

# Attitude of Consumers towards Healthy Lifestyle & its Influence on Consumption of Fast Food Products

Namitha Peter<sup>1</sup>, Indraja K P<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Management Studies, St Teresa's College, Ernakulam

<sup>2</sup>BMS Student (2019 BATCH), Department of Management Studies, St Teresa's College, Ernakulam

**Abstract:** *The report presents Attitude of consumers towards healthy lifestyle & Its Influence on consumption of fast – food products. Fast food is a type of mass - produced food designed for commercial resale and with a strong priority placed on "speed of service" versus other relevant factors involved in culinary science. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at public house or diner and wait for their meal. There is an increase in the intake of fast - food products in the young individuals. It is also widely known that the current fast - food habits are related to the increase of over weight and obesity among adolescents and teenagers. This in turn, pose several health issues to the youngsters and thereby leading to an unhealthy lifestyle. The World Health Organization published a study which claims that deregulated food market share largely to blame for the obesity crisis, and suggested tighter regulations to reverse the trend. This study was to understand more about such issues and attitude of individuals on fast food products as well as healthy lifestyle. Also, to analyze whether the consumer attitude towards the price of fast food, health concerns etc. Will influence the frequency of fast food consumption. The study starts with the rational behind preparing the report, objective, history of fast food industry and also topics such as current fast food habits, dietary habits, inclination of individuals towards fitness habits and customer perception and consumption in food habits. All this research is then followed by a survey which reveals some facts about the food and fitness habits of individuals, the impact of rise in nutritional supplements and about money spent over fast food products etc. At last, I have concluded the report with my interpretation of the whole thing and the information collected is presented with help of charts and diagrams.*

## 1. Introduction to Study

Fast food is a type of mass - produced food designed for commercial resale and with a strong priority placed on "speed of service" versus other relevant factors involved in culinary science. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at a public house or diner and wait for their meal. By making speed of service the priority, this ensured that customers with strictly limited time (a commuter stopping to procure dinner to bring home to their family, for example, or an hourly laborer on a short lunch break) were not inconvenienced by waiting for their food to be cooked on - the - spot (as is expected from a traditional "sit down" restaurant). For those with no time to spare, fast food became a multibillion - dollar industry. Although a vast variety of food can be "cooked fast", "fast food" is a commercial term limited to food sold in a restaurant or store with frozen, preheated or precooked ingredients, and served to the customer in a packaged form for take - out/take - away. Fast food restaurants are traditionally distinguished by their ability to serve food via a drive - through. Outlets may be stands or kiosks, which may provide no shelter or seating, or fast – food restaurants.

## 2. Statement of Problem

There is an increase in the intake of fast - food products in the young individuals. It is also widely known that the current fast - food habits are related to the increase of over weight and obesity among adolescents and teenagers. This in turn, pose several health issues to the youngsters and thereby leading to an unhealthy lifestyle. The World Health Organization published a study which claims that deregulated food market share largely to blame for the

obesity crisis, and suggested tighter regulations to reverse the trend. This study will help to understand more about such issues and attitude of individuals on fast food products as well as healthy lifestyle. Also, to analyze whether the consumer attitude towards the price of fast food, health concerns etc. will influence the frequency of fast food consumption.

## 3. Significance of Study

This study will help to understand if there is a significant change in the attitude of the consumer upon their buying behaviour on fast food products. And is there a rise in the fitness habits of individuals. It might also help to find that whether consumers are willing to change their dietary habits or not.

## 4. Scope of Study

This project is conducted to study on the change in food habits of the public and to understand the attitude of individuals on fast food products as well as healthy lifestyle. The project studies on the preference of individuals for tasty food or a healthy lifestyle.

## 5. Objectives of Study

- To understand the increase in healthy habits of individuals.
- To understand the effect of fast – food products on individual's lifestyle.
- To study on the inclination of individuals towards fitness habits.
- To study the impact of rise in nutritional products such as supplements etc.

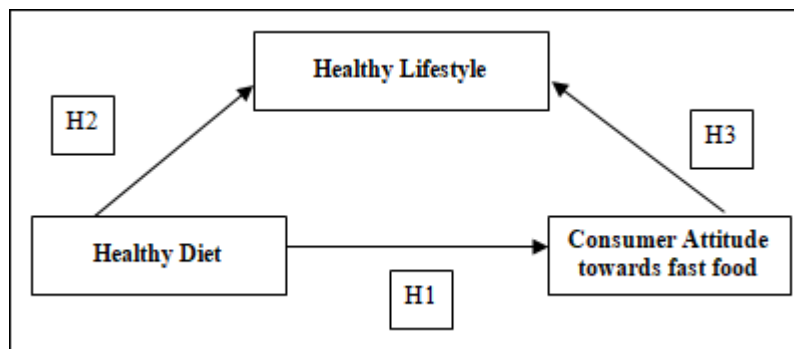
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- To understand the change in food habits of individuals.

## 6. Conceptual Model



### Research Hypothesis

**H1:** There is a negative relationship between healthy diet and attitude towards consumption of fast food.

**H2:** There is a positive relationship between healthy diet and healthy lifestyle.

**H3:** The relationship between healthy diet and attitude towards fast food is healthy lifestyle.

## 7. Research Methodology

### 7.1 Data Collection

When it comes to data collection, there are two methods that are generally used by researchers to collect data. These methods are Primary data collection methods and Secondary data collection methods. Primary data collection methods include collection of data through observation, interviews, questionnaire, case studies, projective techniques and schedules. Secondary data is one that already exists and it may be collected through published or unpublished sources. Published sources include publications by the government, public records, records held by banks etc. Unpublished sources include data from letters, diaries unpublished biographies and work etc. The researcher has used primary data mostly for the data collection. The researcher has used websites, journals, previous research paper.

### 7.2 Sampling Method

#### Population

Population is the collection of the elements which has some or the other characteristics in common. The number of elements in the population is the size of the population. In this survey, the population is universal.

#### Sample Size

The sample of the research is confined to Kerala. Keeping in view the limitation of the time and resources, the sample size taken is 115 respondents. Questionnaires were distributed to the respondents and enough time was given to fill questionnaire.

#### Sampling Technique

There are two mainly two types of sampling techniques – Probability and Non - probability sampling techniques. Probability sampling techniques uses randomization to make sure that every element of the population gets equal chance to be part of the selected sample. The various kinds of

probability sampling techniques are simple random, systematic, stratified random sampling, cluster and multi stage sampling. Non - probability sampling technique is more reliant on the researcher's ability to select elements for the sample. The outcome of his kind of sampling may be biased and may not be possible to extrapolate the outcome to the population. The various kinds of non - probability sampling techniques include convenience, purposive, quota and snowball sampling. The researcher has used convenience sampling technique to collect data on time and to avoid low response rate, as we are expecting 100% response rate.

#### Tools Used for Data Collection

The questionnaire is carefully designed to meet the requirements of the research. Most of the questions is constructed using five - point Likert Scale. There are also nominal and ordinal scale questions.

#### Data Analysis Techniques

The entire data has been analysed using SPSS software package. The tools used in the analysis in SPSS areas follows:

- Cross Tabulation and Chi - square
- Correlation

## 8. Limitations of the Study

- The respondents might not fully answer the questions.
- The research questions might not applicable to every individual.
- The respondent might or might not answer each question diligently.
- There is a chance of careless responses.
- The answers might not give the true information.

### Industry Profile, Consumers Attitude towards Healthy Lifestyle and Product Profile

#### a) Fast Food Industry

Fast food is a type of mass - produced food designed for commercial resale and with a strong priority placed on "speed of service" versus other relevant factors involved in culinary science. Fast food was originally created as a commercial strategy to accommodate the larger numbers of busy commuters, travelers and wage workers who often did not have the time to sit down at public house or diner and

wait for their meal. By making speed of service the priority, this ensured that customers with strictly limited time (a commuter stopping to procure inner to bring home to their family, for example, or an hourly laborer on a short lunch break) were not inconvenienced by waiting for their food to be cooked on - the - spot (as is expected from a traditional "sit down" restaurant). For those with no time to spare, fast food became a multi billion – dollar industry.

### b) Modern Commercial Fast Food Industry

Modern commercial fast - food industry is often highly processed and prepared in an industrial fashion, i. e., on a large scale with standard ingredients and standardized cooking and production methods. It is usually rapidly served in cartons or bags or in a plastic wrapping, in a fashion that minimizes cost. In most fast - food operations, menu items are generally made from processed ingredients prepared at a central supply facility and then shipped to individual outlets where they are reheated, cooked (usually by microwave or deep frying) or assembled in a short amount of time. This process ensures a consistent level of product quality, and is key to being able to deliver the order quickly to the customer and eliminate labor and equipment costs in the individual stores.

### c) List of few food chains

#### • Subway

In the past half - century or so, fast food chains have grown in numbers, reach, and revenue across the world. All because of one simple fact: People want tasty food, fast and cheap. Established a half - century ago, Subway has made massive strides and now boasts over 33, 000 eateries in more than 100 countries worldwide.

#### • McDonald's

McDonald's is one of the Biggest Fast Food Chains in the world. Chiming in the second position is burger giant McDonald, trailing Subway by nearly 1000 fewer locations in the world. As of this date, McDonald has over 3, 50, 00 stores in more than 118 countries worldwide. Over the years, its annual sales have soared to surpass the 29 - billion - dollar mark. It has pioneered the concept of Fast Food. No list of fast - food chains will ever make sense without even a slight mention of McDonald's.

#### • KFC

Amm!! It's finger - licking good, isn't it?

Sure, KFC needs to be in any Top fast - food chains in the world list. Kentucky Fried Chicken is the 6th largest, and one of the most popular fast - food chains in the world for its Southern - style chicken drumsticks and breasts. KFC has become a true international fast - food chain, replacing its signature chicken in Malaysia with one that's marinated in chillies, lemongrass, and lime juice with a crispy breading.

#### • Pizza Hut

Although the Pizza Hut Menu Prices have tumbled over the years, the popularity of the chain remains the same. Not many fast - food pizza chains can claim the popularity or revenue that Pizza Hut garners each year. The allure of its eateries lies in the fact that they offer numerous crust options and a variety of fresh toppings.

### d) Fast Food Industry of India

The fast food industry in India has evolved with the changing lifestyles of the young Indian population. The variety of gastronomic preferences across the regions, hereditary or acquired, has brought about different modules across the country. While India has always been a food - loving country with each region having its own special cuisine, Indians have never been very big on eating out. But all that is changing now. The restaurant industry in India has been growing at a rapid pace over the last decade or so and the growth story is set to continue for the next foreseeable future.

### Growth of fast food Industry in India

Fast food is one of the world's fastest growing food types. India is seeing rapid growth in the fast food and restaurant industries. It now accounts for roughly half of all restaurant revenues in the developed countries and continues to expand. The trend is radically changing the way people eat in India. Based on rising disposable income, changing consumer behaviour and favourable demographics, India is witnessing a tremendous growth in its fast food and restaurant industries.

### Consumers attitude towards healthy lifestyle

Consumers have become more conscious of the nutrition, health, and quality of the food they eat and healthiness has become an important criterion for food purchases. Nowadays, healthiness is the key criterion for most of the choices that the consumers make. A consumer's food decision not only affects an individual's healthiness, but also influences the success or failure of food products in today's consumer - oriented food market place.

### Consumer Behaviour

Consumer behaviour is the study of individuals, groups, or organisations and all the activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities.

### Healthy Diet

A healthy diet is a diet that helps to maintain or improve overall health. A healthy diet provides the body with essential nutrition: fluid, macronutrients, micronutrients, and adequate calories. A healthy diet may contain fruits, vegetables, and whole grains, and includes little to no processed food and sweetened beverages.

## 9. Data Analysis

Demographic Characters		No. of respondents	Percentage
Gender	Male	29	75%
	Female	86	25%
	Others	0	0%
Total		115	100%
Age	10-20	11	9.5%
	20-30	102	87.9%
	30-40	3	26%
Total		115	100%
Education	Student Qualification	92	80.2%
	Employed	20	17.2%
	Unemployed	3	2.6%
Total		115	100%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
12.Do you intend to follow a strict diet habit and work out in the future? 6. How often do you consume fast food products?	115	11.5%	884	88.5%	999	100.0%

12.Do you intend to follow a strict diet habit and work out in the future? 6. How often do you consume fast food products? Cross Tabulation						
Count						
		6. How often do you consume fast food products?				
		Very often	Once in a week	Once in a month	Once in a year	Total
12.Do you intend to follow a strict diet habit and work out in the future?	Strongly Agree	2	6	5	0	13
	Agree	6	12	10	1	29
	Neutral	8	38	19	0	65
	Disagree	3	1	0	0	4
	Strongly Agree	3	0	1	0	4
Total		22	57	35	1	115

Chi- Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi- Square	23.381 <sup>a</sup>	2	.025
Likelihood Ratio	21.062	12	.049
Liner- by- Linear Association	4.077	1	.043
N of Valid cases	115		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is .03			

#	Hypothesis Statement	Decision
H1	There is a negative relationship Between healthy diet and attitude towards consumption of fast food	Accepted

#	Hypothesis Statement	Decision
H2	There is a positive relationship Healthy diet and healthy lifestyle	Accepted

#	Hypothesis Statement	Decision
H3	The relationship between healthy diet and attitude towards fast food is healthy lifestyle	Accepted

10. Conclusions

The study done on the “Attitude of consumers towards healthy lifestyle and its influence on consumption fast food products” can be arrived at a conclusion that there is no significant change in the attitude of the consumer upon his buying behaviour of fast food products. Although there is arise in the fitness habits of individuals in the present scenario, there is no big improvement in the dietary habits of individuals. It can also be found that respondents are willing to change their dietary habits but are not still ready to give the commitment. Review done on the past researches, journals etc. shows that there is an increase in the obesity and other health issues among young children, adolescents and adults alike. Over the years, adherence to a healthy lifestyle has reduced among individuals all over the world. Fast food is still a rising business in the present scenario and there seems to be no change in the near future. The rise in fitness culture and nutritional diet has lead to an improvement in the attitude of individuals to have a healthier lifestyle at least in the future. But at present the

results won't be visible. Youngster has a positive or neutral attitude towards fast food products which has to be changed. Research studies of the past has proved that continuous consumption of fast food products leads to health issues such as obesity, heart diseases, low nutrition among adolescents. Past research studies has also proven that a healthy diet can be obtained only when individuals are aware of the significance of having a healthy diet. As given in an earlier study; the economic factors, age, income, education, household size, presence of children and other factors, such as consumer attitude towards the price of fast food, health concerns and child preference etc. influence the frequency of fast food consumption, parents or authorities can work accordingly to put a limit to the excess of marketing of fast food products. Officials can also take measure such as increasing the taxes, cost of raw materials etc. to decrease the consumption of fast food products. There needs to be a strong urge among individuals to follow a healthy lifestyle, healthy diet and decreased inclination towards processed food and food produced in the factories.

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