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To Study Factors Affecting Fast Food Consumption for Nuclear Families Having Working Women in Mumbai / Pune

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Abstract: ***The aim of the paper is to estimate the influence of prominent factors on fast food consumption for nuclear families having working woman in metro cities like Mumbai /Pune. Primary data is being collected by using list of questions and also both formal as well as informal interviews. This list of questions was responded by 93 nuclear families in the two cities. The families' responses were captured using a rank order scale from 1 to 5, 1 being the Not Important and 5 being Very Important. Convenience method of sampling is used to collect the data. Content validity was tested from review of literature and inputs from fast food retailers. The result shows five prominent factors which affect fast food consumption for nuclear families having working women in Mumbai / Pune, namely: Rational buying decision of customers, Fast food consumption as Status symbol, Cooking at home is considered to be less priority work, Nuclear family related problems, and Importance given to Comfort & convenience.***

The study will help ready-to-eat or fast food outlet managers and industries to improve their sales and also advertising strategy.

Keywords: Fast food; Nuclear Family; Working Women

I. CONCEPT DEFINITIONS

A. Fast Food

Definition 1: Fast food is defined by (Bender & Bender, 1995) as a universal term used for a type of foods that can be produced in large quantity or mass production. Hence manufacturer focuses towards specialization of these products so that it can be supplied in large numbers. Some of the examples are pizzas, chicken, hamburgers etc.

Definition 2: (Data Monitor, 2005) it is the sale of food and drinks for direct consumption either at the same location or in allotted areas for eating of the foods. Often these allotted areas are shared with other food service outlets.

Definition 3: According to (http://www.merriam-webster.com/dictionary/fast-food) fast food is planned to make readily available and or usage without focusing much on food quality.

Definition 4: According to the (https://glosbe.com/) it is the food type which is generally prepared in advance so that it can be served speedily.

B. Nuclear Family

Definition 1: Nuclear family consists simply of parents and children, though many times also comprises of one or two relatives also. (Parkin, 1997, p. 28)

Definition 2: Nuclear family includes parents and their children; however, it doesn't include any relatives (http://dictionary.cambridge.org/dictionary/english/nuclear-family)

C. Working Woman

A woman who is regularly employed. (http://dictionary.reference.com/browse/workingwoman)

II. INTRODUCTION

Traditionally, India is having male dominant culture from ages. Generally the father or the male person of the family is considered as a main earner of the family. However, recently, especially in recent 15 years, there is lot of speedy changes in the Socio economic environment. As the purchasing power of the family increases, due to creation of jobs in India, their need as increases. Hence the only reliance on the male person in the family is not sufficient to fulfill financial requirements for the families and also as there is availability of jobs now a day, women are also employed in most of the families. Additionally, education also helped to create more

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employment opportunity for women. This led to a remarkable growth in the working women segment in India in the last decade.

Generally, both husband and wife are working in a family. Due to demanding nature of job and competition, they need to work for extended working hours or sometimes in shifts when the nature of work is dealing with clients across the entire globe. Also, there are many situations where woman is the main earner in the family.

In spite woman's role as an earner, it is unwritten rule that she has to take care of her family and their meals too because of Indian culture or traditions. Further, the family structure has also undergone a change from joint family to nuclear family in last 10 years due to which a working woman needs to manage alone both work and family.

Playing this dual role of earning and taking care of the family at a same time is difficult task. All these various factors have led to changes in the customary way of life of women in India and one of the very important changes is change in food habits of today's family. They considered fast food as an alternative food for their day to day living.

Today, working Women must be having some valid reasons to describe why fast food is also considered as her alternative choice and thus these reasons need to be examined.

Hence this particular research study is to investigate and evaluate various reasons for the consumption of fast food from the point of view of working women in a nuclear family.

III. PURPOSE OF RESEARCH

There was study conducted at finding out about the use of convenience food by working women and of their need to choose, the type of convenience food they generally prefer and what benefits they see by using such a convenient product. (Srinivasan & Shende, 2015)

The main objective of this research paper is to examine the impact of various factors like income, time, accessibility and availability, quality, hygiene, taste, enjoyment, nutrition value, indigenization of food, reduction in domestic servants, new product, standard of living, media, ambience and status in the society, demand from children, home delivery of fast food, attractive promotions, branding and packaging, fascination of western culture etc. on consumption of fast food in the nuclear family having working woman in two cities Mumbai and Pune.

IV. REVIEW OF LITERATURE

(Warde, 1999), emphasizes that there are two forms of convenience, one is modern (i.e. Labour saving or time compression) and the other is hypermodern (time shifting). Time shifting results from compulsion to plan everyday time-space constraints. Thus convenience food is more a hypermodern form.

(Goyal & Singh, 2007), in their research paper states that young Indian consumer visits fast food outlet for fun and change. However they give more importance to taste, quality, ambience and hygiene of home food. Three points (service and delivery, product and quality) of fast food are identified for factor analysis.

(Dixon, Hinde, & Banwell, 2006), states that increase in consumption of fast food is contributing towards rising trend of obese of people in Australia. Hence consumers are encouraged to consume fast food while also being concerned about the nutritional values of food.

(Gray, Armstrong, & Farley, 2003), It reviews the opportunities for development of product that will satisfy consumer demand for convenience, sensory pleasure and health and the constraints limiting its development.

News article by (Barker, 2006), specifies that Fast food is one of the reasons leading to rising number of overweight people in India. However the link between the health problems and fast food consumption is not established by a particular research. In future, fast food may be replaced by genetically modified food. (Onyango, Govindasamy, Hallman, Hang, & Pudari, 2004),(Sharma, 2005).

(Kara, Kaynak, & Kucukemiroglu, 1995), has presented demographic study related to fast food restaurants shows, that in USA, young generation group (12 to 24 years) looks for variety in product, low price, delivery services, & place. Senior group (46 years and above) looks for hygiene, nutrition value, quality and taste and for middle aged group (25 to 45 years) prefers quick service and presentable staff. In Canada, young generation looks for new variety and low price. Senior people value importance for nutrition value and seating capacity and for middle aged people look for quickness, service, and quality.

(Tiwari & Verma, 2008), states that in developed countries fast food accounts for almost half of all restaurant revenues and the same type of growth can be observed in some developing world as food habits of people are changing fast. It is mostly preferred due to its cost effectiveness, ease in preparation and substantial product promotion.

(Banerjee, Joglekar, & Kundle, 2013), states that Fast food is byproduct of technological advances in food processing, newly

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invented food additives and the techniques for preservation. Though fast food saves time, it doesn't save us from consuming fats, sodium and preservatives.

(Anand, 2001), indicate the key factors affecting consumers' main food choice are craze for socialization, ambience, eating out and convenience for the families having both husband and wife are working. However, in future, fast food companies in India have to give equal importance to consumers' health apart from relying solely on convenience.

V. RESEARCH METHODOLOGY

A. Questionnaire Development

As per the inputs from review of literature and informal discussion with some Fast food restaurant managers, a structured questionnaire is prepared to carry out the study. Possible factors affecting the consumption of fast food consumption are listed. Target respondents for this survey are nuclear families of Mumbai / Pune having a working woman. It's difficult to pre-segregate the target respondents. Hence the survey is conducted considering women as target respondents. There are demographic questions included in the questionnaire, which enables to segregate the respondents as per target study.

To measure the effect of various factors affecting consumption of Fast Food, 5 point Likert scale is used. ("1" is used for Not Important factor and "5" for Very Important factor). As Likert scale of 1-5 scale was found applicable as it enables to measure to impact of various factors.

B. Sampling Frame

Possible factors affecting the consumption of fast food are listed. The target respondents are working -women. Though, the study is focused for nuclear families having working woman, it's difficult to pre-segregate the target respondents. Hence the survey is conducted considering women as target respondents. The data is then stratified further depending on whether women are working and the family is nuclear.

C. Sample Size

Initial pilot study is conducted till total 15 samples satisfying both criteria of research topic are fulfilled. It is expected that the standard deviation of this target segment of respondents will be less considering overall variation. The confidence interval is considered as 95% and confidence interval is limited till +/- 0.5 scales.

Total 93 responses received from the respondents satisfy the conditions of both working woman and nuclear family.

VI. SAMPLING TECHNIQUE

As it is difficult to find the probability of population visiting a fast food restaurant, non-probability sampling method, i.e. conventional sampling was preferred. Further references are taken from the respondents to survey. Thus, snowball method is also used to collect the survey response.

Data was also collected from the population visiting Fast food restaurants; this limits the survey to non-probabilistic as data is collected as per convenience. This method is the most preferred method used by researchers for various studies. (Bush & Hair, 1985) and (Hornik & Eills, 1988)

Thus data collection is done using combinations of non-probability sampling, convenience sampling, and snowball sampling method.

Data was collected by the answers provided to the list of questions by targeted respondents within Mumbai and Pune. The Rank order scale ("1" is used for lowest rank and "5" is used for highest rank) was used to quantity the replies.

Data was also collected from customers visiting Domino's, MacDonald, KFC, and Pizza Hut during weekdays and weekend evening.

Factor analysis using SPSS (An & Sean, 2013) was further performed on the data collected to identify the noticeable factors which affects the consumption of Fast Food.

VII. DATA ANALYSIS AND INTERPRETATION

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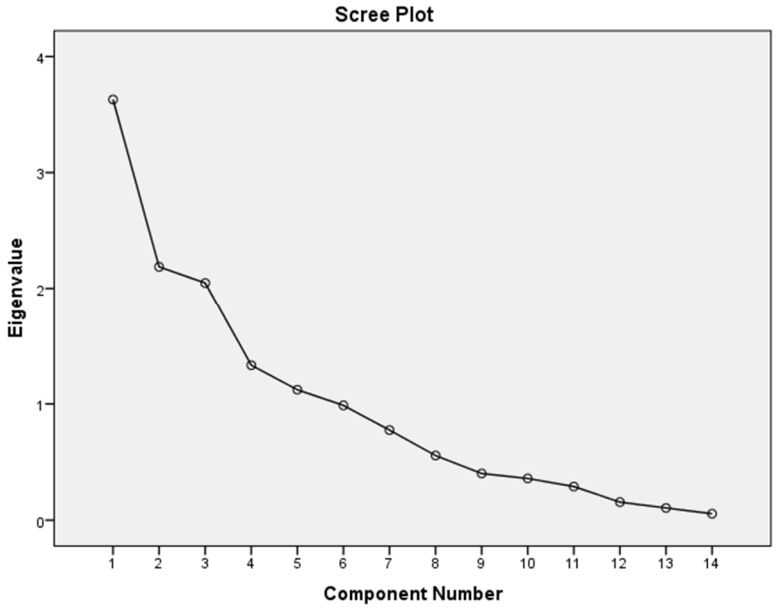

Component Matrix[a]

	Component				
	1	2	3	4	5
Don't have time to cook			.796		
Don't like to cook			.697		
No one to cook			.447	.585	.491
Demand from children		.492		.516	
The taste of food is indianised	.672				
Home delivery	.538			-.454	.572
Nice ambience and cleanliness	.551		-.525		
fun or enjoyment		-.711			
Attractive promotionals	.692	.505			
Large variety /	.828				
status symbol	.483	.749			
Price is affordable	.621				
enjoyed on special occasions	.406	-.405	.498		-.458
Food taste / Quality / Brand	.625	-.422			

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Extraction Method used : Principal Component Analysis.[a]

a. 5 components extracted.

VIII. INFERENCE

Factor analysis results and screen plot shows **5 important factors**.

Factor 1 - Large variety /periodic new product, the taste of food is indianised, Attractive promotional, Price is affordable, Food taste / Quality / Brand (Rational buying decision of customers)

Factor 2 - Fast food consumption as Status Symbol

Factor 3 - Don't have time to cook, Don't like to cook (Cooking at home is considered to be less priority work)

Factor 4 - No one to cook (Nuclear Family related problems)

Factor 5 - Home Delivery (Importance given to Comfort and Convenience)

IX. LIMITATIONS OF RESEARCH PAPER

The research and its findings are based on the samples from Mumbai and Pune. However, the results may differ in other cities.

The research paper limited to two cities in India (Mumbai and Pune). However, the result can be entirely different for rural India.

Sample size selected was 93 samples as the study was focused on nuclear family and working woman. However, the result may differ if sample size is large

X. IMPLICATIONS FOR PRACTITIONERS

Considering the high set up cost of establishing Fast Food outlet in Mumbai and Pune and also this segment is growing and hence more and more competition in this particular segment. It is significant for fast food outlet owners to focus on continuous improvement so that they can provide higher value to the customer in terms of time, price, and periodic new product introduction and also focus on customization and ensuring systematic promotion of all these factors.

The research will help fast food outlet owners to decide marketing strategy to address the desire of the customer such as consumption of fast food as status symbol and need of the customer such as time factor and importance given to comfort and convenience and also to address issues related to nuclear family and now a days cooking at home is considered to be less priority work.

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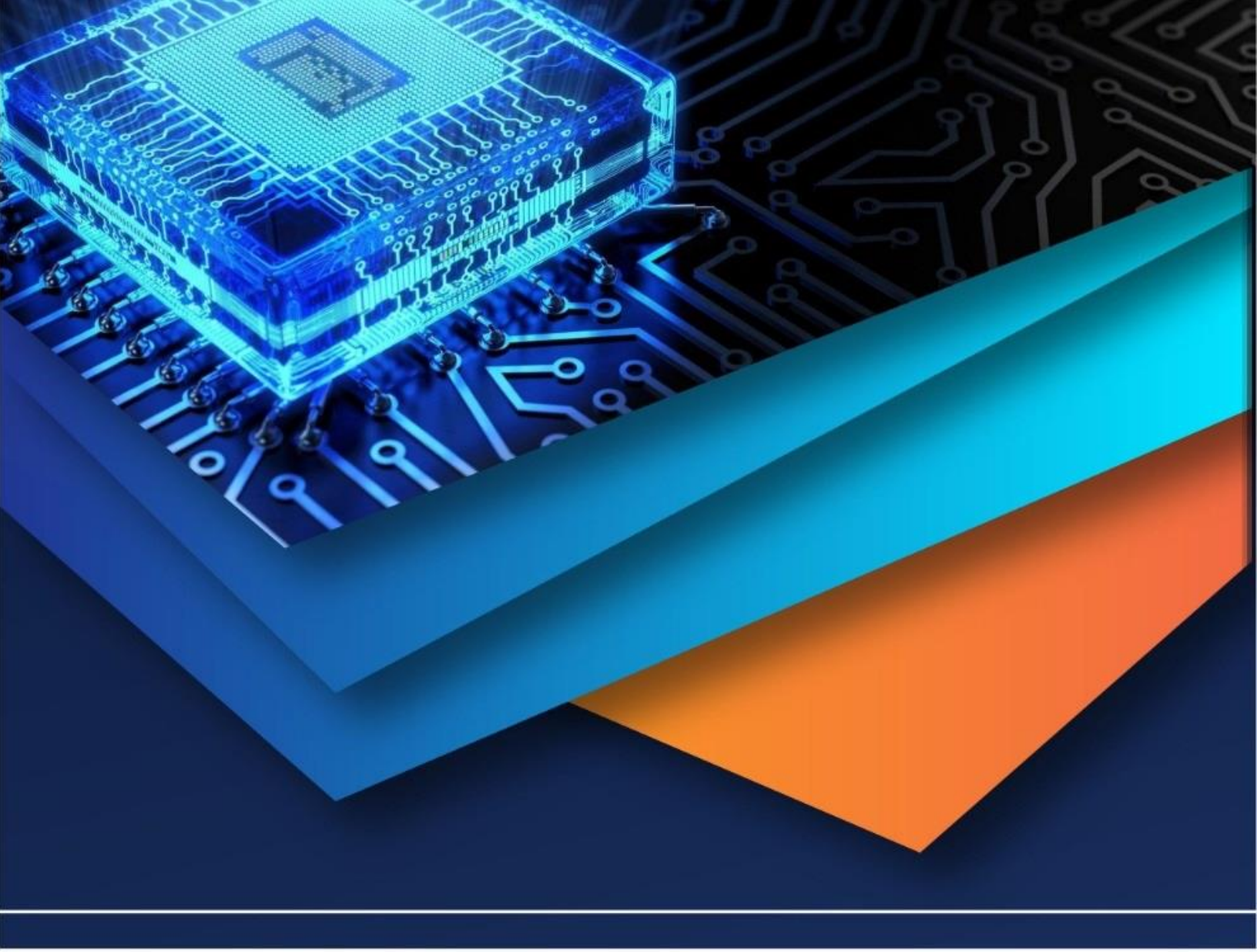

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