IMPACT OF FAST FOOD ON CONSUMER BEHAVIOR

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ABSTRACT

The purpose of this study is to investigate the relationship between consumer behaviors toward fast food. Main focus of the study is to focus service sector fast food industry of Pakistan. Primarily to represent fast food selected local fast food restaurants. Sample us taking as convinces sampling at different fast food restaurants of Lahore. Statistical technique regression is applied. Result shows that has significant positive effect on consumer behavior of fast foods. Further more income also positively effect on consumer behavior toward fast food.

KEY WORDS

Fast Food, Consumer Behavior, Brand Loyalty, Small Restaurants, Food Stuff, Agriculture, Poultry

INTRODUCTION

Fast food is that type of food which is prepared in a very short time. Its business grows from United States during 1950. Any food which consists or consume less time is called fast food. Fast food industry is one of the leading industries in growing businesses of Pakistan. Fast food typically means any food which already cooked or heated and easily available at restaurants and super stores from which the customer easily serve it or take away. Its concept is derived from those congested areas where fresh food is not easy and on time to deliver is very hard to reach them on time, in congested areas of big cities where people lives in apartments and it is very hard to take the vegetables and other food stuff on time, so this concept is derived from that context.

Fast food in Pakistan is start from food carts and these food carts all around the big cities big towns and big villages. Now the trend is changed and these carts are converting into shops restaurants in big cities, towns’ villages even though in small population areas. Fast food is now become a chain all around the world. It has different kinds according to the taste area and different society needs. Huge kinds of fast food available in fast food restaurants and these varieties due to the local needs and taste of the society. Fast food of Pakistan in big cities became most popular business these days. Major share of businesses depend on fast food that is leading industry. Big contributions to this sector raw material are received from agriculture and poultry business. Chicken is one of major and important raw material of this sector. Almost all the fast food stuff used chicken in their final product.
There are many previous researches that show a significant effect on fast food on consumer behavior and loyalty of the brand as well as tangible product is effect on behavior of consumer (Malik & Ahmad, 2014). The study shows that brand loyalty and consumer behavior toward satisfaction of product shows that there satisfaction belonging to that consumers again used services if they satisfied with the restaurants (Saleem & Raja, 2014).

**OBJECTIVE OF THE STUDY**

- Analysis of consumer behavior toward consumption of fast food
- Income of people is also main objective of the study more income spent more and vice versa
- Different age group belonging to different taste, different priority with food habits.
- Income of people also depend different food pattern and buying food from outlets
- Relationship between age and eating habits of people have different impact young people and children are most of time prefer fast food, old age people don’t like it.

**LITERATURE REVIEW**

Fast food increase weight and causes of many other problems that results more health problem and other body problems like obesity and weight gain that results of due to use of fast food (Juni, 2015) (Yardimici, Ozdogan, Ozcelik, & Suruculolu, 2012). Supply chain management has Vital role in fast food industry it increase a value of fast food it is the one of the important role in fast food (Saeed, Binti, & Azmi, 2014). Better supply chain management has greater increase the value of this industry (Shing, Nadarajah, & Nadarajan, 2014).

Organic fast food is rapidly increasing industry in developed and developing countries all over the world (Azim, Shah, Mehmood, Mehmood & Mehmood, 2014). Increasing trend of fast food among people also increasing the brand conscious of most of people they prefer branding food stuff for their daily routine use and increasing trend of use of fast food according to their capacity(Othman & Rahman, 2014).

Fast food is increasing trend all over the world and also Muslim countries as well. Increasing trend of fast food in Muslim countries they need to provide safe healthy and halal food to their customer (Muhammad, Karim, & Hamzah, 2015). Manger of fast food restaurants need to provide healthy environment to their customer (Sik Sumaedi & Yarmen, 2015)

Fast food industry is the one of the major industry of main industry that lead the market in many of business oriented countries (Sabir, Ghafoor, Hafeez, Akhtar, & Rehman, 2014). It saves time provide better environment for social gathering for people (Singam, Karunagaran, Pandiyan, Subramanian, & Govindan, 2014).

Halal fast food provides many Muslim customers to this industry and as well as non-Muslim customers to this industry as this Muslim point of view they want halal and better environment (Sumaedia & Yarmen, 2015). Service quality and brand loyalty toward satisfaction of customer is belonging to that the customer satisfaction in this
business is most important that the hope for coming of new customer and retain old one is due to the brand and satisfaction level of customer (Saleem & Raja, 2014).

Research shows that the brand loyalty and customer satisfaction is major impact on fast food (Kumar, Ramendran, & Yacob, 2012). Customer is always want change and this change is increase or decrease demand of customer (Malik & Ahmad, 2014).

**HYPOTHESIS**

H: consumer behavior has significant impact on fast food.
H: consumer income also major impact on purchasing fast food.
H: age of the consumer is also significant impact on fast food consumption.
H: taste has significant impact on consumption of fast food.
H: area of the fast food corner also major impact on consumption of fast food.

**METHODOLOGY**

**Research Methods and Research Instruments**

**Scope of Study**

The scope of the study is to focus on the customers who spend their money in fast food and area is Lahore that we are focused.

**Sampling**

We have total population of fast food restaurants are more than 10000 and we select a sample size is more then 300.

**Measurement**

We are divided this study into two parts in the part one we focus on which age of customer are focused on fast food and in the second part we divide into age gender demography and income.

**Data Collection**

In the collection we prepare research questionnaire and interview and survey observation.

**Method of Research Used**

Correlation and multiple regression are used in research because all most of the article that I studied used these techniques.
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LIMITATION

➢ Time constraint is one of the main reason to collect data it consist 1 month to collect all data and analysis.
➢ Data that we collect is one of the main constraints that are availability of data.
➢ Reliability of the data is also one of the main constraints of the data.

CONCLUSION

Consumer behavior is focus because most of time decisions are belonging to behavior and expected actions that are directly affect consumer. To know the consumer behavior is to know the taste habits and basic demographics that are directly affect consumer eating habits and most of free time of day they spent to talk to their beloved one and about goods and services. To know the behavior of consumer is that most of populations eat outside their home and spent their income on eating food. Large sizes of the population are belonging to middle income group and they visit small fast food restaurant.

RECOMMENDATIONS

➢ Consumer visits fast food restaurant in groups so the environment are build according to their thinking.
➢ Suitable time for visit is evening and nights so they gave confidence they enjoy better product and quality products.
➢ Most of people visit fast food restaurant and spent 300 to 400 at one time visit so the keep in mind they eat more foods in this budget.
➢ More organize fast food restaurant so the people don’t hesitates when they visit it.
➢ Increase fast food variety because the consumer want change every time and eat more stuff of fast food.

Customers want offers in shape of discount and free delivery so they gave different type of offers to different group of customers.

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a. Dependent Variable: Fast food

For service sector, P-Value is less than 0.05 which demonstrate that there is a significant contribution of fast food in the growth rate of Consumer behavior. According to this results if fast food grow its capacity building, provide incentive to consumer and availability of fast food stuff to increase the productivity will cause the significant contribution in brand Loyalty.
REFERENCES


