

A Study on Customer Preference Towards Junk Food with Special Preference to Coimbatore City

Ms.T.S.Sreenidhi ¹, V.Prateeksha ², M.Harivishal ³, I.Naresh ⁴, Praveen.K ⁵

¹ Assistant Professor Department of Commerce Business Application at Sri Krishna Arts and Science College Coimbatore
sreenidhith@skasc.ac.in

^{2,3,4,5} MIB Student Sri Krishna Arts and Science College Coimbatore

²prateekshav20mib044@skasc.ac.in, ³harivishalm20mib023@skasc.ac.in, ⁴nareshi20mib038@skasc.ac.in, ⁵praveenk20mib045

Abstract

Junk food is a casual term applied to some foods that are given the impression to have very little or no nutritional worth (i.e. containing "empty calories"); to merchandise with nutritional value, however even have ingredients thought of unhealthy once often eaten; or to those considered unhealthy to consume at all. Immediately from the definition of what food are, they will sound like one thing that's extremely bad, but forever there are exceptions to it. Unhealthy things will generally be sensible and kickshaws can sometimes be bad, it rely upon however they're used. What individuals didn't understand is that the diets many folks believe to be healthy most of the time contain junk food. Food is a lot of widespread attributable to expertise of nice taste, higher time period and straightforward transportation.

Keywords:

Common junk foods include:

- Chips (crisps)
- Candy gum,
- Most sweet desserts,
- Fried junk food
- Carbonated beverages (such as) Junk food is the term given to food that may be ready and served quickly.

Whereas meal with low preparation time is thought-about to be food, usually the term refers to food sold-out in a very edifice or store with inferiority preparation and served to the client in a prepacked type for take-out/take-away. The Junk food trade in Asian nation has evolved with the dynamic lifestyles of the young Indian population. The sheer type of culinary art preferences across regions, hereditary or acquired, has led to totally different modules across the country

Introduction

The food advertising is in addition "play" a superb role in junk food's popularity. Food has become very talked-about supply of food in everyday life. Once looking movies, studying, working on comes late within the dark, and reading a book, food has forever been a crony that folk relied on.

Eliminating the temptation for food and developing the notice for fitness are usually serving to in avoid the food from the healthy diet regimen. Junk foods are high in calories, salt, sugar, artificial color's and fats. Excess consumption of junk foods would lead rise to big choice of health disorders. The aim of this study was to know regarding food habits of students, their ingredients, alimantal price and their impact on human health. Foods are generally ready-to-eat Convenience foods containing high levels of saturated fats,

salt, or sugar, and little or no fruit, vegetables, or dietary fibre; and are thought of to own very little or no health benefits. Junk food has been a neighborhood of the yank society for years and now it become an addiction for many people.

Whereas meal with low preparation time are often considered to be Junk food, typically the term refers to food sold during a exceedingly in a very building or store with caliber preparation and served to the client throughout a prepackaged type for take-out/take-away. The food business in Asian country has been evolved with the ever-changing lifestyles of the young Indian population. The sheer kind of cuisine preferences across regions, hereditary or acquired, has caused totally different modules across the country.

This food are usually harmful to the body, if not consumed properly or an excessive quantity of it' consumed. However what most of the individuals didn't understand is that food really contains differing kinds of nutrients that the body needs. As tufts university health & nutrition's intellectual journal article "junk food, or junky food choices?" expressed for every bit of food we tend to consume there' a bit quantity of nutrients that we consume together with the food . as an example vitamins A, B6, Bi2, C, folate, calcium, protein, and iron. These necessary nutrition components are literally within the junk food, a supply of foo that folks believe to be harmful.

Objectives of the study:

1. To analyse the trend of junk food towards customer.
2. To know the factor influencing in choosing junk food.
3. To find the satisfaction level of consumer in preferring junk food.
4. To analysis the health-related issues in consuming junk food.

Need of the study:

There has been a rise in the consumption of junk food and also there is an expected rise in the growth of the junk food industry in the coming years. This study has been carried out so that the actual needs and preference of the public are found out through the questionnaires provided to them and suggestions can be made to the owners of the junk food outlets for their improvements. This study might help the owners of the junk food outlets to increase the customer satisfaction in the future. The findings of the study as well as suggestions given by the public if implemented are sure to benefit the junk food industry and also satisfy the consumers

Review Of Literature

- Cousins, Foskett et al. (2002) classified the factors in 5 "categories," according to their importance, as: (1) food ANd beverage, (2) serving, (3) cleanup hygiene, (4) price and (5) ambient.
- in keeping with gloria. food the advantage of on-line ordering and therefore the reasons for the expansion of food delivery app business are Convenience, less complicated menu to manage, vital savings, no problem and so on Food Panda is an introduction to the latest food sensation that's here to remain (Shiyin Chan, 2015) Food panda could be a world on-line food delivery marketplace headquartered in Berlin, Germany. Fun reality – they're additionally called greeting food in alternative places within the world
- S.J. Manjunath and Shireen Reginald (2016) conducted a quest on client satisfaction in food in Coimbatore and therefore the results discovered that quality and physical style are the key factors for satisfaction in junk food whereas Product Quality, Physical Design, Price, client satisfaction, Physical Environment, Taste, and Promotion are the most factors influencing the behaviour of shoppers in

Coimbatore and a big positive relationship between the on top of mentioned attributes can serve to be a key to client satisfaction.

Data analysis:

Simple Percentage Analysis

Table 4.1 Gender

Gender	No. of Respondents	Percent
Male	50	50.0
Female	50	50.0
Total	100	100.0

Source: Primary Data

Table 4.2 Age Group

Age Group	No. of Respondents	Percent
Below 13 years	7	7.0
16 to 20 years	55	55.0
21 to 25 years	29	29.0
25 years and above	9	9.0
Total	100	100.0

Source: Primary Data

Table 4.3 Marital Status

Marital status	No. of Respondents	Percent
Single	80	80.0
Married	20	20.0
Total	100	100.0

Source: Primary Data

TABLE 4.4 Occupation

Occupation	No. of Respondents	Percent
------------	--------------------	---------

School student	21	21.0
UG graduate	49	49.0
PG graduate	13	13.0
Employed	17	17.0
Total	100	100.0

Source: Primary Data

TABLE 4.5 Number Of Members In The Family

Number of members in your family	No. of Respondents	Percent
Up to 3 members	51	51.0
4 to 5 members	33	33.0
More than 5 members	16	16.0
Total	100	100.0

TABLE 4.6 Monthly Income

Monthly income	No. of Respondents	Percent
Up to Rs.10000	31	31.0
Rs.10001 to Rs.20000	30	30.0
Rs.20001 to Rs.30000	39	39.0
Total	100	100.0

Source: Primary Data

TABLE 4.7 Period of using Consuming Junk Food

Period of using consuming junk food	No. of Respondents	Percent
-------------------------------------	--------------------	---------

1 year	14	14.0
1-2 years	31	31.0
2-4 years	18	18.0
4-8 years	37	37.0
Total	100	100.0

Source: Primary Data

TABLE 4.8 Average Money Spend for A Junk Food

On average how much would you expect to pay for a junk food	No. of Respondents	Percent
Rs.300	23	23.0
Rs.400	27	27.0
Rs.500	20	20.0
Rs.600	16	16.0
More than Rs.600	14	14.0
Total	100	100.0

Source: Primary Data

TABLE 4.9 Period of Consuming Junk Food

Period of Consuming Junk Food	No. of Respondents	Percent
Daily	31	31.0
Weekly	46	46.0
Once in a month	20	20.0
Every 2-3 month	3	3.0
Total	100	100.0

Source: Primary Data

TABLE 4.10 Influence Of Advertisements To Intake Junk Foods

Influence of advertisements to intake junk foods	No. of Respondents	Percent
Yes	46	46.0
No	54	54.0
Total	100	100.0

Source:Primary data

Findings, Suggestions And Conclusion

Findings

A.Simple Percentage Analysis

- Equal Majority (50%) of the respondents are “Male” and the same level of respondents are “Female”.
- Most (55%) of the respondents are between “16 to 20 year” of age group.
- Most (80%) of the respondents are “Single” only.
- Most (49%) of the respondents are “UG graduate Employee”.
- Majority (51%) of the respondentsfamily count is “Upto 3 members”.
- Most (39%) of the respondents monthly income is between “Rs.20001 to Rs.30000”.
- Most (37%) of the respondents period of junk foods are between “4 to 8 years”.
- Most (27%) of the respondents spend averagely “Rs.400” for the junk food.
- Most (46%) of the respondents period of consuming junk food is “Weekly” once.
- Majority (54%) of the respondents stated “No” that they won’t get influenced by any advertisements to intake of junk foods

Suggestions

The junk food industry depends on their customers for their existence. They should therefore aim at satisfying their customers. To do so they should understand what the customers needs and fulfil their expectations, some of the suggestions based on the study.

- Theawareness of certain outlets such as dominos and rich foods is less compared to the other outlets
- Advertisements through display and internet may be improved to attract morecustomers.
- The junk food outlets must be more hygienic.
- The cost of the fast food items may be made reasonable.
- The preservation of food items may be improved
- Since the scholar crowd is a lot of and that they visit principally throughout the weekends, special promotional offers are often given during the weekends to face competition from completely different food shops and to draw in more clients.

- Special offers similar to “happy” hours can be given during the weekdays to extend the sales in weekdays also.
- Correct coaching can be given to stewards to satisfy international standards.
- Increase within the space of home delivery also can increase the customer base.
- Merchandise introduced across world junk food shops are often introduced at a similar time within the Indian outlets too.
- To supply a lot of enticing offers and discounts to the customers.
- To print and create the shoppers aware to the nutritional facts.
- Additionally to the food few health friendly food merchandise can be another in the menu.
- To take care of their delivery and service. additionally to maintain a stability in their services and quality of food

Conclusion

Any client survey could be a means that of obtaining valuable inputs from the client and deciphering then to supply valuable feedback to the users of the data. This study is finished thereupon objective solely. Consumer’s behaviour is usually studied as a result of bound selections square measure considerably suffering from their behaviour or expected actions. For this reason shopper behaviour is claimed to be applied discipline. in a very general sense, the foremost vital reason for learning shopper behaviour is that the important role it plays in our lives. abundant of our time is spent directly within the market place, consumption or participating in alternative activities. an oversized quantity of extra time is spent brooding about merchandise and services, reprehension friends concerning them, and seeing or hearing advertisements concerning them. additionally, the products individuals eat and also the manner during which they use them considerably influence however they live their daily lives. These general issues alone square measure enough to justify our study of shopper behaviour. However, several look for to grasp the behaviour of customers for what square measure thought to be additional immediate and tangible reasons.

Marketers should study their target customer’s needs, perceptions, preferences and shopping for behaviour. Such study can offer clues for developing new varieties, features, prices, channels, messages, and alternative promoting combine components within the food business. Associate analysis of consumer’s perspective could be a pre-requisite for the choice manufacturers of a planned economy as a result of it permits them to own an understanding of the present and future demand to match and provide with dynamical pattern of demand.

References

.

Author's profile:



First author: Ms.T.S Sreenidhi Assistant Professor Department of Commerce Business Applicationat SriKrishna Arts and ScienceCollegeCoimbatore

Second author: V.Prateeksha

MIB Student SriKrishna Arts And ScienceCollegeCoimbatore



Third author: M.Hari Vishal

MIB Student SriKrishna Artsand ScienceCollegeCoimbatore



Third author: I.Naresh

MIB Student SriKrishna Artsand ScienceCollegeCoimbatore



Fourth author: K.Praveen

MIB Student SriKrishna Artsand ScienceCollegeCoimbatore

