those who eat away from home spend vast sums of money for restaurant or catered meals. Shipra Singh examined the Indian food industry growth by leaps and bounds and can emerge as _food basket of the world. The study revealed that the Indian food processing industry is still in its nascent stage. The scholar has remarked that the increasing income, globalization and consumer preferences provide a quantum jump in both production and processing as well. The scholar also focuses on the new concept of online groceries, by which internet provide an option for purchase of groceries by ordering on phone that can definitely change the consumer habits and preference, but still, it is difficult to at preliminary stages. Pankaj Gupta carried out the study on growth rate of Indian processed foodindustry. The study revealed that the rapid increase in disposable income with changing attitudetowards health and hygiene is a driving force for processed food in India. The scholar has pointed out at the same time India should tackle with demand supply balance, food process during inflation. Despite it, industry has good future because consumers are willingly to pay for various needs originating from modern life style. The scholar concluded probable state of affairs is that, the future growth would be primarily driven by the domestic market with India doubtful to achieve its target inworld trade market for food commodities.

1.9 Major players in fast food sector in India

With the emergence of Indian and international brands in the arena of fast food, the concept of QSRs has gained profound eminence in India. Further, these has also been successful in encouraging affordable eating, thus enabling to suit pockets of the people. Consequently, the market has become competitive with the players providing core menu as well as introducing variations in Indian and international foods. Apparently, numerous international brands such as Dominos, Subway, Pizza Hut and KFC flooded in the country with the entry of McDonald's in 1996. These international players have established themselves strongly in the Indian market and typically prefer to operate through the franchise model so as to expand rapidly with minimal capital investments. Interestingly, an array of players confined to specific regions (e.g. Jumbo King, Fast Trax, etc.) focus on the provision of customized Indian or international cuisines to cater the Indian palate.

Table 1.1 Major Players in the Indian Fast-Food Industry

Name	Cuisine	Parent company	Origin
McDonalds	Burgers	Hard Castle Restaurants	USA
KFC	Chicken	Devyani International	USA
Pizza Hut	Pizzas	Devyani International	USA
Dominos	Pizzas	Jubilant food works	USA
Sagar Ratna	Mutli	Sagar Ratna Hotels	Delhi, India
Barista	Coffee	Barista Coffee	India
Subway	Sandwiches	Subway Systems India	USA
Taco bell	Tex-Mex	Yum Restaurants	USA
Costa Coffee	Coffee	Devyani International	England
CCD	Coffee	Bean Coffee	India
Nirula's	Multi	Nirula's Corner House	Delhi, India
Haldiram's	Multi	Haldiram Snacks	Delhi, India
Bikano Café	Multi	Bikanervala Foods	Delhi, India
Om	Multi	Om Sweets	Delhi, India

Source: Adapted from CRISIL Research,2013

Thus, the potentiality of the fast-food sector has generated tremendous interest in established world class chains, Indian corporate chains and non-chain restaurants to venture into this bubbling segment.

1.10 Changing pattern in food habits before and after Globalisation

Globalisation has changed different aspects of the Indian society in the last two decades, including the food habit of the Indian people. Indians, currently in their late 30s, used to ask their parents to buy 'jhal-muri' or 'mumphali' for them during their childhood. Times have changed and multinational fast-food chains become quite familiar with the younger generation. Now-a-days, the young people prefer burgers, hot dogs, fried chickens, momos etc. They like to hang out in decorative and air-conditioned environment with variety of foods on their plates, with the growing number of food restaurant chains offering different recipes at comparatively 'cheaper' rates.

The changing scenario has not only helped the food and beverage (F&B) industry strengthen its position in the Indian market, but also created job opportunities for a huge number of people. It has further allowed producers to get the right price for their food grains. It seems that a country like India, which is heavily dependent on the agriculture sector, is the ideal place for the F&B industry to boom. Kunal Kapoor, the 'Celebrity Chef' and Executive Chef at Leela Kempinski, believes that people across India are very much willing to explore different cuisines as they have started enjoying foreign recipes. According to him, their willingness plays a crucial role in the emergence of the F&B industry in major Indian cities. Kunal also tells Franchise India his own story - how he entered into the F&B industry despite being born and brought up in a family of bankers.

1.11 Problem in Consumption of Fast Food

1.11.1 Obesity

Fast food will have a terrible impact on your body. as an example, food will increase risk of obesity as a result of the intercalary fats, refined grains, sodium, intercalary sugars and sweeteners in it. Obesity is that the root explanation for infinite health issues that may have a heavy impact on your quality of life.

1.11.2 Cardiovascular Diseases

According to the yank Heart Association, intake Trans fats will harm your vascular system. It will increase your possibilities of developing heart diseases and stroke. Also, with a weakened vascular system, it will get troublesome to perform physical activities.

1.11.3 Nutritional Deficiencies

Fast foods lack several essential nutrients, notably vitamins and minerals equivalent to calcium, iron, vitamins A, B, C, D and E, potassium, zinc, and monounsaturated fats. If your body lacks these nutrients; it weakens the system and puts you in danger for health problem and infection.

1.11.4 Liver Harm

Liver has got to work tougher to get rid of Tran 's fat from the body. This artificial fat will generally, build up within the liver and cause harm. If this is often unmarked and not unbroken under control, there will be liver failure.

1.11.5 Mental Health Problems

Fast food is loaded with additives and unhealthy ingredients. Not like a diet wealthy in

vitamins and omega3 fatty acids that facilitate boost psychological feature and thinking skills, food will the alternative. As a result, one could have poor mental concentration, lack of energy and different psychological state issues.

1.12 Youth Buying Behaviour towards fast food

The consumption and buying decisions of consumers gain prominence in case of fast-food industry because of the tough competition among the multiplicity of players within the markets. Their marketing strategies must be designed eyeing the economic conditions, health related resistance to fast foods, changing lifestyle, tastes and preferences of the consumers. This section describes some of the studies that addressed the various facets of consumer behaviour and the factors affecting them in the fast-food industry, in detail. The powerful fragmentation

12 of consumers nowadays, represents a tendency that should be taken into consideration, in order to identify and improve the quality dimensions of the products which are important for each category of consumers. Young people are not concerned with food preparation and that is why, they prefer to go out for their meals. They usually go to fast-food restaurants, especially when there is nobody to cook for them (while they study away from home) and also when they want to socialize. Although they have the necessary knowledge about the nutritional value of food and its effects on their body, they don 't act accordingly. Fast – food restaurants are famous because they serve the food very fast, they are cheap and they easily replace homemadefood. Although people, who are usually very busy working, find fast-foods advantageous, theyshould be aware of the fact that fast-food products are high in calories, fats, sugar and salt. Even so, young people admit that it is very difficult for them to change their food habits – especially because they don 't have time and discipline to do it. The accessibility of the locationis another motive for young people to prefer fast- foods. Unlike the restaurants, which are located in less accessible areas for the young people, fast-foods are located in their way towardstheir home or downtown, and they are more numerous. Easiness of finding a fast-food could be associated with the lack of time or the hurry. Choosing one particular fast-food depends onits flexibility and capacity to adapt to young people 's needs. These needs are in fact young people 's desires to easily find a place to eat, opened at any time, with products display, to be able to order fast, to eat the food ordered rapidly, to have a place to socialize with their friendsand to take away the food or order at home when they do not want or do not have time to havethe meal at fast-food restaurants. Customer satisfaction as defined by Oliver (1980) as the after purchase judgment or evaluation of a product or a service. It is also frequently described as the extent to which the chosen product meets or exceeds consumer expectations. It is one ofthe most widely studied constructs in marketing research and is described as a consumer 's affective evaluation of a product or service. As the consumer are demanding more differentiated products, business organizations have attempted to find ways of incorporating customer wants and needs into production and distribution. Today 's consumer, who demandsan ever-widening variety of healthful, conveniently prepared food products, is driving the changes in food markets. Thus, the success of every fast-food retailer lies in meeting this contradicting preference and satisfaction what the customers expect.

1.13 Youth Attitude and Behaviour

Youth buying pattern is directly evolved from the consumer behaviour and its attitude. Many things combine to build up the behaviour of any individual. The first thing which influences the consumer behaviour and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers According to Rai, 2013, there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also, advertisements have very important role in shaping the consumer behaviour. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products.

Purchase attitude can also be built up by product evaluation and brand recognition. Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviours. Studies found that emotional attachments put a huge influence on the customers and their buying behaviour as people tend to associate themselves with the brand. Eating pattern shapes the behaviours of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers.

1.14 Advantages of fast food

1. Fast food gives you the option to eat something instead of skipping a meal.

Although intermittent fasting has become a popular way to manage a person's weight in recent years, skipping meals is rarely a good idea unless you have a specific purpose in doing so. According to NHS UK, the best way to lose weight and then keep it off is to reduce the number of calories you consume while increasing the number that you burn through exercise. Skipping a meal can cause fatigue, end it may mean that you lose some essential nutrients.

2. Eating fast food items helps you to manage a schedule more effectively.

The average family in the United States is spending about two hours in the evening managing their afterschool activities. That means there could be very little time to cook at home. Because the fast food industry is available in almost every community, you have the option to manage your schedule without going hungry in the process. Choosing a meal like this takes 50% less time than it would if you were to try to make lunch or dinner at home. It may not seem like much, but 15-30 extra minutes in a tight schedule can be quite valuable.

3. Fast food products make it easier to reduce hunger problems in the community.

Fast food items are one of the most affordable food products that you can find in the world today when you compare its cost to the number of calories that you receive. Although you would not want to eat three fast food meals every day, having a couple of bucks can get you enough food in one meal that your body can use to produce energy. Most fast food restaurants average about 300 calories for every $1 spent in the U.S. on food items.

4. The fast food industry provides you with the nutritional information of each item.

One of the most significant complaints about the fast food industry is that the menu items they serve are high in calories. Although there is some truth to this issue, most restaurants offer a clear calorie count on their foods so that you can make a smart decision about what you choose to eat. The entire catalogue of nutritional information is available to you upon request as well. Most providers also publish this data online for you to review at any time.

1.15 Disadvantages of the fast food

1. You will eat more calories when consuming fast food frequently.

Most fast-food meals contain high levels of added sugar. Not only does this mean that you will consume extra calories with your meal, but it also means once you're eating will contain less nutrition. The American Heart Association recommends that all people should have 150 calories or less of added sugar per day, which equates to about 9 teaspoons. If you were to consume a fast-food beverage, then you'd hit that recommended limit without eating anything else.

2. Eating fast food can lead to issues with enema, bloating, and swelling.

When you decide to eat a fast-food meal, then the combination of salt, sugar, and fat can lead to problems with water retention, which is known as enema. This disadvantage is what causes some individuals to feel bloated, puffy, or swollen after they are finished eating. It can also promote higher blood pressure numbers, which could be dangerous if there is an issue of heart disease developing.

3. There are adverse effects on the nervous and reproductive systems.

When you decide to eat fast food products, then you can satisfy your hunger for a short period. The long-term results from this choice are usually less than positive. Individuals who eat processed foods from this industry are 51% more likely to develop depression or depression-like symptoms at some point in their life compared to those who eat fast food in moderation or avoid the items entirely.

4. You must review the quality of the food independently.

Fast food menu items go through mass-market shipping, production, and freezing processes to reduce the cost of each product. Some companies promote using fresh, never frozen beef and similar products, but that also means you might pay more than you would at another location. All of this processing reduces the quality of the foods eaten, increases calorie counts, and could limit your access to the fiber, protein, and fresh fruits and vegetables that your body needs.

CHAPTER 2

RESEARCH METHODOLOGY

2.1 Introduction

Research is a careful investigation or inquiry specifically through a search for new facts in any branch of knowledge. It is an original contribution to the existing stock of knowledge making for its advancement. Research can simply be defined as a task of searching from available data to modify a certain result. Research is a scientific investigation. Investigation means a search for new facts and ideas in any branch of knowledge. Thus, we can say that research is a search for knowledge. Research may be considered as a movement, a movement from the unknown to the known. It is actually a voyage of discovery.

Research methodology is a way to systematically solve a research problem. It is a science of studying how research is done scientifically. Essentially it is the procedure by which the researchers go about their work of describing, evaluating and predicting phenomenon. It aims to give the work plan of research. It provides training in choosing methods materials, scientific tools and techniques relevant to the solution of the problem. Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions. The first step is to decide the research problem or objective. Then second stage the research scope is decided. The third step the research design. And finally, the fifth step relates to the Analysis and interpretation based on which the presentation of data is done.

Research methodology is a way of explaining how a researcher intends to carry out their research. It's a logical, systematic plan to resolve a research problem. A methodology details a researcher's approach to the research to ensure reliable, valid results that address their aims and objectives. It encompasses what data they're going to collect and where from, as well as how it's being collected and analysed. A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyse information regarding a specific research topic. The research methodology, therefore,

has to do with how a researcher designs their study in a way that allows them to obtain valid and reliable results and meet their research objectives.

Having a sound research methodology in place provides the following benefits:

- Other researchers who want to replicate the research have enough information to do so.
- Researchers who receive criticism can refer to the methodology and explain their approach.
- It can help provide researchers with a specific plan to follow throughout their research.
- The methodology design process helps researchers select the correct methods for the objectives.
- It allows researchers to document what they intend to achieve with the research from the outset.

2.2 The Choice of the Study Area

The city of Thane is situated on the western banks of Thane creek with Parsik Hills on the east and Yeour hills on the west. The word 'Thane' is derived from Sanskrit word 'sthāna' which means 'place'. Besides being the stamping ground of the pre-historic tribes, Thane has a rich cultural heritage, mythological background, followed by a large number of events of historical importance, archaeological collectives that have contributed to the enrichment of the history of Thane. Thane, formerly Thana, city, western Maharashtra state, western India. It lies at the mouth of the Thana River and head of the Ulhas estuary northeaster central Mumbai (Bombay). The city is colloquially known as the "City of Lakes", given the 30 scenic lakes located within the bounds of the city and district. The city is primarily a residential suburb of Mumbai, though it has a large industrial complex, including an industrial estate. It has chemical, engineering, and textile industries and is the divisional headquarters of the state road-transport service. Notable structures in the city include a fort, Christian churches, and many historical buildings.

After Independence, it became part of Bombay State. In 1960, the bilingual State of Bombay was bifurcated and the present State of Maharashtra came into existence. In 1969, the tahsil of Kalyan was bifurcated into Kalyan and Ulhasnagar. The Census town of New Mumbai (Thane) was added in 1982 in order to decongest Greater Mumbai by shifting population and office complexes to New Mumbai. Two new municipal corporations Thane and Kalyan were added after 1981, increasing the number of Corporations in the State from 5 in 1981 to 11 in 1991.

In August 2014 the district was split into two with the creation of a new Palghar district, leaving the reduced Thane district with a 2011 Census population of 8,070,032. The headquarters of the district is the city of Thane. Other major cities in the district are Navi Mumbai, Kalyan-Dombivli, Mira-Bhayander, Bhiwandi, Ulhasnagar, Ambarnath, Badlapur, Murbad, and Shahpur.

Table 2.1 Description of the study area

Description	
City	Thane
Government	Municipal Corporation
Urban Agglomeration	Mumbai metropolitan
State	Maharashtra

Table 2.2 Thane City Population 2011

Thane city	Total	Male	Female
City Population	1,841,488	975,399	866,089
Literates	1,458,796	797,342	661,454
Children (0-6)	209,879	110,004	99,875
Average Literacy (%)	89.41%	92.14%	86.33%
Sex Ratio	888		
Child Sex ratio	908		

Thane, a pretty clean city is an upcoming residential locale which comprises of all the facilities and comforts a city could ask for. With its close proximity to Mumbai and the people residing from various parts of India, the food culture of Thane also shows varieties from the locally available famous food to the food from North India and Punjab and also international cuisines. For people visiting Thane or people staying in Thane, don't miss out on these places which are a major part of the extravagant food hub of Thane. Apart from the local food stalls, Thane is

also home to various international cuisines and the eat out joints here are themed and designed with the international standards in mind. or the main course, Alok, a eatery joint in Thane west is famous for its malai kofta, kadhai paneer and the cheese kulchas. The compactness and the lack of space doesn't stand in way of its sales due to its efficiency and quick service. For evening snacks, the Gaodevi's maidan area is famous for its chaat and bhelpuri stalls and the panipuri is worth a mention. Vijay Snacks in Thane East is famous and a well-known spot for breakfast where one can gorge on hot dosas, idly and Vada's. Apart from this, a tapri is also located in Thane east wherein the famous bhajis and palak pakodas can be found. The famous Punjabi samosas though can be found opposite Thane station (west). Bala Dosa Plaza is another famous joint in Vasant Vihar, Thane which is a frequently visited place by many of the localities.

Next up is Durga Snacks Corner. The owner, Prabhuchand from Gorakhpur, Bihar, confesses that had we come on the weekend, he would not have had any time to chat with us. But, we're here on a weekday, and as he roasts the litti over charcoal on a grill, his wife Aarti, who coaxes her husband to smile for the camera, explains the Bihari dish. The litti are balls made of wheat flour and sattu (flour made from roasting chana in sand), and the seasoning includes ajwain (carom seeds), mangrel (nigella seeds) and hing (asafoetida). The chokha is a bharta of aloo, baigan and tamatar cooked in green garlic, green chillies and coriander. "You wouldn't expect to find this dish on the streets of Thane, would you?" Balachandran asks, breaking a litti and dunking it in the chokha. Next up is Mamledar Missal, which is set in the premises of Naupada police chowky, and is a landmark in itself. The counter is laden with bowls full of missal, sprouts and chickpeas, and topped with their homemade crunchy farsan and chopped onions. We take a seat at a metal table, among patrons who are dripping sweat, thanks to the tikhat (spicy) rasa (curry). Balachandran orders a tikhat, and we opt for a medium, causing his eyebrows to crumple in disappointment. Within minutes, two plates of missal and pavs are clanked on the table. We dig into the missal, covered in a layer of oily rasa. Fiery, the raw chilli masala hits the throat. "I learn a lot from street food. The masala changes from brand to brand and even lot to lot. When in the restaurant business, you have to be on the ball, otherwise things can slip," says Balachandran, adding that Amantran Hotel, with the same owners as Mamledar's, serves the same missal.

2.3 Significance of Research

A research study plays a very vital role in studying, understanding and solving a business problem. Research is a process of obtaining dependable solutions through systematic and scientific investigations. In the modern business environment where operational problems are of complex nature, research provides a solution oriented carefully designed procedures. Research helps us to discover the functional relationships among various phenomena that exist in a business or a government organization. Decision-making under uncertainty is a fact in every sphere of a business. Research provides us inferences and generalizations that help in forecasting the future happenings in the organization. All private or government organizations form their policies on the basis of researches conducted.

The fast-food industry is growing very fast and spreading all over the globe due to changing the food habits and over all food consumption patterns of the people in each country. This points out towards the changes taking place in consumer behaviour especially in relation to how decisions are made in utilizing money and time in consumption related matters. Therefore, what consumers buy, how they buy, when they buy and why they buy becomes the focus of understanding consumer behaviour. In the context of rapid urbanization, transformation of joint families to nuclear families, increasing number of working women, changing social attitudes, increasing family incomes and attractive plus convincing marketing strategies of the fast food business have led to the exceptional growth of fast food industry in India. This growth has taken place in India within the span of the last two decades. Therefore, gaining a complete understanding of the consumer's preference towards fast food is necessary in order to understand the future patterns of the consumption among consumers.

2.4 Scope of the Study

Knowledge about fast food consumption and factors that influence fast food consumption is important. The knowledge gained through this research could indicate how an individual consumer behaves given the various circumstances that 8 lead to fast food consumption. The study also could reveal the different brands of both international as well as Indian fast foods that are highly preferred by consumers thus bringing out the reasons for their demand. The impacts of fast-food consumption on health as believed by the consumers, the reaction of

demand for fast foods in relation to the prices and the consumer behaviour towards fast food would shed light on what exactly the consumers expect from the fast-food industry. These facts can further help the fast-food consumers to realize how much of their income was spent on fast food and their preferences of fast-food varieties, what other factor affected their fast food consumption, at what time they ate more and who spent more with whom, what advertisements most influenced them and so on. As such this research would help the consumers to understand the good and bad impacts of fast food on their health, savings, and spending patterns.

2.5 OPERATIONAL DEFINITIONS

2.5.1 Consumer

A person who consumes or makes use of goods and services. A consumer buys things for consumption.

2.5.2 Consumer Preference

Consumer preference is nothing but the importance given by the consumer on certain things which they prefer individuality.

2.5.3 On spot consumer

Consumers who dine at the restaurant are called on spot consumer.

2.5.4 Take away consumer

Consumers who take the food parcelled to home are called take - away consumers.

2.5.5 Online consumer

Consumers who don't visit the restaurants, but order their food through online are called online consumer.

2.5.6 Food

Food is nutritious substance consisting of nourishing and nutritive components such as carbohydrates, fats, proteins, minerals and vitamins.

2.5.7 Fast Food

Fast food is a type of food which is prepared and served quickly. It includes food already prepared and heated or re cooking the prepared food.

2.5.8 Junk food

Junk food is unhealthful food that is high in calories from sugar or fat, with minimal nutritional fibre, protein, vitamins, minerals, or other important type of healthful value.

2.5.9 Street food

Street food prepared or cooked food vend by seller in a street or open places for on-the-spot eating.

2.5.10 Restaurant

A restaurant is any place where food is served for price. Restaurants vary according to their bud gets, standard taste and price.

2.5.11 Fast food Restaurant

Fast food restaurant provides fast food and beverages in the short duration of time. Most of the fast food is fried and not boiled. These restaurants mostly provide fried food items.

2.5.12 Quick Service Restaurants

Quick Service Restaurants which offer certain food varieties that require insignificant preparation time and are conveyed through fast services. In general, quick assistance eateries take into account fast food varieties over a constrained menu as they can be cooked in lesser time with least conceivable variety.

2.5.13 International Restaurant

A restaurant which has branches over the world or having two or more branches in various countries is said to be an international fast-food restaurant.

2.5.14 National Restaurant

A restaurant which provides a certified and hygienic food through proper National system along with the licenses of serving major varieties of food. They also have dined and wine facility.

2.5.15 Local Restaurant

Local restaurant is a licensed but they don't provide much arrangements and necessities to the customers. Local restaurants provide homemade food at the lowest price.

2.5.16 Barbecue Restaurant

A restaurant that spends significant time in barbecue style cooking and dishes. Barbecue restaurants may open generally early contrasted with different restaurants, to some extent to restructure deals while barbecue food being moderate cooked by the way toward smoking are being tended to by restaurant work force on promises.

2.5.17 Grill chicken

Grill chicken is a dish consisting of chicken part or whole chickens that are grilled, barbecued or smoked.

2.5.18 Fried chicken

Fried chicken is a dish consisting of chicken piece generally from broiler chickens which have been floured and then pan- fried and deep fried.

2.5.19 Vada pav

A dish comprises of a pan-fried potato dumpling set inside a bread bun cut nearly into equal parts through the centre.

2.5.20 Pav bhaji

A dish comprising of a thick vegetable curry presented with a delicate bread roll.

2.5.21 Kati rolls

Kati roll is originated in Kolkata which is made up of parotta bread. The bread is rolled and stuffed according to the preference of the customers like veg and non veg.

2.5.22 Sandwiches

Sandwiches are combinations of bread filled with vegetable, meat or cheese and dressed with condiments.

2.5.23 Pizza

Pizza is a flat round base of dough baked with a topping of cheese, tomatoes, chills and other ingredients.

2.5.24 Batata Vada

 Batata Vada is made of potato mash covered up with flour and fried.

2.5.25 Noodles

Noodle is a food variety in which it is rolled and extruded into long strips. Noodles content can be wheat, Maida, soya and other roots.

2,5.26 Fried rice

 Fried rice is a ready cooking food item. In which the boiled rice is fried in a pan with vegetables, chicken, egg and mushroom flavours.

2.5.27 Burger

 A burger is a sandwich comprising of at least one cooked patties of grind meat, typically beef, set inside a slice bread roll.

2.5.28 Beverage

 Beverage is a liquid to consume, usually excluding water; a drink this may include tea, coffee, liquor, beer, milk, juice, or soft drinks while drink is a beverage.

2.5.29 Salad

Salad is fresh greens regularly shared with other vegetables and toppings and served with covering.

2.5.30 Obesity

 Obesity is a disease caused due to overtake of carbohydrate and protein elements in food. It can be controlled by regular exercise and workout.

2.6 Objectives of the study

Research objectives describe what you intend your research project to accomplish. They summarize the approach and purpose of the project and help to focus your research. Your objectives should appear in the introduction of your research paper, at the end of your problem statement.

Research objectives are the outcomes that you aim to achieve by conducting research. Many research projects contain more than one research objective. Creating strong research objectives can help your organization achieve its overall goals. The purpose of research objectives is to drive the research project, including data collection, analysis and conclusions. Research objectives also help you narrow in on the focus of your research and key variables, guiding you through the research process.

General Objective: The overall objective of the study is

To analyse the choice and preference for fast food delicacies by consumers in Thane City.

The Specific Objectives of the study are listed below-

1. To examine the consumption pattern, frequency of visit and expenditure incurred on fast food items in the study area.

2. To analyse the satisfaction level of consumers regarding fast food in the study area.

3. To infer the awareness level of consumers about the health hazards related to the consumption of fast food.

2.7 Hypothesis

"Hypothesis may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation in the light of established facts" (Kothari, 1988). A research hypothesis is quite often a predictive statement, which is capable of being tested using scientific methods that involve an independent and some dependent variables. For instance, the following statements may be considered:

i. "Students who take tuitions perform better than the others who do not receive tuitions" or,

ii. "The female students perform as well as the male students These two statements are

hypothesis that can be objectively verified and tested. Thus, they indicate that a hypothesis state what one is looking for. Besides, it is a proposition that can be put to test in order to examine its validity.

Characteristics Of Hypothesis

A hypothesis should have the following characteristic features: -

i. A hypothesis must be precise and clear. If it is not precise and clear, then the inferences drawn on its basis would not be reliable.

ii. A hypothesis must be capable of being put to test. Quite often, the research programmes fail owing to its incapability of being subject to testing for validity. Therefore, some prior study may be conducted by the researcher in order to make a hypothesis testable. A hypothesis "is tested if other deductions can be made from it, which in turn can be confirmed or disproved by observation"

iii. A hypothesis must state relationship between two variables, in the case of relational hypothesis.

iv. A hypothesis must be specific and limited in scope. This is because a simpler hypothesis generally, would be easier to test for the researcher. And therefore, he/she must formulate such

hypothesis.

v. As far as possible, a hypothesis must be stated in the simplest language, so as to make it understood by all concerned. However, it should be noted that simplicity of a hypothesis is not related to its significance.

Here is the hypothesis about what we can learn from the study-

1. Socio-economic factors do not influence the choice of consumers in the selection of fast-food restaurants.

3. Equality in the level of consumer's satisfaction of international, national and local fast-food restaurants.

2.8 Sample Size

Sample size refers to the number of participants or observations included in a study. This number is usually represented by n. The size of a sample influences two statistical properties: 1) the precision of our estimates and 2) the power of the study to draw conclusions. The use of sample size calculation directly influences research findings. Very small samples undermine the internal and external validity of a study. Very large samples tend to transform small differences into statistically significant differences - even when they are clinically insignificant.

The target sample for the survey consists of 40 respondents. A questionnaire was prepared & accordingly survey was conducted based on the questionnaire.

2.9 Sample Design

A sample is a group of people, objects, or items that are taken from a larger population for measurement. The sample should be representative of the population to ensure that we can generalise the findings from the research sample to the population as a whole. There are different methods of sampling which are used for research purpose such as probabilitysampling and nonprobability sampling. Thus, in the sampling techniques instead of every unitof the universe, only a part of the universe is studied and the conclusions are drawn on that basis for the entire universe.

It is a Diagnostic Research Design. Both quantitative and qualitative data have been analysed for the research. Both Primary and Secondary sources of data have been collected. A survey of fast-food has been conducted. The primary sources of data were collected over by collecting responses through google forms questionnaire. The secondary sources of data have been collected from various relevant articles, journals, magazines etc.

2.10 Data Collection Tools

Data collection tools refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system. Case Studies, Checklists, Interviews, Observation sometimes, and Surveys or Questionnaires are all tools used to collect data. It is important to decide the tools for data collection because research is carried out in different ways and for different purposes. The objective behind data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers tothe posed questions.

Moreover, Different Data Collection tools use different techniques as their working principles and not all the tools are capable of functioning on all these techniques. These tools are developed especially for gathering specific types of information by applying individual data collection methods. Data Collection tool used here in this research paper are Google Questionnaire.

2.11 Sources of Data Collection

Data collection is a process of collecting information from all the relevant sources to find answers to the research problem, test the hypothesis and evaluate the outcomes. To analyse and make decisions about a certain business, sales, etc., data will be collected. This collected data will help in making some conclusions about the performance of a particular business. Thus, data collection is essential to analyse the performance of a business unit, solving a problem and making assumptions about specific things when required. Before going into the methods of data collection, let us understand what data collection is and how it helps in various fields.

Now depending on the problem statement, the data collection method is broadly classified into two categories-

- Primary Data Collection
- Secondary Data Collection

2.11.1 Primary Data Collection

Above all, primary data collection is the process of gathering raw data by researchers directly from main sources through surveys, interviews, or experiments. Now, it can be furtherclassified into two categories-

- Quantitative Data Collection Methods
- Qualitative Data Collection Methods

Quantitative Data Collection Methods: Quantitative methods use mathematical calculations to deduce useful data and present them in numbers. For instance, you can take the questionnaire with close-ended questions. It produces figures after mathematical calculation. Also, methods of correlation and regression, mean, mode and median.

Qualitative Data Collection Methods: Qualitative research methods usually work based on non-quantifiable elements such as the feeling or emotions of the researcher. In addition, it doesn't require any mathematical calculation to collect any numerical data. For instance, example of this method can be an open-ended questionnaire.

Information you gather can come from a range of sources. Likewise, there are a variety of techniques to use when gathering primary data. Listed below are some of the most common data collection techniques.

- Interviews
- Questionnaires and Surveys
- Observations
- Focus Groups
- Documents and Records

In this Research paper, Questionnaire Method is adopted as a source of primary data collection.

Designing questionnaire and schedule of questions

Questionnaire: A questionnaire refers to a device for securing answers to questions by using a form which the respondent fills in by himself/herself. It consists of some questions printed or typed in a definite order. People quite commonly use questionnaire and schedule interchangeably, due to much resemblance in their nature; however, there are many differences between these two. While a questionnaire is filled by the informants themselves, enumerators fill schedule on behalf of the respondent

Schedule: The schedule is a proforma which contains a list of questions filled by the research workers or enumerators, specially appointed for the purpose of data collection. Enumerators go to the informants with the schedule, and ask them the questions from the set, in the sequenceand record the replies in the space provided. There are certain situations, where the schedule is distributed to the respondents, and the enumerators assist them in answering the questions.

Construction of Questionnaire

Step 1: Problem identification

Step 2: Search for relevant secondary data for problem

Step 3: Exploratory interviews with subject expertise and review personal experience with colleagues

Step 4: Writing of specific research objectives

Step 5: Listing of hypotheses to be tested

Step 6: Development of questions for Questionnaire

Primary data was collected from sample consumers and restaurant owners or managers. Data on some selected socio-economic characteristics of the sample consumers, visit fast food outlets, preferred food varieties, influencing factors, amount spent by individual, satisfaction level, visiting time of restaurants and opinion about health hazards of fast-food consumption were elicited.

2.11.2 Secondary Data Collection-

Secondary data is the type of data that has already been collected by another person or organization for a different purpose, e.g., reporting or research. You can collect these data from magazines, newspapers, books, blogs, journals, etc. In the Secondary Data collection process, you have all the data available that someone analyses before. Compare to primary data collection this is much less expensive and easier to collect. It may be either published data or unpublished data. The researcher can obtain data from the data sources, both internal and external, to the organization.

Internal sources of secondary data:

- Organization's health and safety records
- Mission and vision statements
- Financial Statements
- Magazines
- Executive summaries

External sources of secondary data:

- Government reports
- Press releases
- Business journals
- Libraries
- Internet

 The secondary data collection methods can also involve quantitative and qualitative techniques. Secondary data is easily available and hence, less time-consuming and expensive than primary data. However, with the secondary data collection methods, the authenticity of the data gathered cannot be verified.

The secondary data was collected from the available literature on the subjects such as reports, research survey, journal, magazines, electronic sources and Thane District Statistical Office Records, 2018 and some data was collected from the books relating to consumer behaviour and Thane City Corporation website and other Government official records.

2.12 Limitations

There are several reasons why limitations of research might exist. The two main categories of limitations are those that result from the methodology and those that result from issues with the researcher.

> **Issues with research samples and selection**
>
> Sampling errors occur when a probability sampling method is used to select a sample, but that sample does not reflect the general population or appropriate population concerned. This results in limitations in my study known as "sample bias" or "selection bias."

> **Lack of previous research studies**
>
> There is very little or no prior research on a specific topic, so I need to develop an entirely new research typology.

> **Time constraints**
>
> Just as student I have deadlines to submit my research paper, so I might get panic in some situations and this may affect my manuscript while designing.

> **Limited access of data**
>
> In my research I've involved surveying certain students or people, and I faced the problem of having limited access to my respondents.

2.13 Tabulation Procedure

Tabulation is a systematic and logical representation of numeric data in rows and columns to facilitate comparison and statistical analysis. In other words, the method of placing organised data into a tabular form is known as tabulation. The data collected through interview schedule was tabulated. The data was classified on the basis of different variables such as age, education, qualification, occupation, gender, marital status, monthly income and expenditure incurred by the respondents. Cross tabulation of different variables was also created wherever it was necessary.

CHAPTER 3

REVIEW OF LITERATURE

3.1 Introduction

A literature review is a type of academic writing that provides an overview of existing knowledge in a particular field of research. In simple terms, it is a comprehensive summary on a previous research topic. A literature review creates a "landscape" for the reader, giving her or him a full understanding of the developments in the field. This landscape informs the reader that the author has indeed assimilated all (or the vast majority of) previous, significant works in the field into her or his research. It is the process of going through the articles related to the topic of research topic, which are published in journals, online data bases, magazines, newspapers, books or any other source of information including online sources.

A good literature review summarises, analyses, evaluates and synthesises the relevant literature within a particular field of research. It illuminates how knowledge has evolved within the field, highlighting what has already been done, what is generally accepted, what is emerging and what is the current state of thinking on the topic. Additionally, literature reviews identify the gaps in the current knowledge - that is, uninvest gated or under-researched areas. Whether the literature review is short or extended, similar structural and linguistic features apply. Literature refers to a collection of published information/materials on a particular area of research or topic, such as books and journal articles of academic value. However, your literature review does not need to be inclusive of every article and book that has been written on your topic because that will be too broad. Rather, it should include the key sources highlighting the main debates, trends and gaps in your specific research area.

To review the literature means to be able to identify:

- what has been established, discredited and accepted in your field of research
- areas of controversy or conflict among different schools of thought
- problems or issues that remain unsolved
- emerging trends and new approaches
- how your research extends, builds upon, and/or departs from previous research.

<u>A literature review functions as a tool to:</u>

- provide a background to your work by summarising the previously published work on your topic
- classify the research into different categories and demonstrate how the research in a particular area has changed over time by indicating historical background if applicable (early research findings in an area) as well as explaining recent developments in an area
- clarify areas of controversy and agreement between experts in the area as well as identify dominant views
- evaluate the previous research and identify gaps (i.e., unexplored or under-researched areas)
- help justify your research by indicating how it is different from other works in the same area.

Literature reviews exist within different types of scholarly works. Short literature reviews can be presented in journal articles, book chapters, or coursework assignments to set the background of the research topic. The focus of a literature review in a graduate research thesis is to identify gaps and argue for the need for further research. Depending on the purpose of the writer and the context in which the literature review will be presented, a selective or comprehensive approach may be taken. In the selective approach, a single or limited number of sources are reviewed (e.g., the introduction of a journal article). This relates to shorter literature reviews.

A literature review is a survey of scholarly sources (such as books, journal articles, and theses) related to a specific topic or research question. It is often written as part of a thesis, dissertation, or research paper, in order to situate your work in relation to existing knowledge. The purpose of a literature review is to gain an understanding of the existing research and debates relevant to a particular topic or area of study, and to present that knowledge in the form of a written report. These elements are character, plot, setting, theme, point of view, conflict, and tone. All seven elements work together to create a coherent story. When you're writing a story, these are the fundamental building blocks you should use. Reviewing the research literature means finding, reading, and summarizing the published research relevant to your question. An empirical research report written in American Psychological Association (APA) style always includes a written literature review, but it is important to review the literature early in the research process for several reasons.

1. It can help you turn a research idea into an interesting research question.
2. It can tell you if a research question has already been answered.
3. It can help you evaluate the interestingness of a research question.
4. It can give you ideas for how to conduct your own study.
5. It can tell you how your study fits into the research literature.

Review articles summarize previously published research on a topic and usually present new ways to organize or explain the results. When a review article is devoted primarily to presenting a new theory, it is often referred to as a theoretical article. A literature review is a survey of scholarly sources that provides an overview of a particular topic. Literature reviews are a collection of the most relevant and significant publications regarding that topic in order to provide a comprehensive look at what has been said on the topic and by whom. The basic components of a literature review include:

- a description of the publication;
- a summary of the publication's main points;
- a discussion of gaps in research;
- an evaluation of the publication's contribution to the topic.

3.2 <u>Review of Indian Authors</u>

Kumar Pushkar, SK Kaushik, P Nagarjuna, Gautam Mukherjee, Prabhakar Teli, Arun Kumar Yadav, (2023)

Fast-food culture is an uprising trend among the younger age groups. Stressful life due to increased study load, staying away from home, peculiar working hours, etc., negatively influences the food choices of medical students. Hence, this study was conducted to describe the prevalence, pattern, and preferences of fast-food consumption and also to determine the relationship of frequency of fast food with body mass index (BMI) of students of a medical college in Western Maharashtra. A cross-sectional study was done among 398 students of a medical college in Pune for 6 months. The data collection was done using a self-administered pretested structured questionnaire and analysed using Microsoft Excel and SPSS version 20 software. Three hundred and ninety-eight medical students responded. We found a 100% prevalence of fast-food consumption with different frequencies. 13.8% of the students were found to be overweight. Pizza was the most frequently consumed fast food. The taste factor

was the most common reason to consume fast food among both sexes. The majority of the study participants (98.5%) were aware that fast foods are hazardous to health. A statistically significant association was found between the frequency of consumption of fast food with the type of diet (P= 0.008) and BMI (P= 0.023). High prevalence and preference for fast-food consumption can result in various noncommunicable diseases among students of the medical profession and is a major concern. Thus, there is a need for educating the students regarding nutritional information and counselling to bridge the gap between their knowledge and practice about healthy eating behaviour.

T Manasaand, V Vijaya Lakshmi, (2021)

Excessive expenditure towards purchasing of fast foods and beverages is being observed currently across the globe. Spending on Convenience food and liquid refreshments is at very high rate in both economically developing and developed nations. The foremost aim of this study is to recognize the responsiveness of clients about fast foods and beverages, evaluate the buying attitude of clients concerning fast-food and beverages, observe the expenditure incurred on fast food and drinks by clients and to be acquainted with the consumer preferences and satisfaction about junk food and liquid refreshments. Secondary sources were used in data collection. Easy accessibility of beverages in close proximity neighbourhood outlets as the driving force leading to the frequent intake of the fast foods and beverages by majority of the college students was concluded by the findings of the study. Soft drinks were mainly consumed universally next to Chocolates. These foods and drinks consumed by individuals were predetermined by advertisements and promotions made by celebs. To curtail the excessive fast-food intake in future, awareness programmes and suitable policy measures should be implemented.

To recognize the consumer's knowledge, purchasing attitude, the amount being spent, extent of liking and impression related to the junk, convenience foods and liquid refreshments is the present study's leading purpose. On the topic of frequency of using up of junk, convenience foods and liquid refreshments and expenditure incurred only a small number of studies were published till now. Through review of literature, it was discovered that the unhealthy consequences and harmful health implications that the fast foods cause in a long run are recognized by only few individuals and majority of people are not aware of the health problems related to frequent fast-food intake. As the consumption of fast foods and beverages among

youngsters is excessive and regular, a large number of fast-food outlets are appearing in India day by day. Soft drinks were mainly consumed universally next to Chocolates. Intake of foods and drinks is also motivated by advertisements and promotions made by Celebs. Junk food is most purchased by all individuals. As junk food is available at low and cheap cost, quality aspect and due to the good mood feeling it is most purchased by all individuals. Currently extra money is being wasted on KFC, Burger king and other junk food outlets by adolescents as they are obsessed to junk food and drinkables. Place of residence, surrounding atmosphere, attitude of seller, awareness and familiarity, cost, quality, brand impression, friends circle, promotion were interpreted as the major components determining the buying behaviour of individuals in few studies.

Ruchi Kumari, Mamata Kumari, (2020)

Reason for consuming both type of fast food as alternative was largely the taste, and convenience, nutritive value, and price comes only afterwards. It was observed that irrespective of gender, once almost every day IFF was consumed equally and it was more than WFF for girls and boys was 21.6 and 22.4%, respectively. The growing popularity of fast-food chains in recent days is also due to increasing number of nuclear families, as working parents in such families have less time for meal preparation at home. While their children spend most of their time away from home by attending tuition classes after their school hours or engaged in recreational activity. In addition to the fact that fast foods contain a glycaemic load and are generally served in excessive portions, additional risks to fast-food consumption include adverse dietary factors related to obesity; relatively high intake of calories, fat, saturated fat, and sugar-sweetened drinks; relatively high BMI; less successful weight-loss maintenance; decreased insulin sensitivity; and increased risk of diabetes owing to poor concentration of micronutrients. In conclusion, the findings of the present study reveal the relative data of fast-food consumption and trends of consumption of teenagers. This study is possibly the first study which has documented the fast-food consumption related data in rural-urban areas of Bihar, India. The findings of this study would be helpful in formulating the strategies related to advantages and disadvantages of fast food consumption by teenagers.

A comparative study of Indian Fast Food (IFF) and Western Fast Food (WFF) consumption among teenagers (girls and boys) was formulated to understand the quality aspects and trends of consumption of fast food among teenagers. For these 250 boys and 250 girls (12-18 years) were randomly selected and interviewed. It was found that girls (87.6%) and boys (86.8%)

liked fast foods nearly equally i.e. and largely consumed both IFF and WFF (girls, 62.4% and boys, 60.4%). Among the IFF, girls (45.2%) and boys (54.4%) liked chat, pokora, samosa, patties, panipuri and while out of WFF, pizza was liked mostly (girls, 30% and boys, 45.2%). IFF was consumed for its taste (girls, 27.6% and boys, 53.6%) while WFF, it was largely as alternative food for girls (31.6%) and taste for boys (43.2%). IFF was taken occasionally by girls and boys, 29.6% and 33.2%, respectively, while WFF was taken occasionally, girls, 24.8% and boys, 52%. The satisfaction with IFF among girls and boys was 50.8% and 60%, respectively, and WFF (girls, 9.2% and boys, 5.2%). Reason for satisfaction with IFF was its deliciousness (girls, 64.4% and boys, 59.6%) followed by taste of food is Indianized (girls, 20.4% and boys, 22%) in case of WFF, it was deliciousness (girls, 54% and boys, 59.6%), comparatively cheaper (girls, 7.6%; boys, 10.8%), and as a status symbol (girls, 2.4%; boys, 3.6%). This study would be helpful in formulating the strategies related to fast food consumption by teenagers.

Gagandeep Kaur, (2020)

Junk foods contain high level of fats, calories and salt. An increased consumption of such kind of food items lead to multiple kinds of health issues. The main objective of this study was to know junk food habits among the students and their impact on their health. College students preferred major fast-food types such as sandwiches, pizzas and burgers with spicy flavours. The survey was conducted in a college of Punjab state to understand their preference about Junk Food. For the analysis Simple Percentage Method is used. The findings of the study reveal that 88% of respondents spending 100-500 Rs. approximately and 12% of respondents spending more than 1000 Rs. weekly on Junk Food. 30% of the respondents are completely aware about the safety level of junk food, 58% of respondents are partially aware about the safety level and 12% are unaware about safety level of junk food. Junk food now a day it's easy and tasty available food in the market. So, all categories of students are very much interested to have their fast and tasty food very quickly. So, they are preferring junk food as their meals. They are not distillate on their own health. So many health-related problems occurdue to their food consumption. People are very much fond on have more spicy foods and snacks. This creates many health problems like obesity, depression and stomach upset. To overcome this respondent has to plan their intakes of food items as organic and reduce their junk food consumption. Even the parents have to necessary step to stop their children in eatingthe outside food. Junk foods have high quantity of fats, calories and salt in it. Over

Consumption of junk food may cause health issues. Main aim of this study was to know junk food impact on the health of students. Junk food are ready to eat foods which contains harmful ingredients on high level like saturated fats, sugar, salt, no fruits vegetables or dietary fibres and these are considered to give low or no health benefits. Most commonly consumable junk foods are Chips, Candy gum, Pizza, mostly sweet deserts, fried food, Beverages etc.

Amer Rajput, Raja Zohaib Ghafoor, (2020)

This study is to identify the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intention of customers at fast food restaurants. Additionally, word of mouth is investigated as moderator on the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants. Data were collected through a questionnaire survey from 433 customers of fast-food restaurants through convenience sampling. Hypotheses of proposed model were tested using structural equation modelling with partial least squares SEM-PLS in SMART PLS 3. The results confirmed the positive association of food quality, restaurant service quality, physical environment quality, and customer satisfaction with revisit intentions of customers at fast food restaurants. However, word of mouth does not positively moderate the relationship of customer satisfaction with revisit intentions of customers at fast food restaurants. This study emphasizes the importance of revisit intention as a vital behavioural reaction in fast food restaurants. This study reveals revisit intention's positive association with food quality, restaurant service quality, physical environment quality, and customer satisfaction based on stimulus-organism-response (S-O-R) theory. Furthermore, it is identified that social conformity theory does not hold its assumption when consumers experience quality and they are satisfied because word of mouth does not moderate the relationship of customer satisfaction with revisit intention of customer.

Hospitality industry is observing diversified changes in highly competitive environment for restaurants. Consumers are becoming conscious of food quality (FQ), restaurant service quality (RSQ), and physical environment quality (PEQ) of the fast-food restaurants. Consumers switch easily in case of just one evasive experience. Fast food restaurants must attract new customers and retain the existing customers. There is a growing trend in Pakistani culture to dine out at fast food restaurants with family, friends, and colleagues. Restaurants focus to provide a dining experience by combining tangible and intangible essentials. Decisive objective is to achieve

customer satisfaction (CS), word of mouth (WOM), and future revisit intention (RVI) at fast food restaurant. Restaurants differ in offerings, appearance, service models, and cuisines; this classifies restaurants as downscale and upscale. Revisit intention is the willingness of a consumer to revisit a place due to satisfactory experience. Customer satisfaction generates a probability to revisit in presence or absence of an affirmative attitude toward the restaurant. Revisit intention is a substantial topic in hospitality research. To date there has been little agreement on that word of mouth can affect revisit intention after experience of customer satisfaction. For instance, when a customer is satisfied at a fast-food restaurant experience, however, the customer's family and friends do not share the same satisfying experience. Physical environment quality is a precursor of customer satisfaction. This suggests that customer satisfaction is associated with fast food quality, restaurant service quality, physical environment quality, and revisit intention.

Arunima Singh, (2019)

An empirical analysis of fast-food consumption in Bengaluru. The sample size of 100 respondents consisted of 44 male and 56 female in the age group of 15 to 40 years. The result showed that majority of the respondents consumed non vegetarian fast food with weekly ones or twice. Most of the customers at branded fast-food chains either students or professionals working in private and IT sectors. The study found that quality of food, taste and ambience have been attracting the young students towards these fast-food chains, the lack of time has been a major reason for professionals in urban India for preferring the same.

Prachi Hajare Wani, Nand Kishor Sarode, (2018)

Fast food is defined as a type of food which could be processed, canned, frozen, and prepared in short time and served quickly. Fast food has gained popularity in India in the last 20 years. Buyers of this segment got attracted because of a real quick fine-looking meal with enhanced taste, for economical prices. Fast food is called as junk food too, as it does not have high nutritional value. In spite being called as junk food, the rise of national and international brands of various chains is all time high. Fast food is harmful for the health as it is loaded with fat and high calories. It has imbalance ratio of protein and sugar which leads to several cases of cancer, obesity, diabetes, indigestion etc. The research on the same issue has been going on for many

years now in The United States of America and few other countries. An Indian consumer has not paid any attention to this yet, as the concept of fast food is relatively new, hence the awareness. Few states in India have realized the danger of excessive intake of fast food in all the segments but significantly high in youngsters, so the ban of such kind of food has at least ensured that school children are not having fast food while in school.

Ayesha Siddique, I Mohamed Shaw Aleem, (2018)

Fast food culture is a vigorously uprising trend among the youngsters around the world. According to Tif (2015) India has seen a massive rise in the consumption of fast food over the recent few years. Numerous studies in the past were undertaken to identify the influential factors related to the consumer preference of fast food but studies with a specific focus on situational factors were few and limited. In most researches, either the impact of situational factors overlooked or few of them covered alongside other factors. As their influence being increasingly felt especially among youth, examining such factors in their preference and its subsequent research outcome would be of immense value to parties concerned. They normally include favourite time of eating, pocket money possessed, peers influence, time of social interaction, place of advertisements, parent's income and location of restaurant. The present study is an attempt to investigate the influence of these situational factors in preferring the fast food by students. The study would serve the twin objectives in one-go. In one-side, it helps the parents and individuals to regulate and reduce the intake of fast food as the increased eating of the food causes health related problems. On the other side, it suggests the fast-food companies to use the situational factors effectively in their advertisements while targeting their audience.

Vijayakumaran, R. K., & Nur Amalina, (2018)

In this they studied the influence of information on fast food consumption among undergraduate students in Malaysia. A sample sizes comprising 185 undergraduates from three different schools participated-medical sciences comprised 54, dentistry comprised 54 and health sciences 77. The study observed that the majority of the undergraduates ate fast food restaurants (98.9 percent). The result showed that the calorie, fat and sodium composition of their food choices were significantly different before and after providing nutrition information of food item that were intended to be purchased. This study found that student's lifestyle, the

conveniences and the availability of food may have prompted them to eat at fast food outlets, especially when various fast-food restaurants were near the campus.

Vijayalakshmi, (2018)

The study explained that the food marketing strategies targeting to children and adolescents in India. Data for sample size of 432 were collected from Hyderabad, Vijayawada and Tirupati. The study observed that 53.2 percent of the respondents were girls and 46.8 percent of the respondents were boys in the age group of 13 to 15 years .69 percent of the respondents ate branded fast food, 35.6 percent of the respondents ate fast food two to three times in a week. 53.9 percent of the respondents said that sometimes they skipped breakfast/lunch/dinner and 45.4 percent of the respondents‟ skipped fruits and vegetables at time. The result showed that majority of advertising campaigns promote unhealthy food items and often took advantage of children's weakness to marketing strategies making it seem tougher for parents to inculcate healthy food habits among children. The study found that there was a need for a study on the impact of online food marketing evidence in the digital media reaching adolescents and children.

Shree, (2018)

Investigated the consumption of fast food among medical students in Patna. Data were collected from 120 respondents below 22 years of age was selected for the study. The study showed that all the respondents consumed fast food sometime or the other and the knowledge of fast food was almost universal among the medical students. Most of the students (48.3 percent) took fast food as an alternative to dinner, 26.6 percent as evening snack and 21.6 percent as an alternative to lunch. Most of the respondent's preferred beverage was carbonated drinks (56.6 percent) while 45 percent preferred pizza and 75.6 percent students took fat food 1 to 2 times a week. The study concluded that majority (88.3 percent) of respondents were aware of the fact that consuming fast food led to many diseases and disabilities.

Khongdrangjem, (2018)

They studied fast food consumption among preuniversity students in Karnataka. Sample consisted of 160 students was selected. 51.9 percent were men and 48.1 percent were women. Most of the respondents (73.8) belonged to Hindu religion and lived in rural areas. 48.13 percent of the respondents had family earnings of ten thousand to twenty thousand for each month. The study observed that 31.87 percent of the sample respondents had inadequate knowledge, 41.88 percent of the respondents had moderate knowledge and 26.25 percent of the respondents had adequate knowledge. The study found that 9.4 percent of the respondents consumed fast food regularly. 62.5 percent consumed Chinese food. The results showed that among the variables taste of food, quick service, fashionable presentation and convenience were more significant in determined consumer preference.

Rathi, (2017)

Illustrated the food consumption patterns of adolescents in Kolkata, India. A sample consisted of 1026 respondents were taken for the study and data was collected from 356 boys and 670 girls in the age group of 14 to 16years. The result showed that 45 percent of the respondents did not consume vegetables and 47 percent respondents drank energy drinks, snacks and beverages. In general, girls had more nutritious dietary intake than boys. The study concluded that frequent consumption of energy- dense, nutrient-poor food and sugar sweetened beverages and the omission of a variety of healthy foods from their daily diets put them at risk of developing chronic degenerative diseases and increasing prevalence of obesity and related diseases.

3.3 Review of Foreign Authors

Sanjoy Saha, Md Abdullah Al Mamun, Md Ruhul Kabir, (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. The purpose of the study was to gather evidence on fast food consumption patterns and factors that influenced fast food consumption among college students in South Asia. Electronic

databases (CINAHL, PsycINFO, PubMed, and ScienceDirect) were used to find relevant potential English-written articles. We followed the standard process of identification, screening, eligibility assessment, study quality assessment, and data extraction from the included articles in this review. In total, data were synthesized from 28 articles. Factors such as gender, being younger, higher socio-economic class, higher body mass index (being overweight or obese), study groups such as students from Humanities, 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.

Key teaching points

- Frequency of fast-food consumption (daily to several times a week) has increased among college students in recent years in South Asia.
- This systematic review shows that a number of socio-economic, physiological, and behavioural factors influence fast food consumption in college students.
- Commonly, male students and persons with higher body mass index consume fast food more often. Taste, price, and convenience, accessibility, availability, ambiance, and location also promote fast food consumption in college students.
- Nutrition interventions are needed to promote healthy dietary intake behaviour among college students in South Asia.

Myriam Ertz, Guillaume Le Bouhart, (2022)

During the last two decades, childhood obesity has become a global pandemic, creating harmful impacts on children, tutors, and society. If the obesity/overweight trend continues upwards, especially in developing countries, it may significantly alter millions of children's professional, social, and psychological well-being. Furthermore, it is conceivable that when obesity/overweight issues appear at a young age, they may persist during adulthood and disrupt individual development and community well-being. By targeting children at a very young age and with a broad array of strategies, junk food marketers have often been accused of inducing

children to (over)consume junk food from an early age and throughout adolescence until adulthood. This paper reviews the literature about childhood obesity/overweight and junk food marketing strategies to develop a conceptual framework delineating the forces and counter-forces to the childhood obesity phenomenon and identify avenues for future research and managers.

Maria Tsolia, Flora Bacopoulou, (2021)

The COVID-19 pandemic has led to special circumstances and changes to everyday life due to the worldwide measures that were imposed such as lockdowns. This review aims to evaluate obesity in children, adolescents and young adults during the COVID-19 pandemic.

Methods: A literature search was conducted to evaluate pertinent studies up to 10 November 2020.

Results: A total of 15 articles were eligible; 9 identified 17,028,111 children, adolescents and young adults from 5–25 years old, 5 pertained to studies with an age admixture (n = 20,521) and one study included parents with children 5–18 years old (n = 584). During the COVID-19 era, children, adolescents and young adults gained weight. Changes in dietary behaviors, increased food intake and unhealthy food choices including potatoes, meat and sugary drinks were noted during the ongoing COVID-19 pandemic. Food insecurity associated with financial reasons represents another concern. Moreover, as the restrictions imposed reduced movements out of the house, physical activity was limited, representing another risk factor for weight gain. Conclusions: COVID-19 restrictions disrupted the everyday routine of children, adolescents and young adults and elicited changes in their eating behaviors and physical activity. To protect them, health care providers should highlight the risk of obesity and provide prevention strategies, ensuring also parental participation. Worldwide policies, guidelines and precautionary measures should ideally be established.

Audia Lestari, Afiah Fakhira, Alfiah Ismiana, Annisaa, (2021)

The nutritional needs of adolescents need to be considered because during adolescence there is rapid growth and development. Unhealthy eating habits will affect the nutritional intake of adolescents. Unhealthy foods such as fast food are consumed by teenagers. At a time when everything is as modern as it is now, teenagers want everything fast-paced, including choosing

food fast food is also kn own to the public as junk food. Junk food is defined as junk food or food that has no nutrition for the body. Eating junk food is not only useless but can also be detrimental to health. Fast food comes from western countries which generally have high fat and calorie content. Descriptive research method with a qualitative approach to the method of phenomenology. The sample in this study was four (4) students consisting of one grade 1 high school, two grade 2 high school students, and 1 grade 3 senior high school students. This study wants to explore the phenomena experienced by students in consuming fast food. Many factors influence teenagers to consume fast food. These factors are discussed based on research articles and book references. Factors that influence the consumption of fast food include taste, price, comfortable place, and the influence of peers. Fast food can increase the risk of several diseases, such as obesity, diabetes, hypertension, and blood lipid disorders or dyslipidaemia. Obesity or overweight is experienced by many children, adolescents, and adults. However, obesity experienced by a person will increase a person's risk factors for suffering from other degenerative diseases, such as high blood pressure, diabetes, cancer, heart disease, and stroke.

Lauren Chenarides, Carola Grebitus, Jayson L Lusk, Iryna Printezis, (2021)

To develop a deeper understanding of consumers' food shopping and consumption behaviour during the COVID-19 pandemic, we conducted an online survey in 2020 during the first wave of COVID-19 in two major metropolitan areas in the United States. The results that follow should be interpreted insofar as they pertain to the study sites, namely Detroit, MI, and Phoenix, AZ. With regard to food shopping, we found that about three-quarters of respondents were buying the food they could get due to out-of-stock situations, and about half the participants bought more food than usual even though the majority went to the food store less frequently. Consumers also tended to purchase more groceries than normal during their shopping trips while buying what was available due to stock-outs of commonly used and popular items. It comes as no surprise that consumers in the study areas attempted to avoid shopping during the beginning of the pandemic when no clear rules, such as wearing masks, having plastic shields for cashiers, and floor stickers that indicate six feet distance, were yet in place. With regard to online grocery shopping since the COVID-19 pandemic, we found a 255% increase (from 4.5% to 11.5%) in the number of respondents that use grocery pickup as a shopping method. At the same time, there was a 158% increase in the number of households that utilize grocery delivery services. The surge in grocery pickup and delivery program participation could be explained

mainly by consumers fearing COVID-19 (74.9%) and feeling unsafe (66.3%). However, while participants in Phoenix and Detroit were almost equally likely to order their groceries being delivered by Instacart, Amazon Fresh or grocery stores, the most popular outlet for grocery pick-up was directly from the supermarket. Therefore, to maintain such drastic growth in grocery pick-up after the threat of a virus diminishes, grocery stores have to ensure the quality and reliability of the services provided during the coronavirus outbreak. As a result, consumers' preference for a safe and reliable mode of grocery acquisition may be sustained.

Lucille Desbouys, Caroline Méjean, Stefaan De Henauw, Katia Castetbon, (2020)

Objective: To explore dietary differences according to socio-economic and sociocultural characteristics of adolescents and young adults.

Design: A systematic review was conducted.

Setting: The main search source was MEDLINE, consulted between January 2012 and March 2017. Quality of selected studies was assessed based on dietary measurement method, sample selection, socio-economic indicator choice and statistical modelling.

Participants: Cross-sectional and longitudinal studies, assessing relationships between socio-economic status and dietary intake (patterns, scores and food groups) in the 10- to 40-year-old general population of high-income countries, were selected.

Results: Among the 7250 reports identified, forty were selected, seventeen of which were of high quality; their conclusions, related only to adolescents, were combined and presented. The most favourable dietary patterns, higher dietary scores, greater consumption of fruits, vegetables and dairy products, and lower consumption of sugary sweetened beverages and energy-dense foods, were associated with better parental socio-economic status, particularly in terms of higher education. Migrant status was associated with plant-based patterns, greater consumption of fruits and vegetables and of sugary sweetened beverages and energy-dense foods. For the other food groups, and for young adults, very few high-quality studies were found. Conclusions: The socio-economic gradient in adolescent diets requires confirmation by higher-grade studies of a wider set of food groups and must be extended to young adult populations. Future nutritional interventions should involve the most vulnerable adolescent populations, taking account of socio-economic status and migration.

Mohammad Alsabieh, Mohammad Alqahtani, (2019)

To investigate the relationship of fast food consumption with cognitive and metabolic function of adults (18–25 years old) in Riyadh, Kingdom of Saudi Arabia.

Materials and Method- This cross-sectional study was conducted at the College of Medicine at King Khalid University Hospital, Riyadh, Saudi Arabia. The conventionally recruited subjects underwent an evaluation that included demographic data, quality of life (wellness, stress, sleepiness, and physical activity), mini-mental status examination, and the frequency of fast food consumption. To investigate metabolic function, blood was drawn to evaluate serum HDL, LDL, cholesterol, and triglyceride levels. Cognitive function was assessed by the Cambridge neuropsychological test automated battery. The participants were divided into 2 groups based on fast food consumption: those who consumed fast food 3 times per week or less (Group 1) and those who consumed fast food more than 3 times per week (Group 2).

Results- The mean diastolic blood pressure in Group 1 and Group 2 was 72 mmHg and 77 mmHg, respectively, a significant difference ($p = 0.04$). There was no significant difference for cognitive function and quality of life between the two groups. There was significant correlation of HDL with AST correct mean latency and the AST correct mean latencycongruent ($p = 0.02$, $p = 0.01$, respectively) and TC with diastolic blood pressure ($p = 0.003$).

Conclusions- We concluded that fast food consumption has an effect on blood pressure but has no direct effect on cognition or quality of life.

FH Younis, SM Eljamay, (2019)

Background: Junk foods are rich in calories, salt and fats. Excess consumption of junk foods would lead rise to wide variety of health disorders. Objective: the purpose of this study is to find out about the fast-food consumption of adolescent in age between 13-25 years old in Derna city and their effect on health Junk food consumption was reported by all students in this study. The soico-demographic characteristics of the study participants of the 100 teenagers who participated in the study, ages of teenagers ranged from 13 to 25 years with a mean age of 19.5±3.4 years. Approximately over half (67.0%) of participates consumed fast food were female and about (33.0%) were male. According to age group 30% of participants were in the

age group of 13-17 years, 34% were in the age group of 18-21 years and 36 % were in the age group of 22-25 years. Majority of participants 64% had higher secondary level education, 33% had secondary education and 3 had primary education. Income showed the majority of (50%) from the family had monthly income more than 500 LYD and (6.0%) were belonged from the family had income 250-300 LYD per month. around 36% of participants were consumed junk food as snacks and a half 49% were consumed junk food as an alternative to main meal. Regarding health risks associated with junk food consumption most of participants (64.0%) were believed healthy food and the remaining (36.0%) were believed unhealthy food. When data was analysed by gender, we found the proportion of junk food consumption as meal in females were higher than males and when analysed by different groups of age we found the proportion of junk food consumption of males (58.8%) were higher than that of females in age group 18–21-year-old and lower proportion (5.9 %) in males were in age group 22–25-year-old. While the higher proportion (42.6%) of females were in age group 22-25 and lower (25.5%) proportion were in age group 18–21-year-old however, the relationship between both age and gender of participates and junk food consumption as meal were not statistically significant (χ2=9.18, p value=0.10). When data was analysed by gender we found the proportion of junk food consumption as snack in females were higher than males and When analysed by different groups of age, the proportion of junk food consumption as snacks of males (43.0%) were higher than that of males in both age group 13-17- and 22–25-year-old, lower proportion (12.5%) in age group 18–21-year-old. While the higher proportion of consumption junk food as snacks in females were (40.0%) in age group 22-25 and lower proportion (30.0%) were found in both age group 13-17 and 18–21-year-old. however, the relationship between both age and gender of participates and junk food consumption as snacks were not statistically significant (χ2=1.7, p value=0.423). Data presented in table 4 showed that the most common type of junk food consumed every day was; 63.0% consumed soft drink, followed by 54% frequently consumed Chips 6% consumed French fries, 4% consumed Pizzahut, 3% consumed fried chicken,2% consumed hamburger,1% consumed Chocolate. Concerning consumed frequency within 1 or 2 times per week, 17.0% consumed soft drink followed by 23% consumed Chips 10% consumed French fries, 21 consumed Pizza hut, 21% consumed fried chicken, 14% consumed hamburger,17% consumed Chocolate. Regarding the effect consumption junk food on health of pupils under study are illustrated around (42.0%) of participates had urinary tract infection, (7.0%) had heart disease and about (5.0%) had anaemia. Conclusion: adolescent consumed a greater amount of junk food which led to a majority of ill

effects later on. It is recommended that the schools and community conduct and implement awareness programmers on fast food consumption and its ill effects.

Jannina Viljakainen, Heli Viljakainen, (2019)

We aimed to identify different eating habits among Finnish children and to evaluate their association with meal patterns, breakfast consumption, and socio-demographic characteristics in a large, nationwide cohort of children. We evaluated 10,569 children aged 9–14 years into the Finnish Health in Teens cohort in a cross-sectional design. The hierarchical K-means method was used to identify groups of children with different eating habits, based on five factors obtained through factor analysis of 10 food items. Multiple correspondence analysis was used to show associations between groups with different eating habits and meal patterns, breakfast patterns, gender, age, and language spoken at home. Analyses identified three groups: unhealthy eaters (12.3%), fruit and vegetable avoiders (43.3%), and healthy eaters (44.1%). Most children had regular meal and breakfast patterns. The proportion of boys was higher among unhealthy eaters. Unhealthy eaters also showed irregular meal and breakfast patterns, and had parents with low education level. There was a higher proportion of girls among healthy eaters. Healthy eaters also showed regular meal and breakfast patterns, and had parents with high education level. Although the number of unhealthy eaters was small, special attention should be still paid to these, mostly male children, as they have poor eating habits and they lack regular eating routine. Skipping breakfast was more common among older children and girls, although girls had healthier eating habits overall. Our results can contribute to public health efforts to improve eating behaviours, especially among children with poor eating habits and those skipping healthy food items.

Prosper Chopera (2018)

Examined fast food consumption habits and perception of university students of Zimbabwe. The sample size of 85 respondents consisted of 30 males 55 female in the age group of 18 to 21 years. The result showed that majority of the students consumed fast food weekly once or weekly twice because they liked fast food for its price, friendly service of the outlet, taste and busy scheduled lunch time. The study found that majority of the respondents had lunch in fast food outlets.

Aiyun Xiao, (2018)

Empirically studied the factors affecting purchase intentions in fast food in Malaysia. Sample consisted of 313 respondents were selected. The study considered purchase purpose in terms of the service quality, price, food quality, and environment restaurants. The result showed that gender determines the association between service quality and customer's loyalty. The study revealed that, food quality was the most important factor of consumers who consumed fast food in restaurant in the study area.

Hidak, (2018)

The study revealed that fast food is associated with higher education in women, but not men, among older adults in Kana's city. Sample respondents were average age of 57 years, 64 percent were female, 45 percent non-Hispanic African American and 26 percent Hispanic. Theresult showed that thirty nine percent denied eating fast food in the past week, 36 percent ate once in a week. The study found that age was negatively correlated with fast food. The study concluded that women, higher education was associated with greater fast food intake comparedto men30.

Sayed Saghaiana & Mthammadi, (2018)

The study analysed factors affecting the frequency of fast-food consumption among households in Mashhad, Iran. Sample size of 396 households was taken for the study. The study results showed that among the variables lack of time to prepare food at home and entertainment were more significant in determined consumer preference. The study concluded that consumption of fast food with positive relationship with, spouse occupation and availability of fast-food restaurants.

Kim, (2018)

This study provided empirical insights to help to clarify relations among causes, satisfaction and consequences of consuming Korean food in Sweden. The study found that satisfaction with

food and service at an ethnic restaurant could bring positive consequences such as customer loyalty, word-of mouth for business development and cultural act and travel in terms of tourism. The study concluded that the customers became loyal or satisfied with cultural act ortravel it led them to consume Korean food at Korean restaurants due to increase of cultural familiarity or memory from travel, pointing out to a mutual relationship among causes and effects.

3.4 Research Gap

This is a pioneering study in the field of fast-food consumption trends in Thane City Corporation. A review of literature regarding fast food consumption behaviour revealed that there were no such studies done on fast food consumption behaviour among consumers residing in Thane City Corporation. It has been a matter of discussion in recent days and many scholars have analysed it in different regions of India. The studies do analyse about income, expenditure and savings in relation to fast food consumption. Many have studied international restaurants-fast food varieties and domestic restaurants fast food varieties but did not study about established national restaurants - fast food varieties. Besides, fast food consumption has rapidly increased since the past few years among all sections of consumers in Thane City Corporation. Therefore, it becomes important to study the consumers‟ preference of fast food in Thane City Corporation. The researcher also wanted to investigate the income, expenditure and savings of consumers in Thane city in relation to their satisfaction levels in consuming fast food.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 INTRODUCTION

A good data interpretation process is key to making your data usable. It will help you make sure you're drawing the correct conclusions and acting on your information. Data interpretation is the process of reviewing data and arriving at relevant conclusions using various analytical methods. Data analysis assists researchers in categorizing, manipulating, and summarizing data to answer critical questions. In business terms, the interpretation of data is the execution of various processes. This process analyses and revises data to gain insights and recognize emerging patterns and behaviours. These conclusions will assist you as a manager in making an informed decision based on numbers while having all of the facts at your disposal. Any decision is based on the information that is available at the time. People used to think that many diseases were caused by bad blood, which was one of the four humours. So, the solution was to get rid of the bad blood. We now know that things like viruses, bacteria, and immune responses can cause illness and can act accordingly. In the same way, when you know how to collect and understand data well, you can make better decisions. You can confidently choose a path for your organization or even your life instead of working with assumptions.

The most important thing is to follow a transparent process to reduce mistakes and tiredness when making decisions. Another practical use of data interpretation is to get ahead of trends before they reach their peak. Some people have made a living by researching industries, spotting trends, and then making big bets on them. With the proper data interpretations and a little bit of work, you can catch the start of trends and use them to help your business or yourself grow. The last importance of data interpretation we will discuss is the ability to use people, tools, money, etc., more efficiently. For example, If you know via strong data interpretation that a market is underserved, you'll go after it with more energy and win. In the same way, you may find out that a market you thought was a good fit is actually bad. This could be because the market is too big for your products to serve, there is too much competition, or something else. No matter what, you can move the resources you need faster and better to get better results. Overall, data interpretation is an essential factor in data-driven decision-making. It should be performed on a regular basis as part of an iterative interpretation process. Investors, developers, and sales and acquisition professionals can benefit from routine data interpretation. It is what you do with those insights that determine the success of your business.

Data interpretation refers to the process of using diverse analytical methods to review data and arrive at relevant conclusions. The interpretation of data helps researchers to categorize, manipulate, and summarize the information in order to answer critical questions. The importance of data interpretation is evident and this is why it needs to be done properly. Data is very likely to arrive from multiple sources and has a tendency to enter the analysis process with haphazard ordering. Data analysis tends to be extremely subjective. That is to say, the nature and goal of interpretation will vary from business to business, likely correlating to the type of data being analysed. While there are several different types of processes that are implemented based on individual data nature, the two broadest and most common categories are "quantitative analysis" and "qualitative analysis".

4.2 Personal Characteristics of the Fast-Food Consumer

Personal characteristics rather refer to dispositions, while individual ones are everything that is stated to profile the study sample including personal characteristics as well if needed. For example, individual characteristics may include age, gender, health status, addictions, qualification, marital status, etc. An attempt is made to assess the individual fast-food consumers" personal characteristics and their socio-economic origin. This will help in understanding the consumers" needs and demand. Fast food consumption is characterized by enormous economic and social diversity spanning socio-economic variables such as age, gender, occupation, family size, family income, individual income, fast food expenditure individual savings, and preference of fast-food outlet, beverages, time to visit, prefer once fast-food varieties and consumption level.

4.2.1 <u>Gender Profiles of Sample Respondents</u>

Gender is the state of being male or female in relation to the social and cultural roles that are considered appropriate for men and women. It is illegal to discriminate on the grounds of race, gender or sexual orientation. Men and women tend to have different attitudinal and behavioural orientation based partly on genetic mind set and partly on socialization. Therefore, gender role is important in lifestyle behaviour particularly in food habits. The details on distribution of sample respondents with respect to gender were analysed and presented in table 4.1.

Table No 4.1

Gender wise Distribution of fast-food Respondents

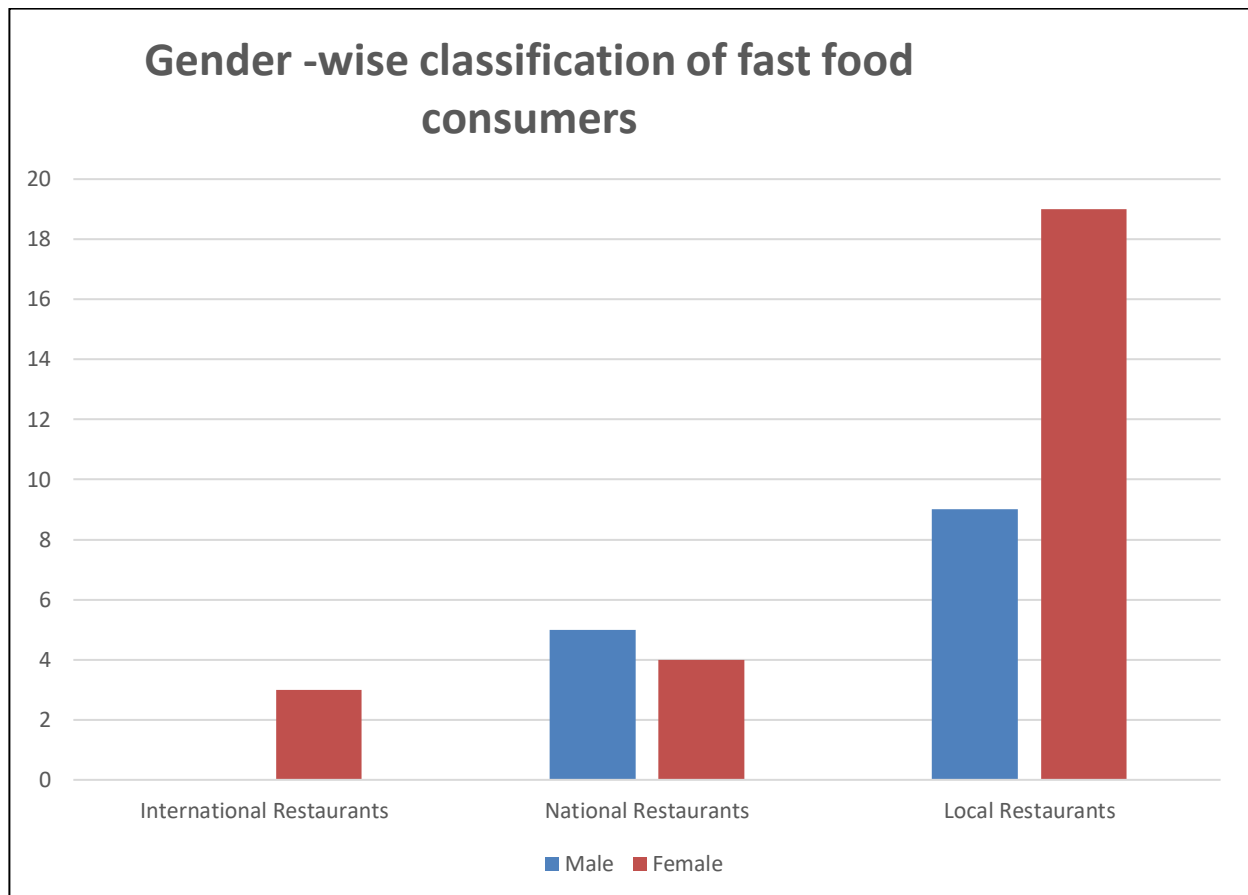| Sr. No	Gender	International Restaurants	National Restaurants	Local Restaurants	Total
1	Male	0	5	9	14
2	Female	3	4	19	26
	Total	3	9	28	40

Source: Compiled from primary data

Figure 4.1

Interpretation –

Figure 4.1 represents the Gender wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and in Y-axis number of respondents The graph clearly shows that 14 respondents were male and the remaining 26 werefemale. Majority of the men as well as female preferred Local restaurants 9 and 19. In National restaurants both the male as well as female are equal. And in International restaurants the maleprefers more as compared to female, and here the majority of the males are more than in National restaurants. Overall, we conclude that Male consumers preferred fast food much more than Female consumers.

4.2.2 Location of Respondents and Consumer Behaviour

Location plays a major role in influencing consumers in their approach and attitude towards spending money in their luxurious lifestyle. So, an attempt has been made to study the location of the sample respondents in order to understand the consumption level of the study area.

Table no. 4.2

Location wise Distribution of Sample Respondents

Sr. No	Locality	International Restaurants	National Restaurants	Local Restaurants	Total
1	Rural	0	3	3	6
2	Urban	3	6	25	34
	Total	3	9	28	40

Source: Compiled from primary data

Location wise classification of fast food consumers

Rural Urban

Figure 4.2

Interpretation

Figure 4.2 represents the Location wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Among the 40 respondents, 34 respondents were from Urban lifestyle and the remaining 6 respondents were from the Rural lifestyle. As we can see in the above graph that the Rural consumers prefer all the restaurants equally. Majority of the respondents (25) preferred Local restaurants, (6) National restaurants and (3) preferred International fast-food restaurants from Urban lifestyle. This, data clearly tells us that Urban respondents preferred toconsume more fast food as compared to Rural.

4.2.3 <u>Age Profile of Sample Respondents</u>

Age is an important demographic factor which determines individual Person's lifestyle attitudes like thinking, decision making, risk and behaviour.

Table no. 4.3

Age wise Distribution of Sample Respondents

Sr. No	Locality	International Restaurants	National Restaurants	Local Restaurants	Total
1	Below 20 years	1	7	15	23
2	20-30 years	2	2	5	9
3	30-40 years	0	0	5	5
4	40 and above	0	0	3	3
	Total	3	9	28	40

Source: Compiled from primary data
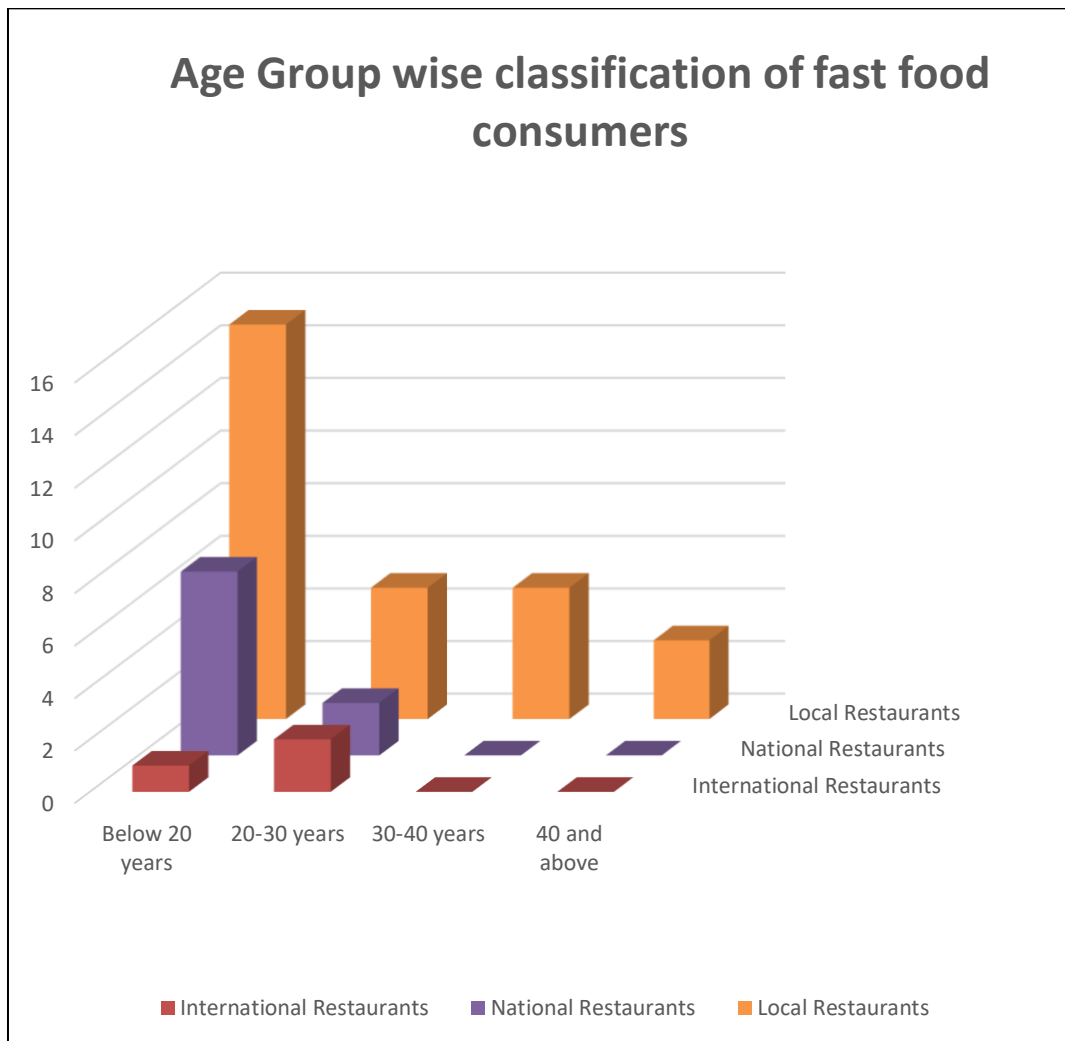
Figure 4.3

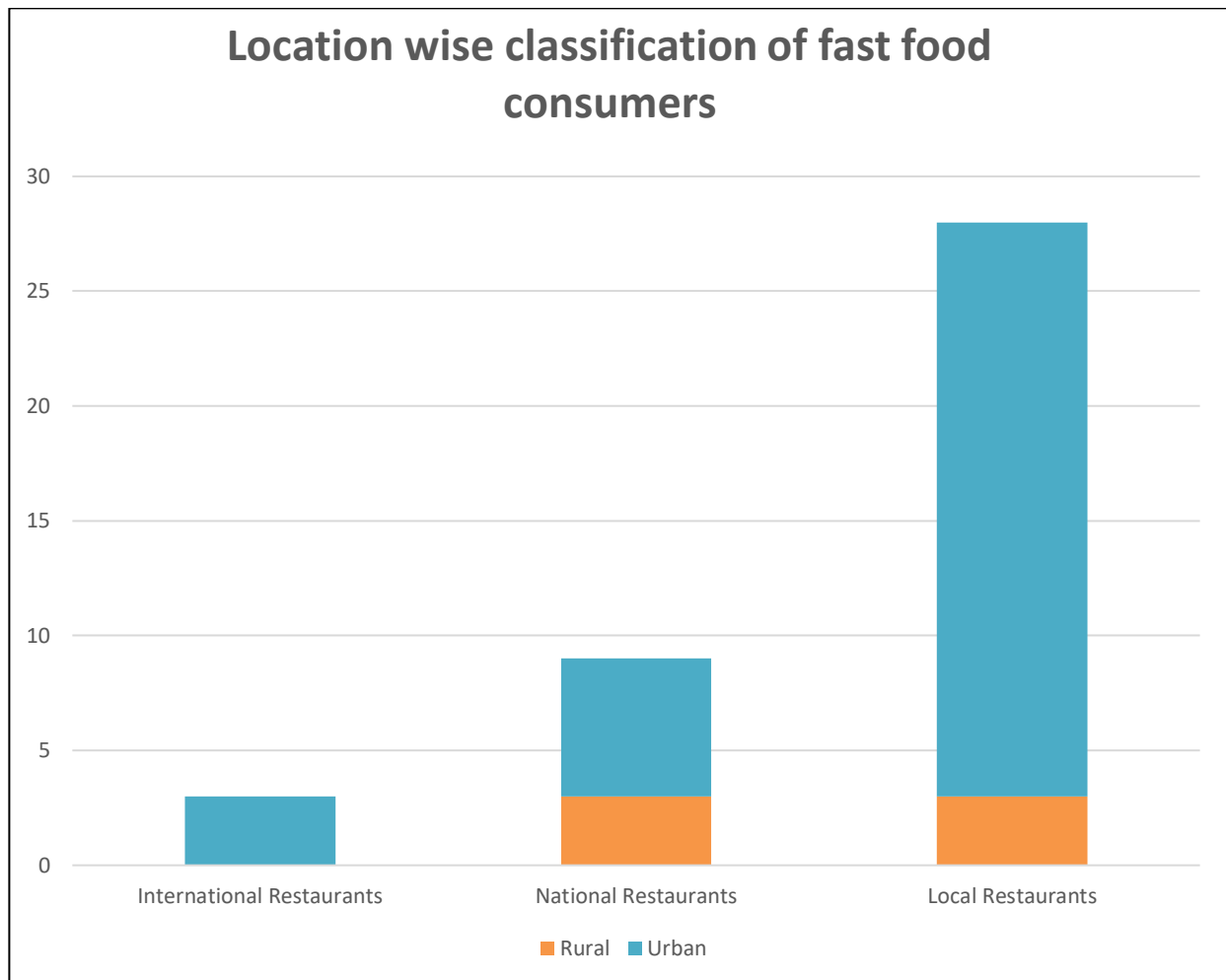## Interpretation –

Figure 4.3 represents the Age Group wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Out of the 40 respondents, 23 of respondents were aged below 20 years. Among 9 of the respondents belonged to the age group of 20 to 30 years. Whereas 5 of the respondents belonged to the age group of 30 to 40 years and 3 of the respondents were in the age group of 40 years and above. Majority of the respondents (0) who preferred international fast-food restaurants belonged to the age group of 40 years and above and the remaining 15 chose local fast-food restaurants. The data found that fast food is desired by young age consumers when compared to other age groups.

4.2.4 **Preferred Restaurant-wise Respondents**

A restaurant is a place where you can eat a meal and pay for it. In restaurants, your food is usually served to you at your table by a waiter or waitress. The restaurant serves breakfast, lunch, and dinner. The food at the restaurant was good and the waiters were polite.

Table No 4.4

Classification of Respondents based on their Preferable Restaurant

Sr No.	Preferable Restaurant	No. of Respondents	Percentage
1	International Restaurants	3	7.5%
2	National Restaurants	9	22.5%
3	Local Restaurants	28	70%
	Total	**40**	**100.0**

Source: Compiled from primary data
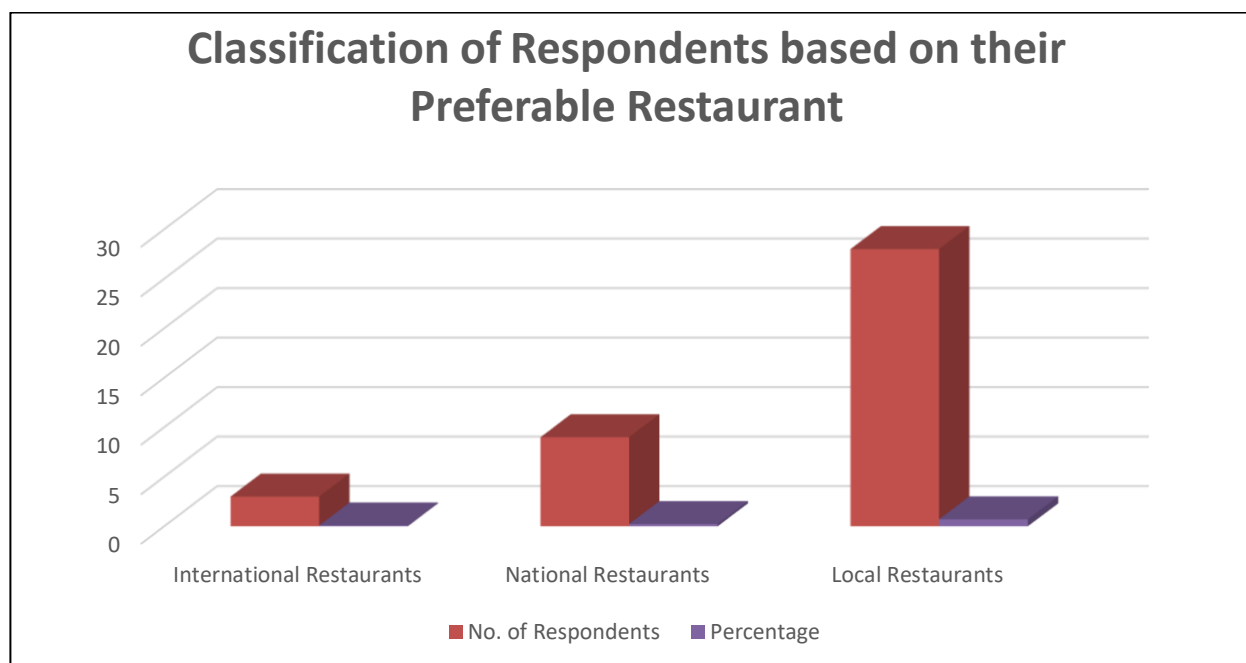

Figure 4.4

Interpretation –

Figure 4.4 represents the Classification of Respondents Based on their Preferable Restaurant. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Out of 40 Respondents, 3 (7.5 percent) of respondents were from International Restaurant, 9 (22.5 percent) of respondents were from National Restaurant and 28 (70 percent)of respondents were from Local Restaurant. Majority of Respondents preferred to visit Local Restaurant as compared to other Restaurants.

4.2.5 Occupation of fast-food Respondents

Occupation plays an important role in determining the nature of activities performed by families pertaining to earning, saving and consumption patterns. The occupational level of sample respondents has major role in spending towards fast food. Therefore, the details on occupational level of sample respondents were analysed and the results were presented

Table No. 4.5

Classification of Respondents based on their Occupation

Sr. No	Occupation	International Restaurants	National Restaurants	Local Restaurants	Total
1	Student	2	4	17	23
2	Homemaker	0	0	1	1
3	Self employed	1	3	1	5
4	Salaried	0	2	9	12
	Total	3	9	28	40

Source: Compiled from primary data
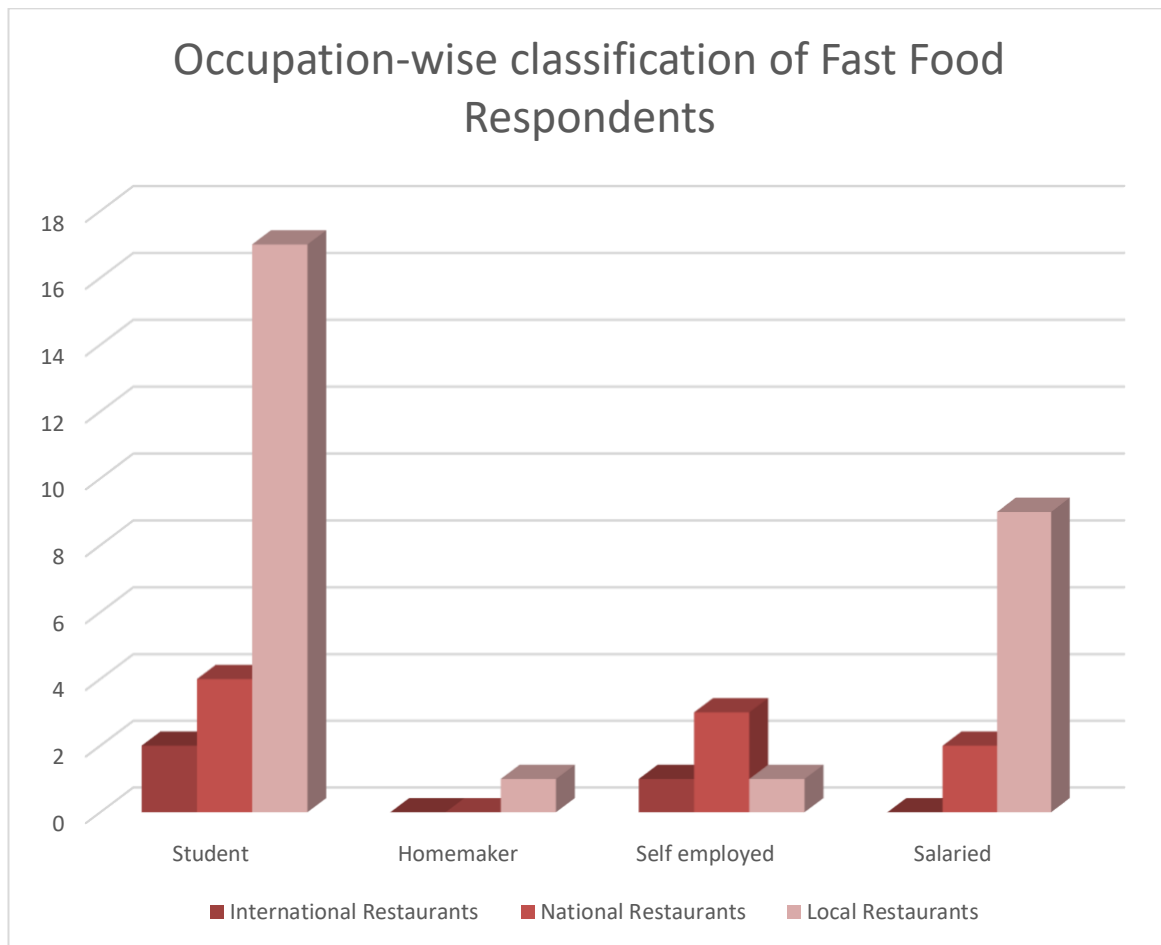
Figure 4.5

Interpretation –

Figure 4.5 represents the Occupation wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Out of 40 respondents it can be interpreted that 23 respondents were college and school going students, 1 respondents were Homemakers, 5 respondents were Self-employed whereas remaining 12 were from the Salaried. The table depicts that the order of fast-food consumers beginning with self-employed, college students, Salaried and Homemaker respectively. The students and self employed prefer International Restaurants. And the self-employed consumers prefer e (1) International and (3) National restaurants. Majority of college and school students (17) and Salaried (9) consumers prefer Local Restaurants. Homemaker respondents desire for fast food is comparatively low.

4.2.6 Family Size of Respondents

Family may be regarded as one of the influences of consumer behaviour, its size being the significant determinant. As the core unit of defining culture, family has a very prominent effect on attitude formation in various facets of marketing. Table 4.6 lists the number of respondents" with varying family sizes.

Table No. 4.6

Classification of Respondents based on their Family Size

Sr No.	Family Size	No. of Respondents	Percentage
1	Below 3	13	32.5%
2	4-5 members	23	57.5%
3	6 and above	4	10%
	Total	**40**	**100.0**

Source: Compiled from primary data

Family Size wise classification of fast food consumers
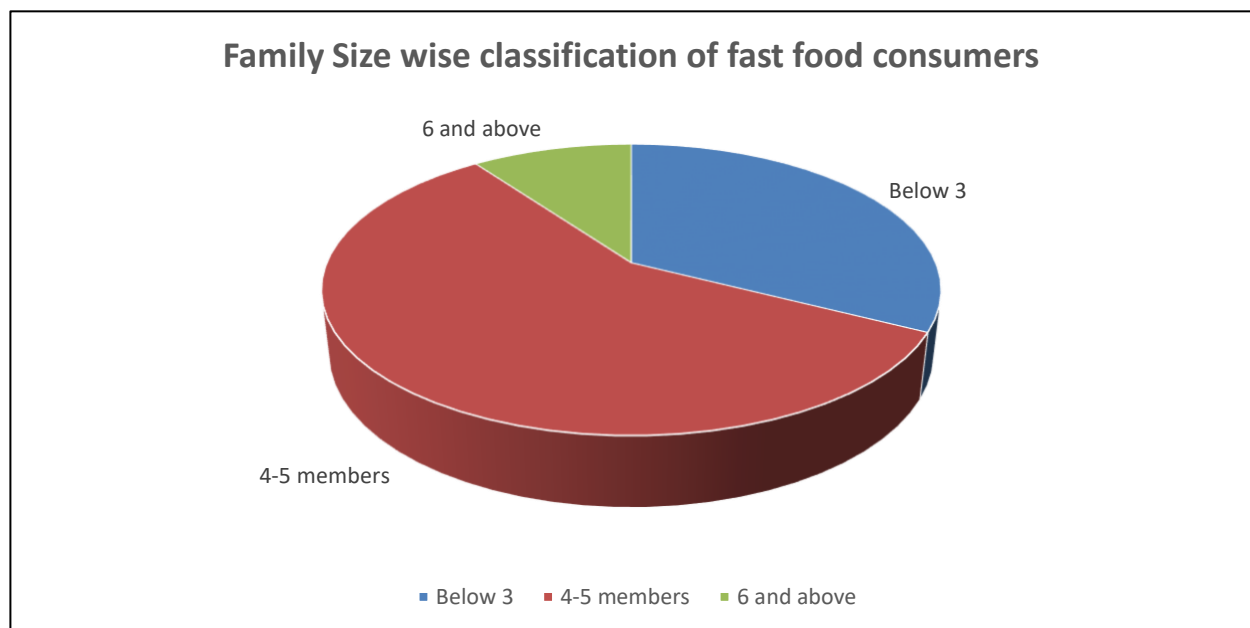
■ Below 3　　■ 4-5 members　　■ 6 and above

Figure 4.6

Interpretation –

From table 4.6, it can be viewed that 25 percent of the sample respondents belonged to small size family consisting of three members. It is found that 57.5 percent of the sample respondent's family belonged to medium size family consisting of four to five members. And the remaining 10 percent of sample Respondents' family belonged to large sized family consisting of six members and above. As a result, from the table, it is clear that majority of the sample respondents belonged to small and medium sized family.

4.2.7 Family Earning Members of Respondents

Earnings are the amount of money you make from doing a job. You'll be a lot more excited about babysitting when you learn your earnings will be more than generous. Most earnings come from work that you've done, although money you earn from an investment can also be called earnings.

Table No. 4.7

Classification of Respondents based on their Family Earning Members

Sr No.	Family Earning Members	No. of Respondents	Percentage
1	2	27	67.5%
2	3	5	12.5%
3	4	6	15%
4	5 and above	2	5%
	Total	**40**	**100.0**

Source: Compiled from primary data

Family Earning Member wise classification
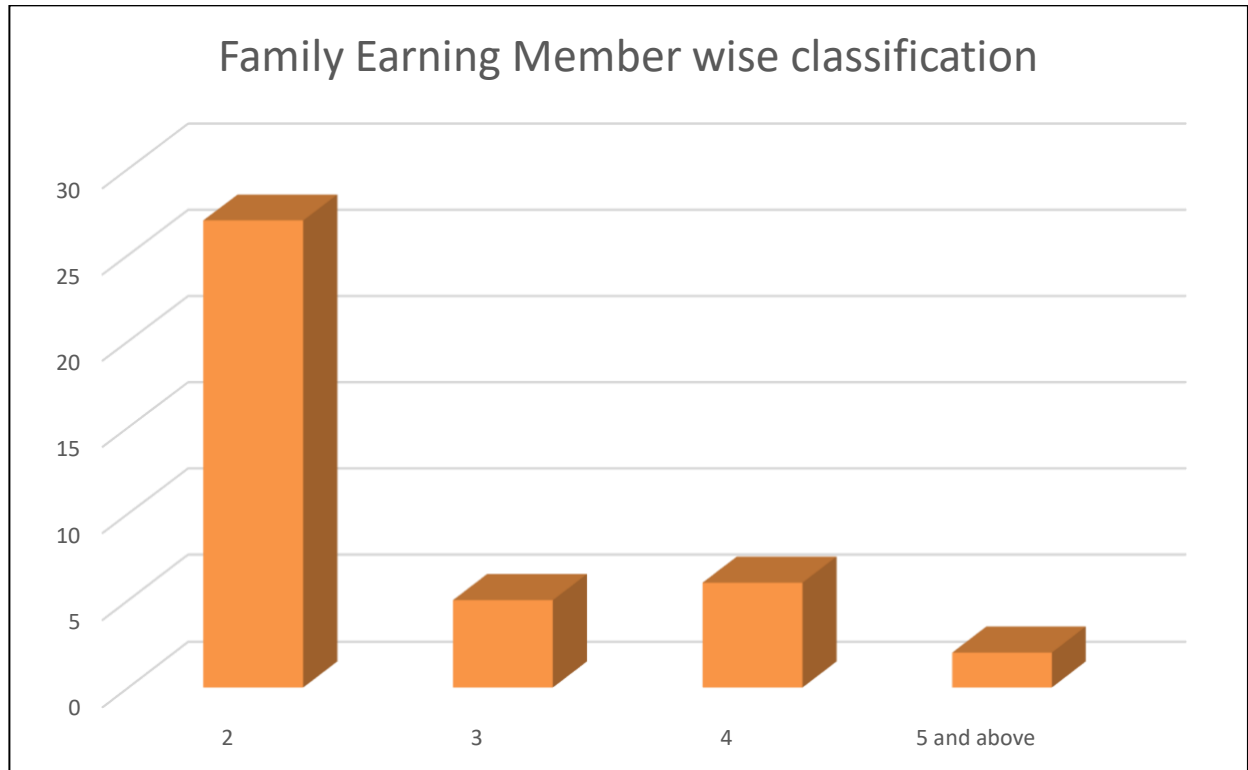
Figure 4.7

Interpretation –

Figure 4.7 represents the Family Earning Members wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Out of 40 respondents it can be interpreted that a sizable percentage 12.5% of respondents' family had three earning members, 67.5 percent of the respondents had two earning members. There were four earning members in 15 percent of families and more than four earning members in 5 percent of the families. It can be concluded that a good percentage of families have two earning members.

4.2.8 Food Habits of Fast-Food Respondents

The term eating habits (or food habits) refers to why and how people eat, which foods they eat, and with whom they eat, as well as the ways people obtain, store, use, and discard food. Individual, social, cultural, religious, economic, environmental, and political factors all influence people's eating habits. Most dishes feature meat or vegetables mixed with sauce and rice. Many Indians are vegetarian, so eating habits are often based on a diet that excludes all meat. When meat is incorporated in dishes, it is most commonly in the form of chicken, beef or lamb, and sometimes seafood, such as prawns.

Table no. 4.8

Food Habits wise Distribution of Sample Respondents

| Sr. No	Locality	International Restaurants	National Restaurants	Local Restaurants	Total
1	Veg only	0	2	7	9
2	Non-Veg only	2	2	4	8
3	Both	1	5	17	23
	Total	3	9	28	40

Source: Compiled from primary data

Figure 4.8

Interpretation –

Figure 4.7 represents the Family Habits wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. Out of 40 respondents it can be interpreted that 9 respondents ate only vegetarian food whereas 8 of respondents consumed non vegetarian food. Meanwhile, 23 respondents preferred both vegetarian and non-vegetarians' fast food items. It is very clear that the majority of respondents preferred non- vegetarian fast foods items.

4.2.9 Frequency of Visits to Fast Food Restaurants

Frequency of site visits indicates the overall number of visits made by each user on your site. This metric allows you to assess the percentage of new users on the site as well as the familiarity level of all returning users.

Table No. 4.9

Classification on the basis of Respondents Visits of Fast-Food Restaurants

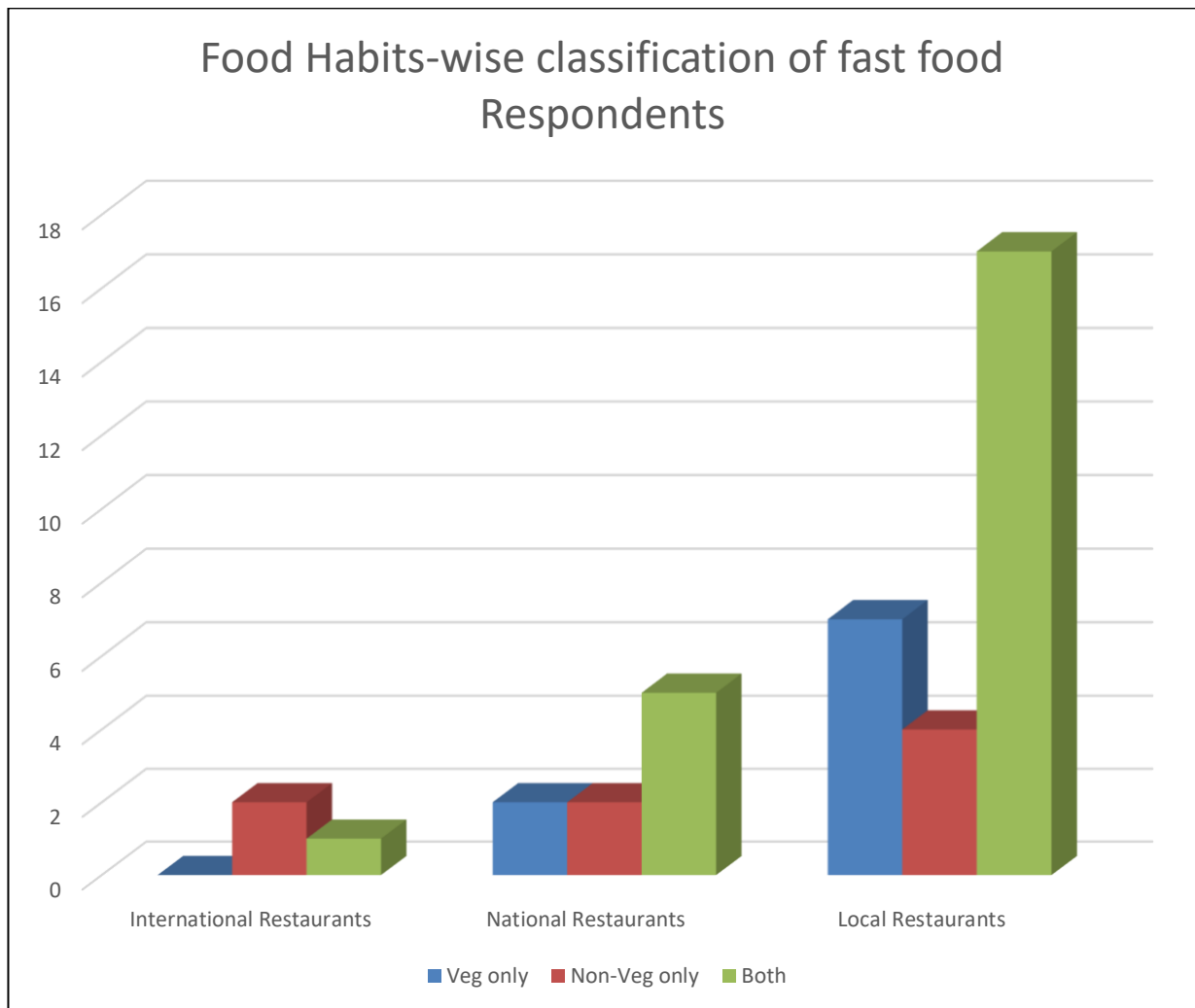| Sr. No	Visits of fast-food restaurants	International Restaurants	National Restaurants	Local Restaurants	Total
1	3 times in a week	2	1	5	8
2	Weekly twice	1	3	9	13
3	3 times in a month	0	2	8	10
4	Monthly twice	0	3	6	9
	Total	3	9	28	40

Source: Compiled from primary data
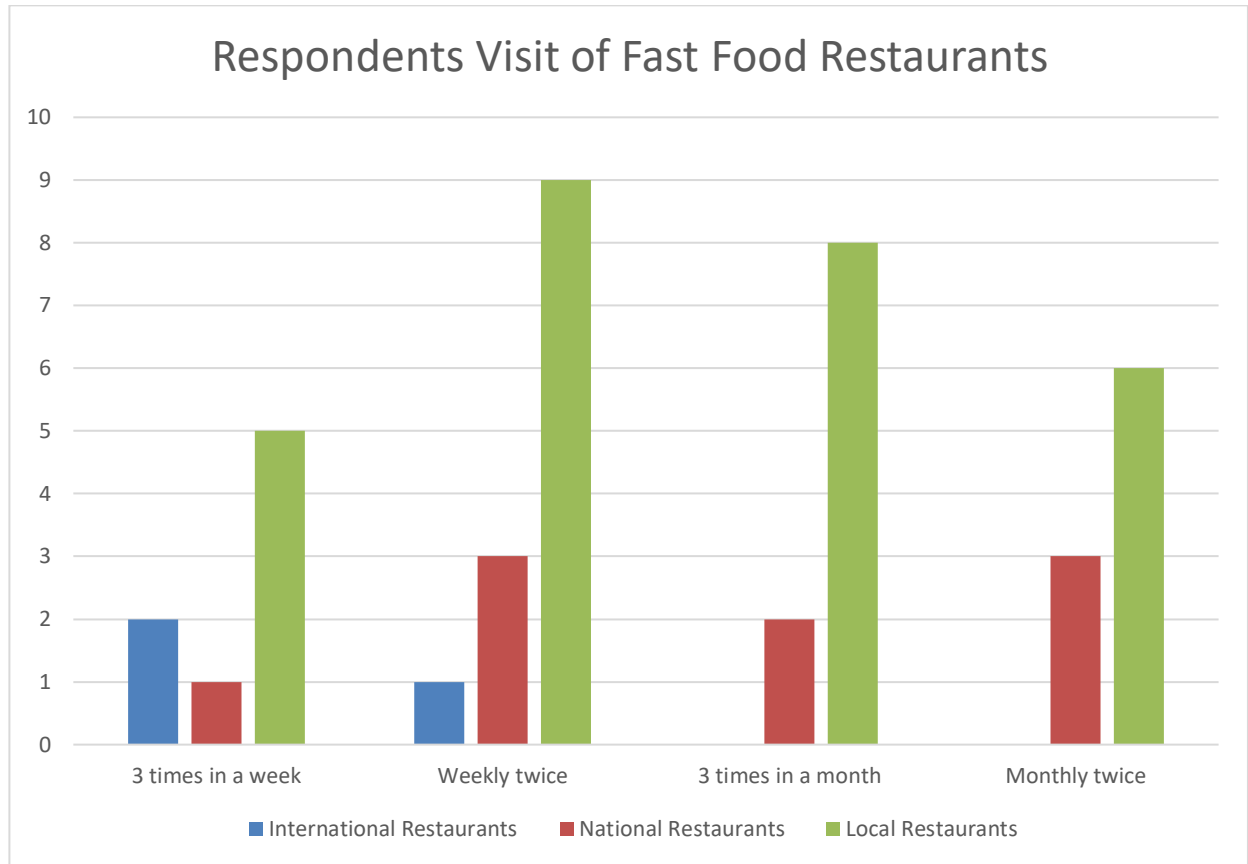
Figure 4.9

Interpretation –

Figure 4.9 represents the Visits wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. It is observed that, 8 respondents visited fast food restaurants three times in a week. While 13 respondents made their visit weekly twice. Another 10 respondents visited fast food restaurants three times in a month whereas 9 respondents made a visit twice a month. Majority of the respondents (0) visited international restaurants thrice in a month. 3 visited national restaurants weekly twice. 6 visited local restaurants Monthly twice. Therefore, from the table it can be understood that majority of the respondents visited fast food restaurants weekly Twice.

4.2.10 Family Monthly Income of Fast-Food Respondents

Family income means the combined gross income, whether earned or unearned, that is derived from any source by all family or household members who are 18 years of age or older who are currently residing together in the same dwelling unit. The term does not include income earned by a currently enrolled high school student, who, since attaining the age of 18 years, or a student with a disability who, since attaining the age of 22 years.

Table No. 4.10

Classification of Respondents based on their Family Monthly Income

| Sr. No	Family Monthly Income	International Restaurants	National Restaurants	Local Restaurants	Total
1	Below 20000	1	3	5	9
2	20000-30000	0	1	5	6
3	30000-40000	0	3	9	12
4	40000 and above	2	3	8	13
	Total	3	10	27	40

Source: Compiled from primary data
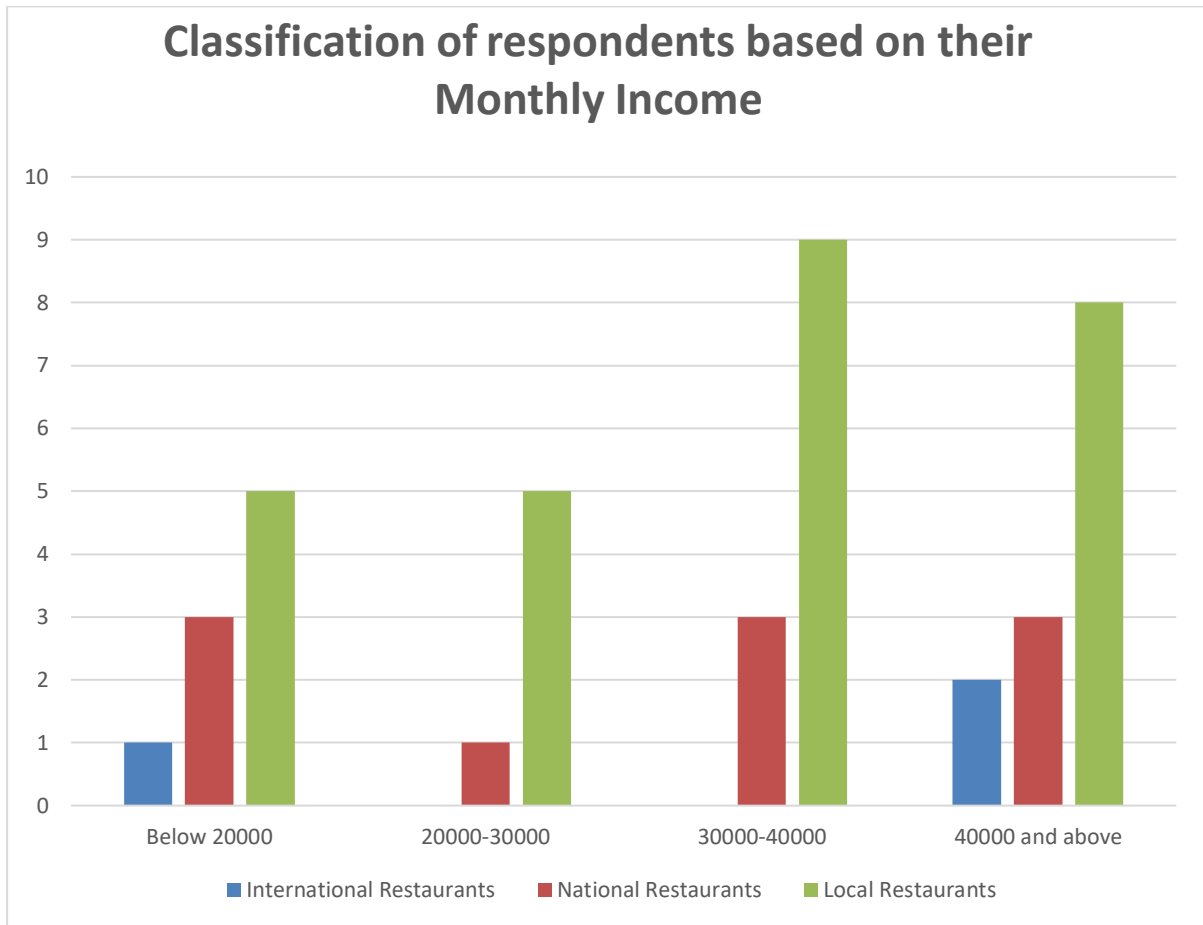
Figure 4.10

Interpretation –

Figure 4.10 represents the Visits wise classification of fast-food Respondents. In the above bar graph X-axis represents the Preferable Restaurants i.e., international restaurant, National restaurant and Local restaurant and Y-axis Number of respondents. It is clear that 2 respondents who visited branded international restaurants earned Rs.40,000 as their monthly earning income, 3 respondents who visited established national restaurants earned between Rs. 30,000 to Rs.40,000 as their monthly income and 5 respondents who visited local fast food out lets earned Rs.20000 to Rs.30000 as their monthly income. Therefore, from the above table it is very vivid that those who earned highest monthly income preferred branded and established international fast-food outlets.

4.2.11 Family Monthly Expenditure of Fast-Food Respondents

An expenditure represents a payment with either cash or credit to purchase goods or services. It is recorded at a single point in time (the time of purchase), compared to an expense that is recorded in a period where it has been used up or expired. This guide will review the different types of expenditures used in accounting and finance.

Table No. 4.11

Classification of Respondents based on their Family Monthly Income and their Family Monthly Expenditure

Sr. No	Family Monthly Income	Respondents Monthly Fast-Food Expenditure				
		Below 4000	4000-6000	6000-8000	8000 and above	Total
1	Below 20000	4	1	-	-	5
2	20000-30000	15	1	1	2	17
3	30000-40000	3	2	5	1	10
4	40000 and above	4	-	-	2	8
	Total	26	4	5	5	40

Source: Compiled from primary data

Interpretation –

The table 4.10 gives the monthly earning capacity of the respondents and their monthly expenditure. The earning capacity of the fast-food consumers ranges up to Rs.40000. from the point of view of earning 10 respondents came under the category of earning Rs. 30,001 to 40000 per month and they spent Rs.6,000 to Rs8,000 (5 respondents) on fast food. Another 17 respondents earned Rs 20,000 to 30,000 per month and they spent below Rs.4,000 (15 respondents) on fast food per month. 8 respondents earn from Rs 40,000 and above per month and they spent Below Rs.4,000 (4 respondents) on fast food per month. 5 respondents earned below Rs 20,000 per month and they spend less than Rs.4,000 (4 respondents) for fast food.

4.2.12 Classification of Respondents based on their ordered Beverages

Beverages means all non-alcoholic beverages (i.e. anything consumed by drinking), whether or not such beverages (i) contain nutritive, food, or dairy ingredients, OR (ii) are in a frozen form.

Table No. 4.12

Classification on the basis of Respondent of ordered Beverages

Sr. No	Beverages	No. of Responses	Percentage
1	Soup varieties	12	30%
2	Soda varieties	4	10%
3	Packed Juice varieties	6	15%
4	No Drinks	18	45%
	Total	40	100.00%

Source: Compiled from primary data

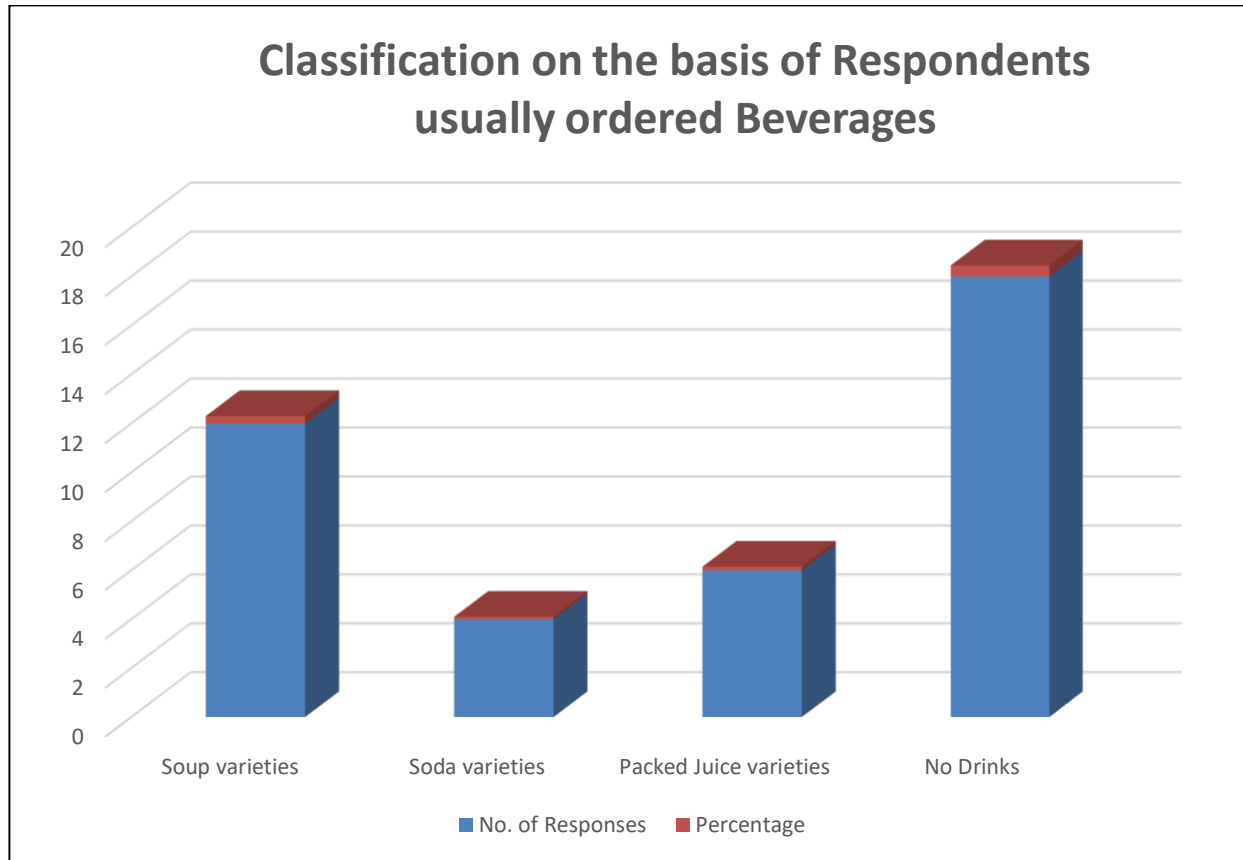**Classification on the basis of Respondents usually ordered Beverages**

Figure 4.11

Interpretation –

Figure 4.10 represents the Visits wise classification of fast-food Respondents. In the above bar graph X-axis represents the Ordered Beverages and Y-axis Number of respondents. It can be depicted that out of 40 respondents, 4 (10%) respondents preferred soda varieties with their fast-food meals. It is found that 6 (15%) respondents preferred packed juice varieties with their meals, 12 (30%) respondents ordered soupvarieties (veg / non veg) with their fast-food meals and the remaining 18 (45%) respondentsdid not prefer any beverages with their fast-food meals. Therefore, from the table it is clear thatmost of the respondents preferred no drinks and it was the main beverages usuallyconsumed with fast food meals comparatively other beverages.

4.2.13 Varieties of Fast-Food Menu

In a restaurant, the menu is a list of food and beverages offered to customers and the prices. A menu may be à la carte – which presents a list of options from which customers choose – or table d'hôte, in which case a pre-established sequence of courses is offered. Menus may be printed on paper sheets provided to the diners, put on a large poster or display board inside the establishment, displayed outside the restaurant, or put on a digital screen.

Table No. 4.13

Classification of Consumer Preference towards Fast-Food Menu

Sr No.	Variety of fast-food menu	No. of Respondents	Percentage
1	Vada Pav	5	12.2%
2	Pav bhaji	6	14.6%
3	Chinese varieties	10	24.4%
4	Panipuri	7	17.1%
5	Pizza varieties	6	14.6%
6	Grilled chicken	6	17.%

Source: Compiled from primary data

- **Quantitative Data Collection Methods based on varieties of fast-food menu**

Table 4.14

Methods	Results
Mean (Average)	17.33333333333
Median	16.5
Range	7
Mode	16
Geometric Mean	17.166339688896
Standard Deviation	2.658320272
Sum	104
Count	6

13. Choose your favourite dish that you want to have in a fast-food menu.
41 responses

- Vadapav
- Pav bhaji
- Chinese varieties
- Grilled chicken
- Pizza varieties
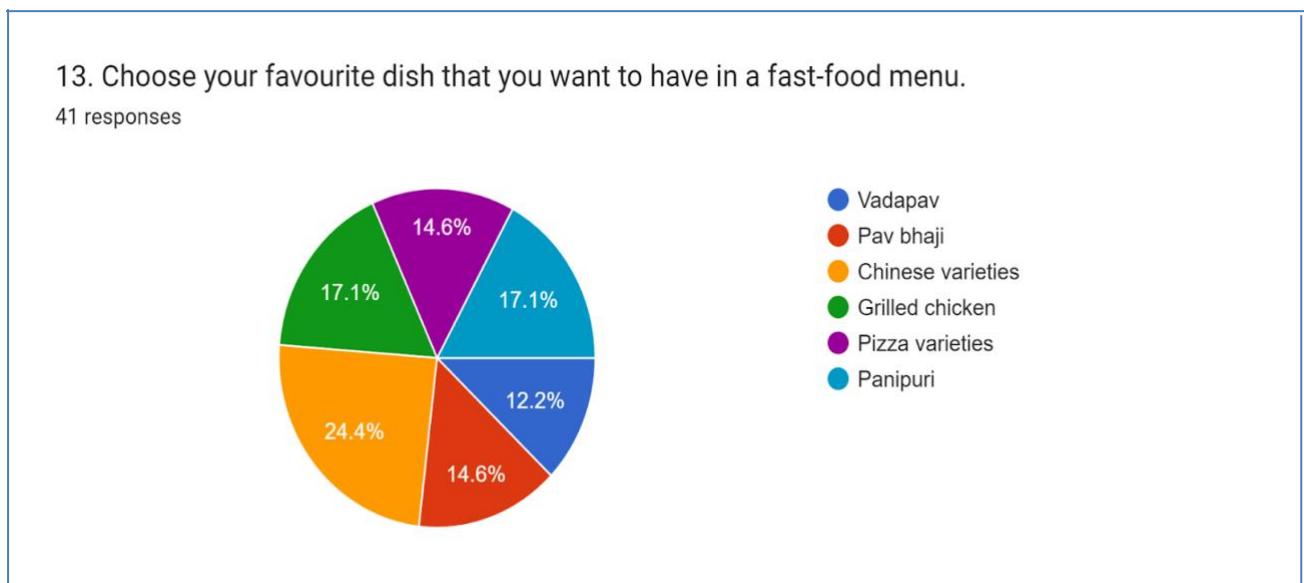- Panipuri

14.6%
17.1%
17.1%
12.2%
24.4%
14.6%

Figure 4.12

Interpretation –

Among the respondent's 52.50 percent consumed Pav bhaji. Meanwhile 50 percent of the respondents consumed Panipuri, 42.50 percent of the respondents preferred Pizza varieties. Similarly, 67.6 percent of the respondents preferred chicken pizza, burger and they spent Rs.215 on one restaurant visit. Comparatively, 40 percent of the respondents consumed Grilled chicken varieties and 40 percent of the respondents consumed Chinese varieties. Another 35 percent of the sample respondents consumed Vada pav. Therefore, the table shows that college, school going students, young working consumers in the study area preferred Local food varieties more than international food varieties.

4.3 Satisfaction of Fast-Food Consumer

Consumer is the most significant part of any business and they were the ones that have a great influence and impact on the business, including fast food business, and besides, customer satisfaction is our personal feelings about food and services in the fast-food business, which is considered as one of the most important aspects.

Table No. 4.15

Classification on the basis of Respondents overall Satisfaction level of Fast-Food

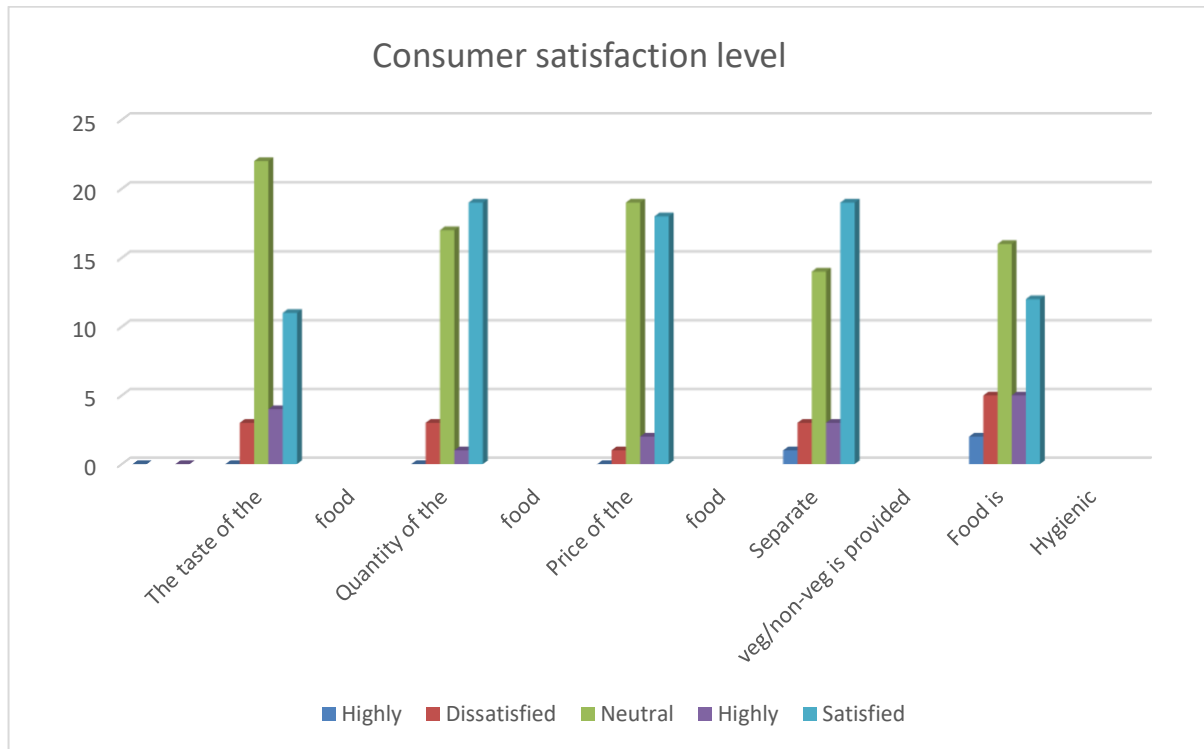| Sr No.	Statement	Highly Dissatisfied	Dissatisfied	Neutral	Highly Satisfied	Satisfied
1	The taste of the food	0	3	22	4	11
2	Quantity of the food	0	3	17	1	19
3	Price of the food	0	1	19	2	18
4	Separate veg/non-veg is provided	1	3	14	3	19
5	Food is Hygienic	2	5	16	5	12

Source: Compiled from primary data

Figure 4.13

Interpretation –

It can be seen from Table 4.15 that 19 respondents were highly satisfied with the taste of the food, 11 were satisfied and 22 neutral. Similarly, 3 were dissatisfied and 0 were highly dissatisfied. Most of the respondents were Neutral that the taste of the food. Considering the quantity of food, 5 respondents were highly satisfied, 2 were satisfied, 17 were neutral, 3 were dissatisfied and 0 highly dissatisfied. Therefore, nearly half of the respondents were Neutral with the varieties of menu of the respondent's quantity of food. Coming to the price of fast food, 0 respondents were highly dissatisfied, 1 were dissatisfied, 19 were neutral, 18 were satisfied and 2 was highly satisfied. So, only few respondents were highly dissatisfied with the price of the food. Taking into account vegetarian and non-vegetarian food, 6 respondents were highly satisfied as they had separate vegetarian and non vegetarian food provided by the restaurants, 19 were satisfied, 14 were neutral and 3 were dissatisfied and 5 were highly dissatisfied. So, the consumers felt that they were neutral with the restaurants "provision of separate vegetarian and non- vegetarian food. From hygiene point of view, 5 of the respondents were highly Satisfied, 8 were satisfied, 18 were neutral, 4 were dissatisfied and 4 was highly dissatisfied. Nearly half of the consumers felt that they were neutral with the hygiene of the food.

4.4 Awareness level of Consumer

Awareness is the state or ability to perceive, to feel, or to be conscious of events, objects, or sensory patterns. In this level of consciousness, sense data can be confirmed by an observer without necessarily implying understanding.

Table No. 4.16

Awareness about consumption of fast-food leads to many diseases

Sr No.	Awareness about diseases	No. of Respondents	Percentage
1	Yes	36	90%
2	No	4	10%
	Total	40	100%

Source: Compiled from primary data

15. Are you aware about the consumption of fast-food leads to many diseases?
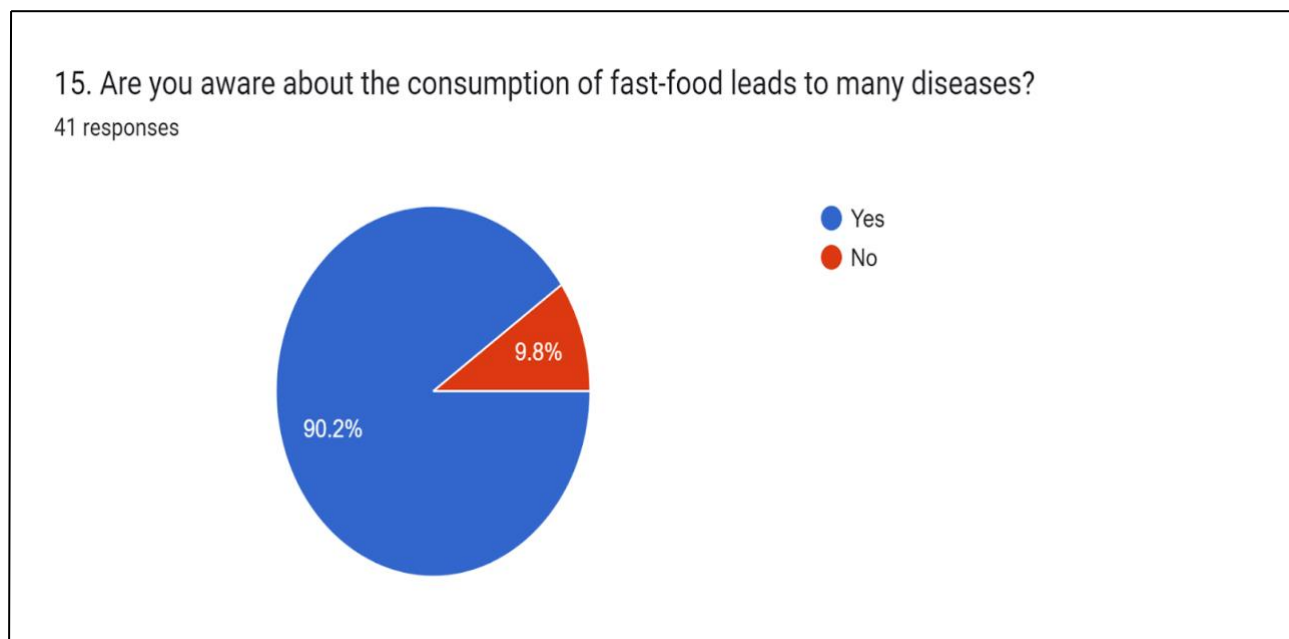41 responses

Figure 4.14

Interpretation-

It can be seen from the table 4.16 that out of 40 respondents, 80 percent of the respondents were aware that the consumption of fast food led to many diseases and 20 percent of the respondents were not aware of the health impacts of consuming fast food. This data, clearly states, that 20 percent of the sample respondents did not know that eating fast food could cause a variety of diseases. World Health Organisation (WHO) IN 2003 reported that frequent consumption of fast food has health concern because most fast foods were rich in saturated fats, trans fats, simple carbohydrates and sodium-all of which were nutrients associated with hypertension, cardiovascular disease, and type 2diabetes. Higher consumptionof fast foods has been associated with the risk of many chronic diseases. Recently, the link between fast food in-takes and prevalence of obesity has been considered.

Table No. 4.17

Respondents Awareness of Relevant Diseases that affects who are consuming fast-food

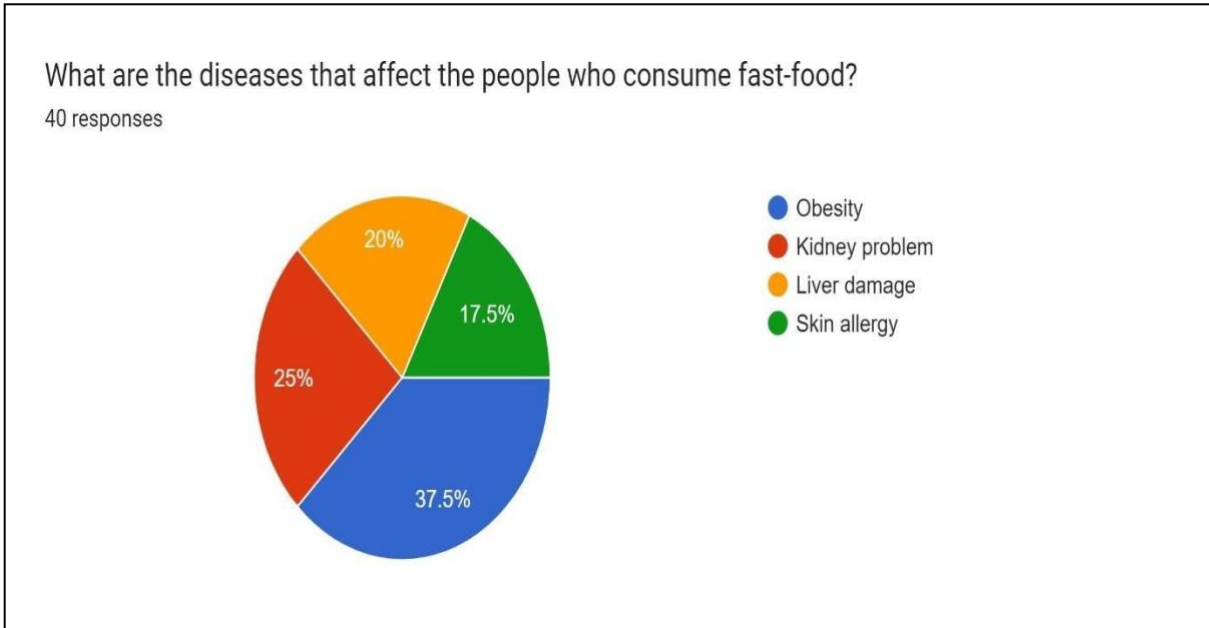| Sr No.	Awareness of relevant diseases of fast-food consumption	No. of Respondents	Percentage
1	Obesity	15	37.5%
2	Kidney Problem	10	25%
3	Liver damage	8	20%
4	Skin Allergy	7	17.5%
	Total	40	100%

Source: Compiled from primary data

Figure 4.15

Interpretation –

The table 4.17 reveals that out of 40 respondents, 15 respondents were aware of health hazards of fast-food causing obesity, 8 of the respondents aware of liver damage. Whereas 7 of the respondents were aware that fast food caused skin allergy and 10 of the respondents were aware that health hazards of fast food caused kidney problems. Therefore, from the table, it is clear that majority of the respondents were aware of the obesity.

CHAPTER 5

CONCLUSION

5.1 Introduction

A conclusion is the last part of something, its end or result. When you write a paper, you always end by summing up your arguments and drawing a conclusion about what you've been writing about. The phrase in conclusion means "finally, to sum up," and is used to introduce some final comments at the end of a speech or piece of writing. The phrase jump to conclusions means "to come to a judgment without enough evidence." A foregone conclusion is an outcome that seems certain. A final analysis or interpretation of the paper. Either restate your thesis or sum up the general meaning of your overall argument, explanation, or description. An ending comment, such as an interesting idea or your personal interpretation of the entire paper.

5.2 Conclusion

There is a rising trend towards high-level fast-food consumption among the youngsters and children of the current generation with fast improving technology, hectic working schedules, increasing recreational ideas, increasing number of working couples, demonstration effects of foreign food culture and higher income levels. Consumers today are turning towards fast food to satisfy their hunger for variety in food preparation and taste enhancement. Consuming fast food has become highly fashionable and a symbol of prestige too. But all said and done, this transition from home cooked healthy nutritious food to readily prepared food containing less nutritive and health values is becoming a dangerous trend. This study therefore recommends that fast food can be consumed only once in a way but must not become the staple food for future generations. Hence, it is the responsibility of all of us in the present generation to understand the situation and take effective measures to set right the trend.

5.3 Findings

1. Out of the total 40 sample respondent's 57.5 percent respondents were male consumers who consumed more fast food than the female consumers comprising 42.5 percent. Most of the young working men and college students dining out at restaurants become a trend and carrying food parcels are considered as old style.

2. Familiarity with the products offered by the fast-food restaurants was another motive that justified young people's choice.

3. College and school going students pocket money also affected the spending habits of the individuals.

4. The possibility of socializing supported by its informal environment and easy adaptability suited young people's needs to a great extent. The accessibility of the location was another reason for young people to prefer fast food. The convenience offered by fast food was an additional reason for choosing fast food by young people.

5. A comparison made between the rural and urban areas found that 85 percent of respondents who consumed fast food were urbanites while only 15 percent of the respondents were rural residents. The distinction between urban and rural fast food consumption was due to easy availability of fast-food varieties in urban areas and a high level of awareness regarding fast food among urban consumers.

5.4 Suggestions

1. Institutions and companies should encourage the students and young working people to carry food, which is cooked at home for their daily meals.

2. The schools and institutions can appoint health inspectors to check the health of the children and staff regularly and keep track of their health conditions.

3. NGOs, need to spread awareness among school, college students and young working peoples regarding the consumption of nutritious food and implement motivating plans for the public health.

4. The government needs to take necessary steps to stop advertisement on fast-food in the media, pamphlets, in the internet and in newspapers.

5. The educational institutions have to stop selling the fast foods and soft drinks in their canteens and they shave to insist on shops not to sell them nearer to their college or school area.

6. Once upon a time in cinema theatres the homemade edibles were allowed inside but now the fast-food industries tying up with the cinema theatres are preventing the entry of homemade foods. Theatre owners or managers have to stop this and bring back the olden customs.

BIBLIOGRAPHY

✓ Arunima Singh, Parvati Pyarelal, Vineeth Mohandas (2019). Is fat tax the Panacea for fast food consumption and related health issues in urban India, Arthshastra Indian Journal of Economics & Research, 8(4), 35-46.

✓ Vijayakumaran, R. K., & Nur Amalina, S. (2018). Influences of nutrition information on fast food consumption among undergraduates. Food Research, 2(3), 228-233.

✓ Shree, V., Prasad, R. R., Kumar, S., Sinha, S., & Choudhary, S. K. (2018). Study on consumption of fast food among medical students of IGIMS, Patna. International Journal of Community Medicine and Public Health, 5(7), 2750-2754.

✓ Khongrangjem, T., Dsouza, S. M., Prabhu, P., Dhange, V. B., Pari, V., Ahirwar, S. K., & Sumit, K. (2018). A study to assess the knowledge and practice of fast-food consumption among Pre-University students in Udupi Taluk, Karnataka, India. Clinical Epidemiology and Global Health, 6(4), 172-175.

✓ Rathi, N., Riddell, L., & Worsley, A. (2017). Food consumption patterns of adolescents aged 14–16 years in Kolkata, India. Nutrition journal, 16(1), 50.

✓ Ajyun Xiao, Yang, S., & Iqbal, Q. (2018). Factors affecting purchase intentions in generation Y: Empirical evidence from fast food industry in Malaysia. Administrative Sciences, 9(1), 1-16.

✓ Chopera Prosper. (2018). Examining Fast Food Consumption Habits and Perceptions of University of Zimbabwe Students, International Journal of Science and Healthcare Research, 3(1),1-6.

✓ Kim Dohee, (2018). Causes, Experiences, and Consequences of Ethnic Food Consumption: A Case Study of Korean Restaurants in Sweden advanced research publication, Pp39.

✓ FH Younis, SM Eljamay. (2019). Consumption among Teenagers aged between (13 to 25) years old and their efdect on health, J Regen Biol Med 1 (1), 1-8.

✓ Prachi Hajare Wani, Nandkishor Sarode. (2018). Impact of fast food consumption on health, International Journal on Recent Trends in Business and Tourism (IJRTBT) 2 (3), 79-83.

✓ Audia Lestari, Afiah Fakhira, Alfiah Ismiana, Annisaa Annisaa. (2021). Fast food consumption behaviour in Adolescents, Muhammadiyah International Public Health and Medicine Proceeding 1 (1), 607-616.

✓ Ruchi Kumari, Mamta Kumari. (2020). Quality aspects of fast foods and their consumption pattern among teenagers of rural-urban region of Sabour block in Bhagalpur district of India, The Pharma Innovation Journal. 2020a 9 (4), 96-102.

- ✓ A Ayesha Siddiqua, I Mohamed Shaw Alem. (2018). Impact of situational factors in students preference of fast food -An empirical study, Clear International Journal of Research in Commerce & Management 9 (7).

- ✓ Gagandeep Kaur (2020). Consumer Preferences among College Students towards Junk Food: A Study of District Fatehgarh Sahib, Punjab, DME Journal of Management 1 (01), 52-68.

- ✓ Androniki Stavridou, Evangelia Kapsali, Eleni Panagouli, Athanasios Thirios, Konstantinos Polychronis, Flora Bacopoulou, Theodora Psaltopoulou, Maria Tsolia, Theodoros N Sergentanis, Artemis Tsitsika (2021). Obesity in children and adolescents during COVID-19 pandemic, Children 8 (2), 135.

- ✓ Lucille Desbouys, Caroline Méjean, Stefaan De Henauw, Katia Castetbon (2020). Socio-economic and cultural disparities in diet among adolescents and young adults: a systematic review, Public health nutrition 23 (5), 843-860.

- ✓ Sanjoy Saha, Md Abdullah Al Mamun, Md Ruhul Kabir (2022). Factors affecting fast food consumption among college students in South Asia: a systematic review, Journal of the American Nutrition Association 41 (6), 626-636.

- ✓ Myriam Ertz, Guillaume Le Bouhart (2022). The Other Pandemic: A Conceptual Framework and Future Research Directions of Junk Food Marketing to Children and Childhood Obesity, Journal of Macromarketing 42 (1), 30-50.

- ✓ Lauren Chenarides, Carola Grebitus, Jayson L Lusk, Iryna Printezis (2021). Food consumption behavior during the COVID-19 pandemic, Agribusiness 37 (1), 44-81.

- ✓ Mohammad Alsabieh, Mohammad Alqahtani, Abdulaziz Altamimi, Abdullah Albasha, Alwaleed Alsulaiman, Abdullah Alkhamshi, Syed Shahid Habib, Shahid Bashir (2019). Fast food consumption and its associations with heart rate, blood pressure, cognitive function and quality of life. Pilot study, Heliyon 5 (5), e01566.

WEBLIEOGRAPHY

- https://www.geeksforgeeks.org/sources-of-data-collection/amp/

- https://research-methodology.net/research-methods/research-limitations/

- https://www.intellspot.com/primary-data-vs-secondary-data/amp/

- https://www.vedantu.com/commerce/tabulation

- https://propertytax.thanecity.gov.in/

- https://m.economictimes.com/industry/services/hotels-/-restaurants/ethnic-fast-food-chains-challenge-mcdonalds-pizza-huts-kfcs/articleshow/5474815.cms

- https://www.justdial.com/Mumbai/Fast-Food-in-Thane-West/nct-10200860

- https://www.thaneonline.in/city-guide/amp/food-in-thane

- https://www.indeed.com/career-advice/career-development/research-methodology

- https://thane.nic.in/about-district/

- https://dissertationtop.com/consumer-behaviour-dissertation-topics/

- https://restaurant.indianretailer.com/article/Globalisation-changing-the-eating-habit-trend.6183

- https://www.mid-day.com/mumbai-guide/mumbai-food/article/thane-s-best-street-food-joints-as-per-our-expert-mohit-balachandran-19275171

- https://www.questionpro.com/blog/data-collection-methods/

- https://www.census2011.co.in/census/city/367-thane.html

APPENDIX

Questionnaire:

Link: https://forms.gle/vjSu57fZBXHQxQ5V9

1. Name:

2. Gender:

- o Male
- o Female

3. Age Group:

- o Below 20
- o 20-30
- o 30-40
- o 40 and above

4. Occupation:

- o Student
- o Homemaker
- o Self-employed
- o Salaried

5. Location:

- o Rural
- o Urban

6. Family size.

- o below 3
- o 4-5
- o 6 and above

7. Family earning members.

- o 2 members
- o 3 members
- o 4 members
- o 5 and above members

8. Family monthly income.

- o below 20000
- o 20000-30000
- o 30000-40000

o 40000 and above

9. Monthly Fast-Food Expenditure.

- o below 4000
- o 4000-6000
- o 6000-8000
- o 8000 and above

10. Where would you prefer to have your food?

- o International Restaurants
- o National Restaurants
- o Local Restaurants

11. What are your food habits?

- o Veg only
- o Non-Veg only
- o Both

12. Frequency of fast-food consumption.

- o 3 times a week
- o Weekly twice
- o 3 times in a month
- o Monthly twice

13. Choose your favourite dish that you want to have in a fast-food menu.

- o Vada pav
- o Pav bhaji
- o Chinese varieties
- o Grilled chicken
- o Pizza varieties
- o Panipuri

14. What Beverages you usually order in the Restaurants?

- o Soup varieties
- o Soda
- o Packed juices
- o No drinks

15. Are you aware about the consumption of fast-food leads to many diseases?

- o Yes
- o No

16. What are the diseases that affect the people who consume fast food?

- o Obesity
- o Kidney problem
- o Liver damage
- o Skin Allergy

17. Consumers are ready to pay more prices for good quality products.

- o Strongly agree
- o Agree
- o Strongly disagree
- o Disagree

18. Consumers are ready to travel and pay more to dine in fast food favourite restaurant.

- o Strongly agree
- o Agree
- o Strongly disagree
- o Disagree

19. Fast food restaurants are easily accessible.

- o Strongly agree
- o Agree
- o Strongly disagree
- o Disagree

20. Media influences fast food consumption.

- o Strongly agree
- o Agree
- o Strongly disagree
- o Disagree

21.The taste of the food.

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied

22. The quantity of the food.

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied

23. Food is Hygienic.

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied

24. Price is reasonable.

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied

25. Separate Veg / Non-Veg is provided.

- o Highly Dissatisfied
- o Dissatisfied
- o Neutral
- o Satisfied
- o Highly Satisfied