

## CHILDREN'S PREFERENCE OF FAST FOOD IN SOUTH TAMILNADU

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### Abstract

*Fast food is the term given to food that is prepared and served very quickly, first popularized in the 1950s in the United States. While any meal with low preparation time can be considered fast food, typically the term refers to food sold in a restaurant or store with preheated or precooked ingredients, and served to the customer in a packaged form for take-away. Outlets may be stands which may provide no shelter or seating, or fast food restaurants also known as quick service restaurants. The concept of ready-cooked food for sale is closely connected with urban development. In Ancient Rome, cities had street stands that sold bread, sausages and wine. In 2006, the global fast food market grew by 4.8% and reached a value of 102.4 billion and a volume of 80.3 billion transactions. Global fast food sales are projected to reach 239.7 billion in 2014. In India alone the fast food industry is growing by 41% a year. There are numerous other fast food restaurants located all over the world: Mc Donald's is located in 126 countries on 6 continents and operates over 31 000 restaurants worldwide. Burger king has more than 11, 100 restaurants in more than 65 countries. KFC is located in 25 countries. Subway is one of the fastest growing in the world with approximately 39, 129 restaurants in 90 countries. Pizza Hut is located in 97 countries. Taco Bell has 278 restaurants located in 14 countries beside the United States.*

### Importance of the Study

The study has potential to make a useful contribution to the body of knowledge on children's fast food preferences. The study would further provide information relating to -

- The fast food outlets most children prefer and why?
- The growing popularity of fast food among children.
- The influence of their socio-economic background on the preference of fast foods.
- This may be of much help to the marketers of fast foods and parents.

### Objectives of the Study

- To highlight the overview of fast food industry at global and Indian level.
- To study the profile of study area, sample units and sample respondents taken for the study. The special focus shall be to analyze the buying pattern and behavior of respondents of fast foods in the study area.
- To identify the specific reasons for preferring fast foods by children and also to analyse whether significant relationship exist between children's preference and their socio economic background.
- To know the most preferred fast food items and restaurants by children in the study area.
- To offer suggestions based on the findings of the study.

### Major Findings

The major findings of the study are:

It is found that a majority of the sample respondents belong to

- The age category of “Above 14”.
- The gender category of “Boys”.
- The class category of “Above 10 Std”.
- The father’s occupation category of “Self Employed”.
- The mother’s occupation category of “Others”.
- The income of the family category of “Between Rs.25000 and Rs.50000”.
- The size of the family category of “Between 3 and 5”.
- The place of residence category of “Rural”.
- The respondents most favorite fast food restaurants was ‘KFC’ 92 (30.67 percent) are dominating the sample.
- It is inferred that the most preferred fast food item was ‘Burger’.

### Five factor solutions

- Advertisement factor
- Service factor
- Influence of friends factor
- Taste factor
- Modern trend factor

The **First factor** includes four Variables such as

- Often view advertisements about fast food.
  - Mode of advertisements is very effective.
  - External look of restaurants are catchy.
  - All restaurants have international presence.
- This Factor is termed as “Advertisement factor

The **second factor** is represented by the following four variables:

- Different varieties are served.
  - Acceptance and execution of orders through online.
  - Employees known for quick service.
  - Presence of westernized service quality.
- This Factor is termed as “Service factor”

The **third factor** is represented by the following three variables.

- My classmates are fond of fast food.
  - Often my friends speak of fast food.
  - Often I accompany any friends while they are going and fast food restaurants.
- This Factor is termed as “Influence of friends factor”

The **fourth factor** is represented by the following two variables.

- It is more delicious.
  - Tempting me to taste again and again.
- This Factor is termed as “Taste factor”

The **fifth factor** includes two variables such as

- Preferring fast food is a part of modern life.
  - Fast food becomes the order of the day.
- This factor is termed as “Modern Trend Factor.”

### **Conclusion**

Consumption of fast food has increased rapidly to-day. Many factors such as fast urbanization, industrialization, opening to western culture, lack of time to prepare food, the impact of mass media advertisement and the development of food industry have naturally led to the development of the fast food phenomena. As a result, it is noticed that the children of to-day are moving away gradually from their traditional food habits. The present study has also demonstrated this fact. The penetration of fast food, especially among children is fast and deep. All fast food companies are fighting for their share by opening new outlets in cities and this culture may also spread to rural areas in days ahead. But the alarming side of fast food has come from ‘health concerns’. Health organizations are making hue and cry by saying “Avoid Junk Food - Protect Health’. As blanket ban on fast food restaurants is impossible, it is left to all people concerned that the food served in restaurants are ‘safe and healthy’.