CUSTOMER AWARENESS ABOUT FAST FOOD IN TUTICORIN DISTRICT

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ABSTRACT

Now-a-days the customers can visit any Hotels for purchasing Fast food. But the customer wants to have good quality products. So the quality is Important to any product. Hygienic products are must welcomed by the customer’s because poor quality rotten products affect the health. Another one is the selection of suitable place for Hotels. In cities establishing the Hotels with more facilities and they are easy to reach soon. In the study which entitles “customer awareness about fast food in tuticorin district”. The researcher focused the customer’s awareness towards fast food.

INTRODUCTION

People have a strong desire for recreation, education and other service. They have a strong preference for particular version of basic goods, and services consumer wants and motivation induce consumer preference for particular brands. There are various factors, which influence a consumer to purchase a product consumer preference is an underlying feeling, attitude and emotion concerning a product, service, brand, price etc. Markets observed a change in the Physiological behavior of consumers. There is an increasing awareness among the consumers to the changes taking place around them resulting in an urge to purchase various goods and services. This is ale of the changing personal and family, social and cultural influences. All this has resulted in making the consumer individualistic in the present era of ever changing consumer taste. In today’s fast life, everybody is looking for convenience and healthy food options.

1.1 Objectives of the Study

- To discuss briefly on quality and rates of fast food.
- To measure the level of opinion towards service quality, Price, environment prevailing in fast food.
- To give finding on the basis of the data collected and provide suggestion on the basis of observation.

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METHODOLOGY

The study is based on both primary and secondary data. Primary data have been collected through well questionnaire and the secondary data have been collected from books, journals, magazines and newspapers. The researcher has adopted convenient sampling method for the study. The researcher has used percentage analysis, anova and chi-square test.

**Ho: 1 Null Hypothesis:** There is no significant relationship between the Gender and Regular food habits of the respondents. The researcher classified the Gender as male and female. For Regular food habits it is classified under three groups’ Traditional food, Fashion food and Ancient food.

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<td>Chi-Square</td>
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Hence the Researcher Accepted the Hypothesis because the calculated value is Less than the table value. So, there is no significant relationship between the Gender and Regular food habits of the respondents

**Ho: 1 Null Hypothesis:** There is no significant relationship between the occupation of the respondents and Level of Satisfaction about fast food of the respondents. For the calculation for the chi-square test the researcher considered the factors occupation of the respondents (government servant, private servant, business men and professionals) and Level of Satisfaction about fast food (High Satisfied, Neutral and Dissatisfied)

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Hence the Researcher Accepted the Hypothesis because the calculated value is Less than the table value. So, there is no significant relationship between the occupation of the respondents and Level of Satisfaction about fast food of the respondents

FINDINGS

Fast foods are mostly liked by male person. Young people prefer to eat fast food. Unmarried young people are mostly interested to consume. In our society most people are literate. Fast food most users are degree holders. Of course they belong to young category. Fast food is consumed by all area people. Fast food usage is popular among less Income group people also. Mixed, work or other work people consume more fast food. Other work occupational back ground people mostly liked fast food. Single family, Nuclear family people consume more fast food. Traditional food consumption is also in the study area. We conclude that more people are not satisfied over the nutritional value content in the food. Fair nutritional value is the outcome of the above analysis. Fast food is accepted by many respondents. For many people fast food is agreeable as a diet. Fast food brings satisfaction over the taste quality and other relevant factors. The quality of the fast food is good reasonable. The price is normally high. We conclude that
fast food is easy reach to people. Fast food is recommended for all other society member. South Indian food is welcome among the people. Mostly cash sales are affected in the sale of fast food. Dinner is mostly availed by people. Once in a weak they take fast food for a change.

CONCLUSION

The fast food consumption affects the culture. More people liked the ancient food. Stomach is affected for Fast food. Fat, cholesterol and many diseases created by fast food. Fast food is prepared in lesser time and so on. North Indian food is also consumed in the study area. We conclude that fast food increases body weight which may lead to diseases. All types of food have its own merits and demerits. People said that preservative goods are healthy. Cool drinks are makes for throat infection. Unhealthy chemical mixtures do harm to the health of respondents. People said that we leave to healthy food to out next generation. Ancient food habits area healthier is concluded.

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