AN OVERVIEW OF FAST FOOD BASED MARKET SEGMENT IN TIRUNELVELI CORPORATION

G.S.Parashuram

MA, M.Phil, Ph.D., MBA, Principal, Anupama College of Management and Science, Bangalore

Abstract: The present day global market is flooded with a number of goods and services where the consumer is the king. Products are supplied from the point of view of a consumer's needs, likes and preferences. Such stalls exist in rural and urban areas. Their presentation and services are in a posh manner. Regarding hygiene, awareness is spreading too fast. The growth of the vendors is also rapidly increasing. Fast food stalls are 'takeaway' or 'take-out providers', . Moreover fast food stalls usually start their operations mostly at sunset and therefore they are not available at any time of the day. Fast food outlets are 'takeaway' or 'take-out providers', It is imperative that fast food sellers should take into account the health and welfare of the urban public, some of whom are dependent on fast food alone. Preparation of a variety of fast food dishes, changing the constituents, including a lot of vegetables and items rich in fibre, minerals and vitamins, hygienic preparation keeping in mind the nutrient and caloric content of the food, and hygienic and display and serving of items are essential for the general welfare of the public.

INTRODUCTION

The present day global market is flooded with a number of goods and services where the consumer is the king. Products are supplied from the point of view of a consumer's needs, likes and preferences. Fast food sale is rapidly growing industry in Tirunelveli, mostly in demand among the youth and the families of working women, which forms a sizeable population in the city. The fast food sellers take into consideration the factors which contribute to customer satisfaction. The price of food, waiting time and other services factors such as staff attitude, environment, seat availability and food quality affect customer satisfaction to a considerable extent. This paper examines the issue, using a sample of 500 customers selected at random.

NEED AND IMPORTANCE OF THE STUDY

In Tirunelveli city fast food services are associated with cheap pavement shops or road side caterings for many years. But in recent times, the shops are in the form of 'chat' stalls, 'kebab' corners, tea and snack stall, and the 'Dhaba'. Such stalls exist in rural and urban areas. Their presentation and services are in a posh manner. Regarding hygiene, awareness is spreading too fast. The growth of the vendors is also rapidly increasing. Fast food stalls are 'takeaway' or 'take-out providers', who allow consumers to order and pick up food from their cars, but most also have a seating area in which consumers can eat the food on the premises. People eat there more than five times a week. Increasing consumers lead to delay in service which in turn creates an unhealthy atmosphere between the laborers and consumers. Moreover fast food stalls usually start their operations mostly at sunset and therefore they are not available at any day time.

STATEMENT OF THE PROBLEM

Increasing customers lead to delay in service which in turn creates an unhealthy atmosphere between the laborers and customers. Moreover fast food stalls usually start their operations mostly at sunset and therefore they are not available at any time of the day. Fast food outlets are 'takeaway' or 'take-out providers', who allows customers to order and pick up food from their cars, but most also have a seating area in which customers can eat the food on the premises. People eat there more than five times a week. The study has been undertaken

to make a deep analysis about the eating habits of urban force in Tirunelveli city.

OBJECTIVES OF THE STUDY

The objectives of the study are:

1. To examine the extent of brand loyalty prevailing towards fast food and responsible factors.

2. To analyze the attitude of the consumers towards the attributes of fast food services.

SCOPE AND FURTHER RESEARCH

The study is confined to the fast food stalls in Tirunelveli city only. Out of the total fast food stalls, only established shops are selected for the study. The present study seeks to examine the opinion of both vegetarian and non-vegetarian consumers. Purposive random sampling method was adopted in selecting the sellers and buyers from Tirunelveli Municipal Corporation. The sources of primary data are administered by interview schedule which is the main tool for research.

RESEARCH METHODOLOGY

The current study is basically based on the primary data but secondary data have also been composed from various published and unpublished sources as per the requirement of the study. For collection of primary data, an exclusive survey was conducted in Tirunelveli Municipal Corporation limit, by targeting fast food consumers and sellers. Based on the result of the pilot studies, final interview schedules were finalized for consumers, users, and sellers of fast food.

RESULTS AND DISCUSSION

Consumer's satisfaction may be defined as, "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to consumer's expectations".

Whether the consumer is satisfied after purchase depends on the sellers' performance in relation to the consumers' expectations. If the performance falls short of expectations, the consumer is dissatisfied. If the performance matches the expectations, the consumer is satisfied. If the performance exceeds expectations, the consumer is highly satisfied or delighted.

FINDINGS

With reference to fast food, the level of satisfaction on the basis of age group of the respondents is shown in Table 1.

Table 1 Age Group and Level of Satisfaction

		Level of satisfaction				Total
		High	Medium	Low		
Age group of the respondents	Less than 20	106(59.2%)	37(20.7%)		36(20.1%)	179(100.0%)
	20-30	111(47.2%)	52(22.1%)	72(30.6%)		235(100.0%)
	Above 30	41(47.7%)	32(37.2%)	13(15.1%)		86(100.0%)
Total		258(51.6%)	121(24.2%)	121(24.2%)		500(100.0%)

Source: computed data

From the above it is inferred that there is a significant relationship between the age of the respondents and their level of satisfaction rendered by the fast food stalls.

Table 2 Chi-square Test

Relationship	X^2 value	Degrees of freedom	Table value at 5% significant
Age group and level of satisfaction	18.685	4	9.49

Source: computed data

Since the calculated value of X^2 (18.685) is greater than its corresponding table value (9.49) the null hypothesis therefore rejected. It is concluded that the age of the respondents has significant relationships with the level of satisfaction rendered by the fast food stalls.

Table 3 Sex and level of satisfaction

	Level of satisfaction			Total
High	Medium	Low		

Contd...

Sex					
Sex	Male	75(50.7)	39(26.4)	34(23.0)	148(100.0)
	Female	183(52.0)	82(23.3)	87(24.7)	352(100.0)
Total		258(51.6)	121(24.2)	121(24.2)	500(100.0)

Source: computed data

From the above analysis it is inferred that there is no apparent relationship between sex and level of satisfaction of the respondents towards the services rendered by fast food stalls.

In order to find out the relationship between sex and their level of satisfaction, the null hypothesis that, "There is no significant relationship between the sex and the level of satisfaction of the respondents towards the services rendered by fast food stalls" was framed and analysis was made. The result is presented in Table 4.

Table 4 Chi-square Test

Relationship	X^2	Degrees of freedom	Table value at 5% significant
Sex and level of satisfaction	0.568	2	5.99

Source: computed data

Since the calculated value of X^2 (0.568) is lower than its corresponding table value (5.99) the null hypothesis is accepted. Therefore it is concluded that the sex of the respondents has no significant relationship with the level of satisfaction towards the services rendered by fast food stalls.

Table 5 Marital Status and Level of Satisfaction

High		Level of Satisfaction			Total
		Medium	Low		
Mari-tal Status	Married	72(49.7%)	43(29.7%)	30(20.7%)	145(100.0%)
	Unmar-ried	186(52.4%)	78(22.0%)	91(25.6%)	355(100.0%)
Total		258(51.6%)	121(24.2%)	121(24.2%)	500(100.0%)

Source: computed data

In order to find out the relationship between marital status and their level of satisfaction, the null hypothesis that "there exists no significant relationship between the marital status and their level of satisfaction of the respondents from the fast food stalls and analysis was made. The result is presented in Table 6.

Table 6 Chi-square Test

Relationship	X^2 value	Degrees of freedom	Table value at 5% signifi-cant
Marital status and level of satisfaction	3.701	2	5.99

Source: computed data

Since the calculated value X^2 (3.701) is less than its corresponding table value (5.99) the null hypothesis is accepted. Therefore it is concluded that the marital status of the respondents has no significant relationship with the level of satisfaction of respondents to the services rendered by the fast food stalls.

Table 7 Religion and Level of Satisfaction

High			Level of satisfaction			Total
			Medi-um	Low		
Religion		Hindu	110(50.0)	56(25.5)	54(24.5)	220(100.0)
		Muslim	47(61.0)	15(19.5)	15(19.5)	77(100.0)
		Christian	101(49.8)	50(24.6)	52(25.6)	203(100.0)
Total			258(51.6)	121(24.2)	121(24.2)	500(100.0)

Source: computed data

Table 3.29 discloses that half of the 220 respondents of Hindu religion possess high level of satisfaction.

In order to find out the relationship between religion and level of satisfaction the null hypothesis, "The religion of the respondents does not have any significant relationship with the level of satisfaction rendered by the fast food stalls" was framed and the

above statement was tested with the help of Chi-square test and the result is presented in Table 8

Table 8 Chi-square Test

Relationship	X^2 Value	Degrees of freedom	Table value at 5% significant
Religion and level of satisfaction	3.328	4	9.49

Source: computed data

Since the calculated value of x^2 (3.328) is lower than its corresponding table value (9.49) the null hypothesis is therefore accepted. Hence it is concluded that religion of the respondents has no significant relationship with the level of attitude to the services rendered by fast food stalls.

Table 9 Caste and Level of Satisfaction

		Level of satisfaction			Total
		High	Medium	Low	
Caste	SC/ST	32(47.8)	23(34.3)	12(17.9)	67(100.0)
	BC	185(54.1)	80(23.4)	77(22.5)	342(100)
	MBC/FC	41(45.1)	18(19.8)	32(35.2)	91(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

In order to find out whether such relationship was statistically significant or not a null hypothesis that "There exists no significant relationship between the caste and level of satisfaction of the respondents on the services rendered by fast food stalls was framed and analyzed with the help of chi-square test and the result is presented in Table 10

Table 10 Relationship between Caste and level of satisfaction

Relationship	X^2 value	Degrees of freedom	Table value at 5% significant
Caste and level of satisfaction	11.04	4	9.49

Source: computed data

Since the calculated value x^2 (11.04) is higher than its corresponding table value (9.49) at five percent

level, the null hypothesis is rejected. Therefore it is concluded that there exists significant relationship between caste and level of satisfaction regarding the services regarding the services rendered by fast food stalls.

Table 11 Literacy and Level of Satisfaction

		Level of Satisfaction			Total
High		Medium	Low		
Literacy level	Illiterate	11(33.3)	10(30.3)	12(36.4)	33(100)
	Up to 8th standard	15(34.9)	18(41.9)	10(23.3)	43(100)
	8-12th standard	26(55.3)	11(23.4)	10(21.3)	47(100)
	Degree	206(24.6)	82(21.8)	89(23.6)	377(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

Table 3.33 shows that a majority of the 377 respondents from degree level, 206(54.6 percent), 82(21.8 percent), and 89(23.6 percent) of the respondents have high, medium and low levels of satisfaction respectively.

In order to verify whether such relationship was statistically significant or not a null hypothesis, "There exists no significant relationship between literacy level and level of satisfactory respondents" to the services rendered by fast food stalls was framed.

To test the null hypothesis, Chi-square analysis was made and the result is shown in the Table 12.

Table 12 Chi-square Test

Relationship	X^2 value	Degrees of freedom	Table value at 5% significant
Literacy level and level of satisfaction	14.515	6	12.6

Source: computed data

Since the calculated value of x^2 (14.515) is higher than its corresponding table value (12.6) at five percent level, the null hypothesis is rejected. Therefore it is concluded that there exists a significant relationship between literacy level and the level of satisfaction regarding services rendered by fast food stalls.

Table 13 Occupation and level of Satisfaction

High		Level of Satisfaction			Total
		Medium	Low		
Occupation level	Student	174(53.7)	62(19.1)	88(27.2)	324(100)
	Agriculture, Businessman, Private Employee	42(51.2)	31(37.8)	9(11.0)	82(100)
	Govt. Employee	31(49.2)	18(28.6)	14(22.2)	63(100)
	Professional	11(35.5)	10(32.3)	10(32.3)	31(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

Figures in parentheses denote percentages

Table 13 shows that most of the 324 respondents from student category, have high level of satisfaction.

In order to verify whether such relationship was statistically significant or not a null hypothesis, "There exists no significant relationship between occupation of the family and level of satisfaction of the respondents" about the services derived from the fast food stalls was framed.

To test the null hypothesis, Chi-square analysis was made and the result is shown in the Table 14.

Table 14 Chi-square Test

Relationship	X^2 Value	Degrees of freedom	Table value at 5% significant
Literacy level and level of satisfaction	20.978	6	12.6

Source: computed data

Since the calculated value of x^2 (20.978) is more than value (12.6) at five percent level of significance, the null hypothesis is rejected. Therefore it is concluded that there exists a significant relationship between occupation and level of satisfaction rendered by fast food stalls.

Table 15 Residence and Level of Satisfaction

High		Level of Satisfaction			Total
		Medium	Low		
Residence	Rural	80(51.3)	39(25.0)	37(23.7)	156(100)
	Urban	143(54.2)	69(26.1)	52(19.7)	264(100)
	Semi Urban	35(43.8)	13(16.3)	32(40.0)	80(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

Table 15 shows that majority of the 263 respondents from urban category have high level of satisfaction.

In order to verify such relationship was statistically significant or not a null hypothesis, "There exists no significant relationship between residential status of the family and the level of satisfaction of the respondents" towards the services rendered by fast food stalls was framed.

To test the null hypothesis, Chi-square analysis was made and the result is shown in the Table 16.

Table 16 Chi-square Test

Relationship	X^2 value	Degrees of freedom	Table value at 5% signifi- cant
Residence and level of satisfaction	14.315	4	9.49

Source: computed data

Since the calculated value of x^2 (14.315) is greater than its table value (9.49) at five percent level, the null hypothesis is rejected. Therefore it is concluded that there exists a significant relationship between the residential status and their level of satisfaction derived from the fast food stalls.

Table 17 Family Size and Level of Satisfaction

High		Level of Satisfaction			Total
		Medium	Low		
Fam- ily Size	Up to 2	30(52.6)	17(29.8)	10(17.5)	57(100)
	3-4	144(54.8)	67(25.5)	52(19.8)	263(100)
	Above 4	84(46.7)	37(20.6)	59(32.8)	180(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

Table 17 shows that most of the 263 respondents from 3 to 4 members category, 144 have high level of satisfaction.

In order to verify whether such relationship was statistically significant or not a null hypothesis, "There exist no relationship between size of the family and

level of satisfaction of the respondents" to the services rendered by fast food stalls was framed.

To test the null hypothesis, Chi-square analysis was made and the result is shown in the Table 18.

Table 18 Chi-square Test

Relationship	X^2 value	Degrees of freedom	Table value at 5% significant
Family size and level of satisfaction	11.924	4	9.49

Source: computed data

Since the calculated value of x^2 (11.924) is greater than its corresponding table value (9.49) at five percent level the null hypothesis is rejected. Therefore it is concluded that the family size of respondents has a significant relationship with the level of satisfaction of respondents regarding the services rendered by fast food stalls.

Table 19 Income per Month and Level of Satisfaction

High		Level of satisfaction			Total
		Medium	Low		
In- come Per Month	Up to 3000	38(42.2)	27(30.0)	25(27.8)	90(100)
	3000-5000	61(66.3)	12(13.0)	19(20.7)	92(100)
	5000-10000	84(51.2)	43(26.2)	37(22.6)	164(100)
	Above 10000	75(48.7)	39(25.3)	40(26.0)	154(100)
Total		258(51.6)	121(24.2)	121(24.2)	500(100)

Source: computed data

It is clear from Table 19 that Most of the 164 respondents belonging to the income category of Rs.5000 to 1000 have high level of satisfaction

From the above analysis it is inferred that there is no apparent relationship between the income group of the respondents and the level and the level of satisfaction of the respondents towards the services rendered by fast food stalls.

In order to find out the relationship between annual income and their level of satisfaction, the null hypothesis that, "There exists no significant relationship between

the income level and the level of satisfaction of the respondents towards the services rendered by fast food stalls" was framed. The result is presented in Table 20.

Table 20 Chi-square Test

Relationship	X^2 value	Degrees of satisfaction	Table value at 5% significant
Family size and level of satisfaction	13.321	6	12.6

Source: computed data

Since the calculated value of x^2 (13.321) is higher than its corresponding table value (12.6) the null hypothesis is rejected. Therefore it is concluded that the income of respondents has a significant relationship with the level of satisfaction of members towards the services rendered by fast food stalls.

Table 21 Awareness of Fast Food and Level of Satisfaction

High		Level of satisfaction			Total
		Medium	Low		
Awareness of Fast Food	Yes	209(48.9)	112(26.2)	106(24.8)	427(100)
	No	49(67.1)	9(12.3)	15(20.5)	73(100.0)
Total		258(51.6%)	121(24.2%)	121(24.2%)	500(100.0%)

Source: computed data

Table 21 discloses that most of the 427 respondents of 'yes' category possess high level of satisfaction.

In order to find out whether such relationship was statistically significant or not a null hypothesis that "There exists no significant relationship between the awareness of fast food and the level of satisfaction of the respondents on the services rendered by the fast food stalls" was framed and analyzed with the help of Chi-square test and the result is presented in Table 22.

Table 22 Chi-square Test

Relationship	X^2value	Degrees of freedom	Table value at 5% significant
Family size and level of satisfaction	9.441	2	5.99

Source: computed data

Since the calculated value of X^2 (9.441) is higher than its corresponding value (5.99) at five percent level, the null hypothesis is rejected. Therefore it is concluded that there exists a significant relationship between awareness of fast food and the level of satisfaction towards the services rendered by fast food stalls.

SUGGESTIONS AND CONCLUSION

It is imperative that fast food sellers should take into account the health and welfare of the urban public, some of whom are dependent on fast food alone. Preparation of a variety of fast food dishes, changing the constituents, including a lot of vegetables and items rich in fibre, minerals and vitamins, hygienic preparation keeping in mind the nutrient and caloric content of the food, and hygienic and display and serving of items are essential for the general welfare of the public.

REFERENCES

Brownell, Kelly D (2004), Food Fight, The McGraw Hill Companies. New York.

Chamber's Encyclopedia Britanica (1968), Vol.5, No.24218, p.740.

Crit ser, Greg. Fat Land (2003), Houghton Mifflin Company, New York.

Manohar Joshi (2000), catering Management, Himalaya Publishing House, Delhi University.

Earnest Engel (1857) Published in his book under the heading "Consumption

Economics – A Multidisciplinary Approach"

Syeedun Nisa, (2008), "The Evolving Food chains and consumer's buying behavior, Indian Journal of Marketing, Vol.38, No.8, p 10.

Samsang Seubsman, (2009), "Cultural resistance to fast food consumption",

International Journal of Consumer Studies, Vol.33, issue 6, pp. 669-675.