

# A Study On School Children's Perception Towards Frequency Of Visits And Selection Of Junk Food Retail Chain Store

Anu C Sekher\*, Manorselvi\*\*, K. Maran\*\*\*, Venkatesh. P\*\*\*\*

\*Research Scholar, St.Peters University, Chennai.

\*\*Associate Professor, St. Peters University, Chennai.

\*\*\* Professor, Sri Sairam Engineering College, Chennai

\*\*\*\*Assistant Professor, Sri Sairam Engineering College, Chennai

---

## Abstract:

In rising fast moving customer scenario in India, for the past one decade drastically changes in the market share and also positive trend change in consumer behavior consuming junk food habit during the cross-cultural. Due to work pressure and family nature the junk product consumable rate is slowly increased and consumer behaviour is changing today. In this respect the junk food product and various brands are slowly influenced Indian consumer mind to taste and eat very quickly without spending more time for cook and also hattrick working schedule. Present Indian junk food market turnover around \$24 billion in the year 2017-18, it is predicted to enlarged 18%-20% in the year 2020-2022. The foremost key factor for annual turnover in fast moving consumer goods section in advertisement for the last 10 years. the role of advertisement in numerous media prejudiced the Indian teenage age customer and children's mind to focus about the junk food products. Besides in Chennai metropolitan city, the middle and upper middle income group school children's rate is staidly increased and their family habits highly influenced the school children's to consume more junk food, the rate of junk food consumption is increased from 4% to 28% during the last seven years. On the basis of trend in the market and preference of children's purchasing behavior to the junk food, the study has attempted to identify the food and consumer goods market is increasing on a day to day wise. The Fast-moving Junk Food Marketing Unit emphases on school-based children and adolescents as customers with the purpose of having an influence on their food choice, food preference and food consumption behaviour. Their impact on family purchases is mainly due to the choice of toys and cereals. School-going children have a substantial impact on the choice and disbursement of their parents'. In this study, we presume that population size is finite and unknown; the formula was applied to know the sample size, and found the sample size is 500. To investigate the data collected on factors impact of advertisement and its influence on school going student's buying behavior of junk foods in Chennai city.

**Keywords:** Purchase Behaviour, Consumer, Market, Advertisement, Influence.

## 1.1 INTRODUCTION

The fast food and consumer goods market is constantly increased on day-to-day basis. The Food Marketing Unit focuses on middle income economic group family and their school children are the targeted customers to influence through advertisement and varieties of various junk dishes to consume more and to fulfil their satisfaction. The previous analysis shows that school-going students junk food consumption habit is steadily improved and children segment market is wide opportunities in addition to this, the middle income family customers are targeted by this market group to increase this market shares and also influence them by introduce new varieties of dishes, taste and best of customer relationship.

Blackwell et al. (2001) emphasis in this study, that adolescents' influence on organization payments varies by product user and degree. They required a far greater influence in the purchase of a product for their own consumption. Though there are a number of academic research analysis about shopper behavior in school children that there is a lack of systematic analysis of patron behavior of school children, and specifically the influence or role of buyer socialization agents (such as people, peers, retailers, and school), there is every chance that the true acknowledged fact that marketers might imagine that it is in school children. (McNeal, 1973).

However, the influence of advertising (and the role of mass media as a socializing agent) on school-learning children has been the subject of considerable analysis over the last thirty years (Meyer, 1987; Roedder, 1981; Macklin, 1987; Yavas & Abdul-Gader, 1993; Cardwell-Gardner & flyer, 1999). The findings of a recent study by Carlson et al. (2001) show that parental designs have a vital role to play in planning for mothers to socialize their children's school of television and television advertising.

Children's area unit strong to check and today's school kids board a fast-paced, dynamic technology world. Analysis must therefore be undertaken in order to understand the benefactor behavior school in which children go, and to investigate the reasons for why they feel and act the strategy that they are chasing. In the Indian context, a limited number of studies need to be investigated at present by the patron behavior school of children. It is therefore important to analyze the methodology of patronizing socialization in order to assess the patron behavior of children in school. A broad definition of the character and processes of purchaser socialization is provided so that an analysis has been carried out throughout this field over the last few decades.

The curiosity of promoters and media communicators in fast food consuming children customers has recently increased. The idea of selling to the children customers is not new in the market, but the way and idea in which children are integrated into the retail market (Cook DT. *Commodification of Childhood: Children's Wearing Trade* and, jointly, an increase in child shoppers. London: University Press; 2004). Promoting includes not only the goods, their price and the purpose of sale, but also the promotion and package vogue.

According to Young, most of the elderly do not know the differentiate between advertising, marketing and promotional activities (Young B. *children and advertising*. In: Marshall D, editor. *Understanding children as customers*. London: Sage; 2010. pp. 115-131). In any case, selling in Western countries is often approachable, given the fact that children and children are known to be a really necessary shopper group.

Marketers began to remember the increasing power of inspiration of children over their parents' buying behavior. Children and young people, not being a strong and economically powerful group, are committed to marketers for their ability to convert and convince their family settings. In developed nations, this reality is undoubtedly linked to the sufficiency of money at family intervals, to the huge variety of goods offered on the market, and more to children's own financial resources (pocket money, gifts for friends and summer jobs).

However, it was not always the case once, for example, that children's toys advertisements were designed to attract adult TV viewers and not children (Gross G. children and joint market: an American historical perspective). It does not imply that children did not gain the influence over the buying decision of their parents during this era, it rather indicates that marketers would later boost the sale of price for the children. This material was shown by the giant promoting pressure, victimization of children and youngsters, and the behavior of shoppers in households.

Cradle-to-grave promotion is therefore very relating, as the results of the marketers are aware that the sooner the child is caught in their nest, the sooner they begin to raise as their loyal customer in the future. This strategy was designed to be cheaper than the strategy of building up a loyal consumer at adult or senior age intervals. In this context, marketers generally use data on the psychological characteristics and social development of children (Piaget J. *Psychologie intelligence*. Praha: Portál (Original work: *La psychologie dell'intelligence*, written in 1947); 1999 and Bandura A. *Social Foundations of Thought and Action: A Social Psychological Character Theory*. Englewood Cliffs, NJ: Prentice-Hall; 1986) and, jointly, communication (more at intervals the theoretical foundations).

## **1.2 STATEMENT OF THE PROBLEM**

In growing fast moving consumer segment scenario in India, for the past one decade that there is radical changes in the junk food market share and also significant change in consumer buying behavior pattern, the western cross cultural influences the consumer mind in terms of lifestyle, fashion which leads to increase the consumer purchasing powers and adopt to this changes. Due to change in the family structure and more work pressures, the family members not focused and spending more time to cook as well as to relax. They are preferring very quick food with taste as well as affordability for their entire family members. In this respect and family environment and the children are slowly getting addictive for junk food even in their school hours. In India the junk food market turnover around \$26.5 billion in the year 2019, it is predicted to increased 18%-22% in the year 2020-2024. The main key factor to increase the annual turnover in fast moving consumer goods segment is advertisement, after the globalization, the Indian FMCG corporates play a vital role to attract the Indian consumer minds in different attributes like differentiation, advertisement, taste and preference. Besides, Chennai metropolitan city school children's junk food consumption pattern is constantly increased from 4% to 31% in the period 2010-2020. Based on the trend in the market and preference of children's to visit the retail outlets and analysis the occasions.

## **1.3 OBJECTIVES OF THE STUDY**

- To identify the influence of advertisement on school children consumption behaviour towards junk food.

## **2. REVIEW OF LITERATURE**

- **Adeolu B. Ayanwale, Taiwo Alimi and Matthew A. Ayanbimipe (2005)** The consumers state that the key drivers of Bournvita's performance and more efficiency to understand through the effectiveness of advertisement. It is very few topics cited other reasons also to choice of brand including price, packaging, and availability in the market. This is for the reason that, as long as product quality stays the same and as the brand is maintained, the price and other variables do not matter much for consumers. In view of the number of years this product existed as recognized by the consumers, the majority of customers aware of the quality of the product.
  - **Chrisa Arcan, Meg Bruening, Mary Story (2013)** The study explores the marketing of substances and child drinks as well as eating habits. A substantial factor affecting food and beverage requirements and shopping demands for the children is food and beverage. Perception towards the food and beverage industry to unhealthy TV ads American kids are poorly diets of nutrient-dense foods and are high in foods and drinks that are energy-dense (i.e. fruit, vegetables, low fat dairy, and whole grains) (i.e., chips, fast food, soda). Children are subjected to unhealthy food marketing messages, such as sugar breakfasts, fast food restaurants, snack food, such as chips, cakes, sweets, sugar-sweetened drinks and yoghurt, rather than all other food and drink. Children and young people spend a lot of time watching TV. As a result, young people are additive to a wide range of food and drink commercials each day. This exposure is also higher among ethnic minority groups.
  - **Prasanna Kumar & K. Venkateswara Raju (2013)** The study reveals that buyers have to act on incomplete details, each purchase and non-purchase decision involves a risk automatically and consciously. The volume of the customers depends upon the importance of the particular purchase and the amount of knowledge related to the category of goods and the competing brands. A purchasing decision can be seen as an optimization process by which consumers search for the most satisfying product or brand. The selection process can be seen as the search for the most satisfactory exchange between products that have desirable characteristics at various levels.
  - **Rajul Bhardwaj (2011)** The research focused on consumers perception about fast food stores. The atmosphere attracts and induce the customers as a daily atmosphere in any fast food market. The influence of the study indicated that customer anticipation should be followed by the plan to enhance the growth of business towards fast food and ensure that food is healthy. In addition, the customers expect to eat a high standard quality food in a quiet and pleasant environment. Quick food should not be entertained unless it is.
- .
- Mary Story, Simon French (2004)** The study focused on Food marketers are interested in youth as consumers the reasons their spending power, purchasing influence, and as future adult consumers. Different techniques and channels are used to reach youth and children, beginning when they are toddlers, to foster brand-building and influence junk food purchase behavior. These food marketing channels like television advertising, in-school marketing, product placements, kids clubs, the Internet, toys and products with brand logos, and youth-targeted promotions, such as cross-selling and tie-ins.

Mary Story<sup>1</sup> and Simone French (2020) The study reveals the association between junk food consumption and personal, familial, and social characteristics considering high school children in slran. The frequency of junk food consumption found to be

significantly higher in students whose fathers are graduate. The study emphasized Junk food consumption is an unhealthy adolescent nutritional habit that is highly affected by family structure, peer groups, and socioeconomic status. The study conclude that there was no significant relationship between the median frequency of junk food and education grade, gender, birth order, way of living with family, parents.

### 3. RESEARCH METHODOLOGY

Research Design is base for the overall research strategy and paper to find the solution for the problems. It is the guidelines for the researcher to lead the research systematically and conclude it. This research is fundamentally an exploratory one, in which a questionnaire seeks the primary data to answer the questions based on the related hypothesis. The study has followed two sources of data i.e. primary and secondary, the primary data was collected through a structured questionnaires testing of reliability and validity and the secondary data collected from various publish information. The study has adopted convenient sampling methods and the sample size of 622. Sampling area is located in Chennai and it is one of the metropolitan city in India. The selection of the respondents focused on school children and the selection of the junk food players are KFC, McDonalds, Dominos, Pizza Hut, Subway and Burger king.

### 4. DATA ANALYSIS

#### THE TABLE SHOWS THE GENDER OF CHILDREN AND JUNK FOOD CHAIN PREFERENCE

**Table No. 4.01**

Food chain	Male		Female		Total	%
	No. of Respondents	%	No. of Respondents	%		
KFC	46	11.3	50	23.3	96	15.4
McDonalds	85	20.8	35	16.4	120	19.29
Dominos	112	27.4	52	24.2	164	26.3
Pizza Hut	70	17.3	42	19.6	112	18.1
Subway	55	13.4	20	9.3	75	12.1
Burger King	40	9.8	15	7.0	55	8.8
<b>Total</b>	<b>408</b>	<b>100</b>	<b>214</b>	<b>100</b>	<b>622</b>	<b>100</b>

The above table exhibits children’s gender and preference of junk food, out of 622 respondents, 408 (65.5%) respondents belong to male children and 214 (34.5%) respondents are female children. Dominos dishes are highly preferred by both respondents in this respect 27.4% of the respondents of male and 24.2% of the respondents are female children. The second priority choice by the respondents to the McDonalds 20.8% male preferred and 16.4% female preferred McDonalds dishes. The third dishes preferred by both the respondents to the Pizza Hut and fourth, fifth food chain players like KFC and Subway. Based on the respondents

preference and choose the junk food chain, Dominos dominate in the children’s mind, 26.3% of the respondents are highly preferred to taste and eat dominos product.

**Table showing age wise respondents and junk food chain preference**

**Table No. 4.02**

Food chain	Age of the Respondents										Total	%
	<6		6-8		9-11		12-15		15-18			
	N	%	N	%	N	%	N	%	N	%		
KFC	6	17	8	12	20	17	33	15	21	10	88	14.5
McDonalds	4	11	13	20	36	32	43	21	28	13	124	19.7
Dominos	8	22	17	26	27	24	50	25	75	35	177	28.3
Pizza Hut	6	17	11	16	14	12	41	21	35	16	107	17.5
Subway	5	14	9	13	6	5	11	5	31	21	62	9.2
Burger King	6	17	7	10	9	8	22	10	20	9	64	10.8
<b>Total</b>	<b>35</b>	<b>100</b>	<b>65</b>	<b>100</b>	<b>112</b>	<b>100</b>	<b>200</b>	<b>100</b>	<b>210</b>	<b>100</b>	<b>622</b>	<b>100</b>

Sources: Primary Data

The above table shows the age of the respondents and their preference of junk food chain, the age is one of the key factors to decide the respondent desired to prefer junk food chain store and dishes. In this study that there are five category of age group respondents analyzed, the highest age wise segment in the study 12-15 and 15-18 age group of respondents are highly preferred Dominos dishes, the same age group of respondents are second preference to the McDonalds and third choice to Pizza Hut. The 6-8 and 9-11 children are mostly preferred the same food chain preferred by the highest age group of respondents in this study that is dominos and McDonalds and their second and third choice preferred respective to KFC and Pizza Hut. Based on the different age group of respondents 28.3% of respondents are highly preferred Dominos and second choice to McDonalds chain store.

**Table showing class wise children and fast food chain preference**

**Table No. 4.03**

Food chain	Class of the Respondents										Total	%
	1-3		4-5		6-8		9-10		HSS/Dip			
	N	%	N	%	N	%	N	%	N	%		
KFC	9	16	11	16	42	23	29	16	6	6	97	16
McDonalds	12	22	9	13	39	21	49	26	9	9	118	19
Dominos	8	15	18	24	43	23	43	23	64	42	176	26
Pizza Hut	11	20	13	18	25	14	36	19	23	16	108	17
Subway	10	18	10	16	13	9	11	7	20	14	64	12

Burger King	4	9	8	13	15	10	13	8	19	14	59	11
<b>Total</b>	<b>54</b>	<b>100</b>	<b>69</b>	<b>100</b>	<b>177</b>	<b>100</b>	<b>181</b>	<b>100</b>	<b>141</b>	<b>100</b>	<b>622</b>	<b>100</b>

Sources: Primary Data

The above table shows the children’s class wise preference of food chains, in this respect the researcher hypothesized whether the peer perception influence the children’s mind to prefer junk food in the classroom atmosphere. Based on the analysis that there is no influence of peer group to choose the junk food when the research was analyzed age wise preference and class wise preference of junk food. Hence, the researcher emphasized, the children’s family environment and advertisement play a vital role to prefer the junk food. The higher secondary and diploma level students (42%) are preferred Dominos and 16% of the respondents are preferred Pizza Hut. In the case of 9<sup>th</sup> and 10<sup>th</sup> std students preferred McDonalds and their second and third choice to Dominos and Pizza Hut.

**Table showing Sibling and fast food chain preference**

**Table No. 4.04**

Food chain	Sibling of the Respondents										Total
	1		2		3		>3		Nil		
	N	%	N	%	N	%	N	%	N	%	
KFC	35	21	26	15	11	18	4	21	23	11	99
McDonalds	33	20	37	21	13	22	4	21	34	17	121
Dominos	41	26	71	40	13	22	2	11	38	19	165
Pizza Hut	30	18	14	7	8	14	4	21	42	21	98
Subway	16	9	8	5	7	13	2	11	39	20	72
Burger King	10	6	22	12	6	11	3	15	26	12	67
<b>Total</b>	<b>165</b>	<b>100</b>	<b>178</b>	<b>100</b>	<b>58</b>	<b>100</b>	<b>19</b>	<b>100</b>	<b>202</b>	<b>100</b>	<b>622</b>

Sources: Primary Data

The above table shows the respondents sibling preferences to eat the selected junk food chains. In the study, out of 165 single sibling respondents, 26% of siblings preferred to eat Dominos, 20% of siblings preferred McDonalds and 21% of siblings preferred to eat KFC. Out of 178 respondents of two siblings 40% of the siblings are preferred Dominos and 21% of the respondents like to eat McDonalds and last priority to Subway. Out of 58 respondents of their three siblings Dominos and McDonalds preference are equal each (22%) and their second preference to KFC food. Based on the overall siblings performances, two siblings numbers for the study is high, according their preference Dominos is number one and McDonalds is placed in second to eat and taste the food chains.

**Table showing respondents family and Gender wise frequency of consumption of fast food chain for the month**

**Table No. 4.05**

Frequency of visit	Gender of the Respondents				Family Total	%
	Male		Female			
	N	%	N	%		
<3	94	23	89	40	183	29.5
3-5	250	62	80	36	330	53
>5	59	15	50	24	109	17.6
<b>Total</b>	<b>403</b>	<b>100</b>	<b>219</b>	<b>100</b>	<b>622</b>	<b>100</b>

Sources: Primary Data

The table presents the respondents frequency of visits and consumption of junk food along with their family. Out of 622 respondents, 183 respondents and their family used to visit and eat junk food in the respective junk food chain store less than three times in a month. The majority of the respondents of 330 (53%) are used to visit 3-5 times in a month. Only 109 (17.6%) respondents are used to frequent visits more than five times in a month. In respect to the gender wise analysis, majority of the male children (62%) are used to visit and eat of junk food 3-5 times in a month.

**Table showing class and frequency of visit fast food chain for the month of the respondents**

**Table No. 4.06**

Frequency of Visit	Class of the Respondents										Total	%
	1-3		4-5		6-8		9-10		HSS/Dip			
	N	%	N	%	N	%	N	%	N	%		
<3	25	46	30	43	38	22	83	46	7	4	183	29.5
3-5	23	43	30	43	88	50	75	39	115	81	331	53.2
>5	6	11	9	14	51	28	23	15	19	14	108	17.3
<b>Total</b>	<b>54</b>	<b>100</b>	<b>69</b>	<b>100</b>	<b>177</b>	<b>100</b>	<b>181</b>	<b>100</b>	<b>141</b>	<b>100</b>	<b>622</b>	<b>100</b>

Sources: Primary Data

The above table shows the class wise respondents are used to visits retail junk food chains, in this respect the majority (81%) of the diploma and higher secondary students are used to more frequent visits 3-5 times in a month. Only 14% of the same category students are used to visit more than five times in a month. In the class wise respondent category analysis, 9<sup>th</sup> - 10<sup>th</sup> std students (46%) are used to visit less than three times in a month, 39% of same class



category students are used to visits 3-5 times in a month. Besides, 6-8 std. students (50%) are used to visits 3-5 times in a month, 28% of same category students are used to visit more than five times and only 22% of respondents are used to visit less than three times in a month. Almost all student category under 1<sup>st</sup> – 6<sup>th</sup> std. are highly dependent with their parents. Hence, based on their parent initiatives they are used to visit the shop and consuming the junk food.

## **CONCLUSION**

India is one of the young economic countries in the world market, the per capita income and purchasing power is slowly increased, according to the changes the Indian consumer food habit, lifestyle and culture also slowly change in the day-to-day life. In addition to this, the family structure in the competitive economy and global environment is drastically change. Hence, both husband and wife are passionate to work and generate decent income for the family, due to the work pressures, time constraints they are unable to focus on management of children as well as preparation of food for their family in a right time. In this aspect, the junk food segment growing like mushroom in developing countries especially in India, the junk food players are utilized the market opportunities and targeted the middle income family and their children to taste and eat the varieties of junk food in the retail junk food chain store. The study reviews higher secondary and diploma students are highly independent rather than elementary and high school students. Hence, these students are frequently visiting the junk food retail store 3-5 times in a month. In addition to this that there is no peer students influence to visit the retail outlets the main cause from their parents and family environment. Based on the respondent frequent visits and select the retail junk chain Dominos plays a number one, McDonalds play a number two followed by Pizza Hut.

## **REFERENCES**

1. AbdullGafoorAwaan ,Muhammad Nawaz (2015),“Effects of Advertisement on Consumer’s Buying Behaviour with References to FMCGs in Southern Punjab-Pakistan, Journal of Marketing and Consumer Research,ISSN 2422-8451 An International Peer-reviewed Journal Vol.19, 2016,Pg No: 22-30.
2. Anmol Lamba, VeenaGarg, “Impact of junk food on health status and physical performance of school going children (12-16 Years)”, Nutrition49International Journal of Food Science and Nutrition, Volume2;Issue 6;November2017;PageNo.49-51.
3. B. N. Hopping, E. Erber, E Mead, T Sheehy, C Roache, S Sharma , “Socioeconomic indicators and frequency of traditional food, junk food, and fruit and vegetable consumption amongst Inuit adults in the Canadian Arctic”, J Hum Nutr Diet . 2010 Oct;23 Suppl 1:51-8.
4. Cuma Akbay, Gulgun Yildiz Tiryaki , Aykut Gul, “Consumer characteristics influencing fast food consumption in Turkey”, August 2007,Food Control 18(8):904-913.
5. Dr. Alice Escalante deCruz, Stephanie Phillips, Mieke Visch and DianeBulan Saunders, “The Junk Food Generation: A multi-country survey of theinfluence of televisionadvertisements on children”.

6. Kunkel D. et al. Psychological Issues in the Increasing Commercialization of Childhood: Report of the APA Task Force on Advertising and Children. Washington: American Psychological Association, 2004.
7. Mohapatra, Sanjay (2012). Information Strategy Design and Practices. Google Books: Springer Science & Business Media. p. 301. ISBN 978-1-4614-2427-7.
8. Rajul Bhardwaj(2011),” Perception about the Attributes of Selected Fast Food Retailers and their Impact on Consumer Satisfaction and Sales”,June-2011.
9. Shebar, Alex (April 3, 2009). "Free pizza deal was tasty accident". *cincinnati.com*. Archived from the original on September 3, 2014. Retrieved August 29, 2014.
10. Shin-Yi Chou,Inas Rashad,Michael Grossman, “Fast-Food Restaurant Advertising On Televisionand Its Influence On Childhood Obesity”, National Bureau Of Economic Research, Working Paper 11879<http://www.nber.org/papers/w11879>.
11. Smith, Andrew F. (5 September 2000). Encyclopedia of Junk Food and Fast Food. Greenwood Press. p. x. ISBN 978-0313335273
12. Sonia Livingstone, “A Commentary On The Research Evidence Regarding The Effects Of Food Promotion On Children”, Media@lse Department of Media and communication, February 2004.
13. Thayaparan Aruppillai and Paulina Mary Godwin Philip , “An Analysis of Consumers’ Buying Behaviour and Its Determinants of Fast Food in Sri Lanka”, International Journal of Economics and Finance; Vol. 7, No. 9;2015ISSN 1916-971XE-ISSN 1916-9728Published by Canadian Center of Science and Education . pageno-112-119.
14. Vinod Kumar Bishnoi and Ruchi Sharma, “The Impact of TV Advertising on Buying Behaviour: A Comparative Study of Urban and Rural Teenagers”, JK Journal of Management & Technology, ISSN 0975–0924 Volume 1, Number 1 (2009), pp. 65–76.
15. Young B. Children and advertising. In: Marshall D, editor. Understanding Children as Consumers. London: Sage; 2010. pp. 115-131.
16. Zahid Naeem (2012), “Increasing Trend of Junk Food Use in Saudi Arabia and Health Implications”, International Journal of Health Sciences 6(1):V-VI , December 2012.
17. Leila Mirhadyan,; Saeid Moradi Latreyi1,; AfsanehPasha1,; Ehsan Kazem Nejad Leili; (2020), Junk Food Consumption and its Associated Factors in High School Students in Rasht ,2017, Journal of research development in nursing & midwifery, Volume 17, Number 1 pp 52 - 66