

RESEARCH PAPER ON CONSUMPTION PATTERNS OF PEOPLE

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ABSTRACT

'Eat healthy and live healthy' is one in all the essential necessities for long life. Sadly, today's world has been adapted to a system of consumption of foods that has many adverse effects on health. Economic process and urbanisation have greatly affected one's consumption habits and compelled many folks to consume fancy and high calorie quick foods, popularly called 'Fast foods'. To get a deeper insight, I decided to take a survey of people from different age groups on their consumption habits.

KEYWORDS: *Fast food, healthy food, age, etc.*

INTRODUCTION

Consumption of fast foods has become almost a global phenomenon. India's fast-food industry is expanding at the rate of 40% every year. India ranks 10th in the fast food per capita spending figures with 2.1% of expenditure in annual total spending.

Popularity of these food stuffs in this age of urbanization has been attributed to quick preparation and convenience of finishing a meal within no time. Great taste, attractive appearance along with advertising has played a major role in attracting people particularly of different age groups to the selling joints.

Therefore, this study was done to find out the consumption pattern of fast foods and its association with certain age groups.

Let's see through the data collected to determine a relationship between the same.

SUMMARY

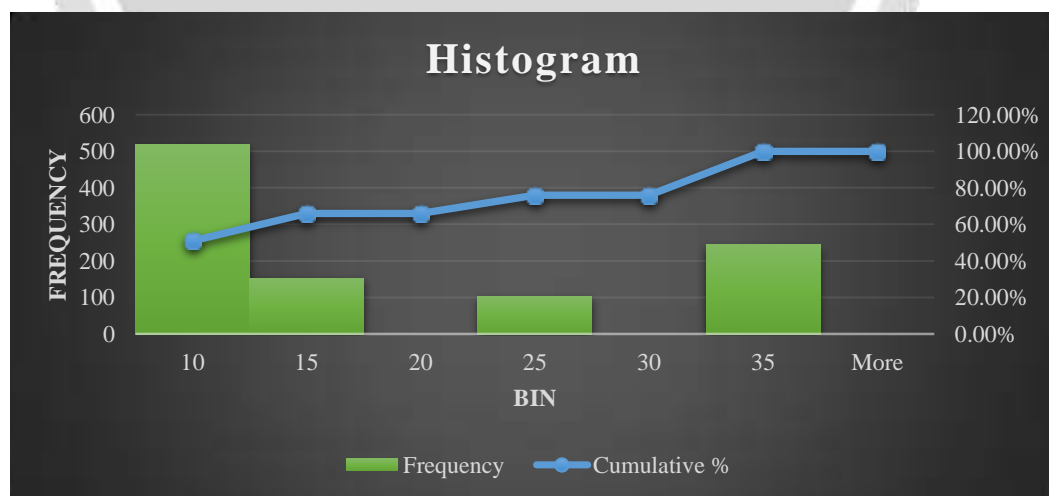
The data was obtained from a survey conducted by me which includes responses from people of various age groups. The survey aims at knowing how a person's age affects the food preference he makes, how often does he eat out, the amount of money spent on eating out weekly, etc. This research will help marketers such as fast food joints to target their target audience and gain the attention of their target groups and might help the consumers also realize the choices that they make unconsciously are bad.

OBJECTIVES

- To understand the preference of people between healthy food and fast food
- To understand how this preference is related to the age

<i>Bin</i>	<i>Frequency</i>	<i>Cumulative %</i>
10	518	50.98%
15	152	65.94%
20	0	65.94%
25	102	75.98%
30	0	75.98%
35	244	100.00%
More	0	100.00%

HISTOGRAM



DESCRIPTIVE STATISTICS

<i>What's your age?</i>		
		INTERPRETATION
Mean	26.515748 03	<i>THE AVERAGE AGE IS 26.52 YEARS</i>
Standard Error	0.3974385 38	
Median	25	<i>50% OF THE DATA LIES BETWEEN 25</i>
Mode	35	<i>MOST PEOPLE WHO WERE SURVEYED ARE OF AGE 35</i>
Standard Deviation	8.9578097 25	<i>ON AN AVERAGE DEVIATION BETWEEN EVERY PERSONS AGE AND ITS MEAN IS 8.96</i>
Sample Variance	80.242355 06	
Kurtosis	- 1.5665581 2	
Skewness	- 0.3540383 2	
Range	25	<i>THE DIFFERENCE BETWEEN THE HIGHEST AGE AND THE LOWEST AGE IS 25 YEARS</i>
Minimum	10	<i>THE LOWEST AGE IS 10</i>
Maximum	35	<i>THE HIGHEST AGE IS 35</i>
Sum	13470	<i>THE TOTAL SUM OF AGE IS 13470</i>
Count	508	<i>TOTAL NUMBER OF PEOPLE SURVEYED IS 508</i>

<i>When I am given the choice to eat Healthy Food or Fast Food, I choose</i>		
		INTERPRETATION
Mean	1.17519 685	<i>THE AVERAGE NO. OF PEOPLE</i>
Standard Error	0.01688 2405	
Median	1	<i>50% OF THE DATA LIES BETWEEN 1</i>
Mode	1	<i>MOST PEOPLE PREFER HEALTHY FOOD</i>
Standard Deviation	0.38051 0091	<i>ON AN AVERAGE DEVIATION BETWEEN EVERY PERSON EATING HEALTHY FOOD OR FAST FOOD AND ITS MEAN IS 0.38</i>
Sample Variance	0.14478 793	
Kurtosis	0.94130 2783	
Skewness	1.71394 6431	
Range	1	<i>THE DIFFERENCE BETWEEN THE HIGHEST AND LOWEST PERSON'S PREFERNCE OF HEALTHY FOOD OR FAST FOOD IS 1</i>
Minimum	1	<i>LOWEST NUMBER IS 1 BECAUSE OF THE KEY REFERENCE</i>
Maximum	2	<i>HIGHEST NUMBER IS 2 BECAUSE OF THE KEY REFERENCE</i>
Sum	597	<i>THE SUM OF THE TWO IS 597</i>
Count	508	<i>TOTAL NUMBER OF PEOPLE SURVEYED IS 508</i>

CORRELATION

	<i>What's your age?</i>	<i>When I am given the choice to eat Healthy Food or Fast Food, I choose</i>
What's your age?	1	
When I am given the choice to eat Healthy Food or Fast Food, I choose	- 0.40500557 3	1

Imperfect Negative Correlation

Since the two variables have an inverse relationship i.e., as the age increases, people prefer to have healthy food but since the relationship is imperfect, it might not be proportional.

REGRESSION

Regression Statistics								
Multiple R	0.405005573							
R Square	0.164029514							
Adjusted R Square	0.162377398							
Standard Error	0.348249397							
Observations	508							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	12.04099332	12.04099332	99.28452679	1.7875E-21			
Residual	506	61.36648699	0.121277642					
Total	507	73.40748031						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.631369485	0.048318382	33.7629161	1.0635E-131	1.536440132	1.726298837	1.536440132	1.726298837
What's your age?	-0.017203838	0.001726571	-9.964162122	1.7875E-21	0.02059597	0.013811706	0.02059597	0.013811706

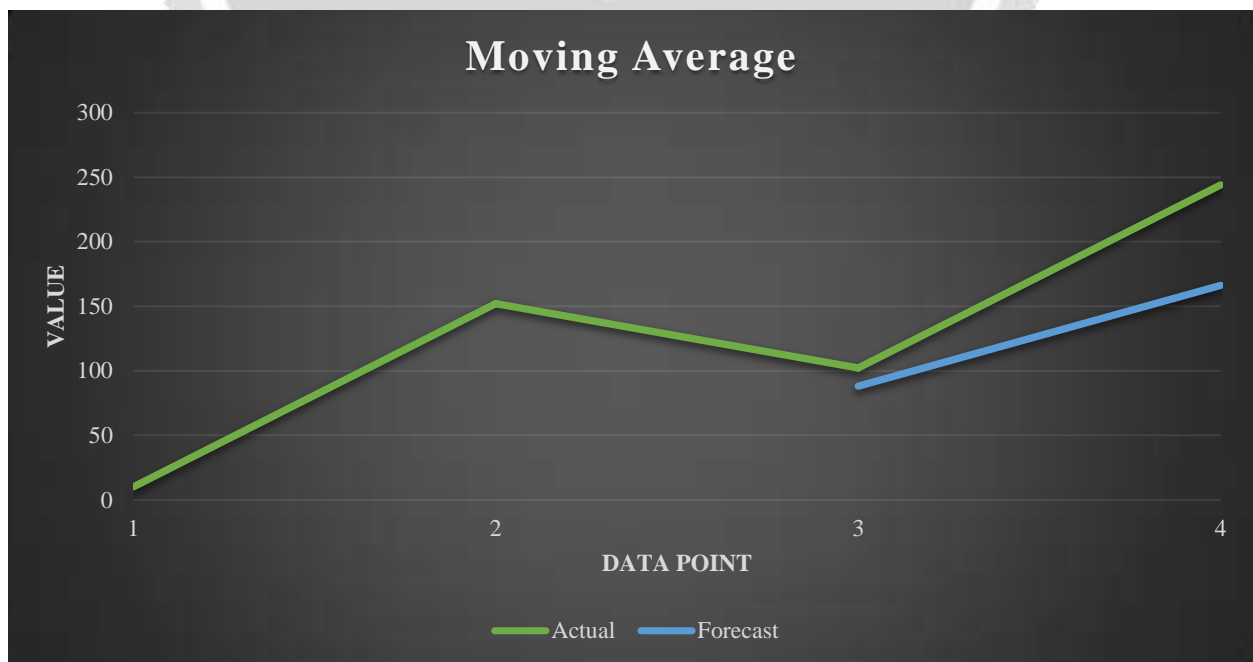
$Y = a + bx$
$Y = 1.63 - 0.02x$
Interpretation- If age increases by -0.02 years then the no. of people preferring fast food increases with a constant value of 1.63

INTERPRETATION

If age changes by -0.017 then 1 unit of age i.e., years, of consumption of fast food increases with a constant value of 1.63. So, it is found that younger people have a tendency to consume more fast food as compared to the elder ones.

THREE YEARLY MOVING AVERAGE

Age	Count of When I am given the choice to eat Healthy Food or Fast Food, I choose	Moving Average
10	10	#N/A
15	152	#N/A
25	102	88
35	244	166
Grand Total	508	



INTERPRETATION

The forecast for the year is as follows, so as the age would increase the people would want to opt for healthier food.

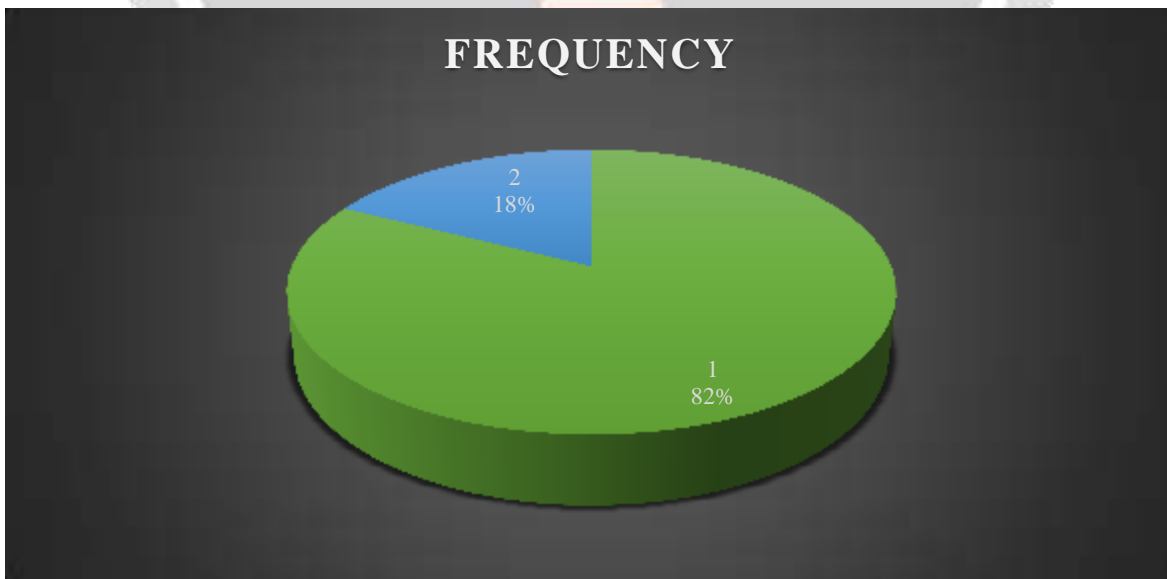
ANALYSIS

Age	Count of When I am given the choice to eat Healthy Food or Fast Food, I choose
1	419
2	89
Grand Total	508

INTERPRETATION

82% of the people prefer fast food whereas only 18% of the people prefer healthy food.

So, it is deduced that majority of the population prefers Fast Food.



CONCLUSION

If a marketer wants to enter food industry, he should enter the fast food segment targeting the younger consumers i.e., in the age of 10-29.

Also, he can keep the prices significantly since people are willing to spend quite a decent amount on the same.

For consumers, this is a harsh reality check of the lifestyle they are leading and this might have adverse impacts on their health.

APPENDIX

The screenshot shows a Google Forms survey titled "Eating Habits Survey". The form has two questions:

- What is your Gender? (Radio buttons for Female, Male, Other...)
- How often do you eat fast food? (i.e. Pizza, burgers, fries, etc.) (Radio buttons for Never, Sometimes, Often, Always)

Below the form is a table of responses. The table has 7 columns: Question ID, Name, Age, Gender, Frequency of fast food consumption, Choice between healthy and fast food, and Likelihood to spend more.

Q. No.	B	C	D	E	F	G
1	Please enter your name	What's your age?	What is your Gender?	How Often do you eat fast food? (i.e. Pizza, burgers, fries, etc.)	When I am given the choice to eat Healthy Food or Fast Food, I choose	How much are you likely to spend
58	Ajeet Kaur sarah	35	2	2	2	1
59	Ani Nitesh Ponda	35	2	2	2	1
60	Narendrapal Singh sarah	35	1	2	2	1
61	Niranjan	35	1	1	1	1
62	Manish Wankhede	35	1	1	1	1
63	Santl Chirania	35	1	2	2	1
64	Kamlesh Gurnani	35	1	2	2	2
65	Pankaj	35	1	2	2	1
66	Rakesh Wadhwan	35	1	2	2	1
67	Santl Laddhad	35	1	1	1	2
68	Rajeev	35	1	2	2	1
69	Sarandra jaiswal	35	1	2	2	1
70	Swati Vipul Jain	25	2	2	2	1
71	Jatin Jain	25	1	2	2	1
72	Arvind	35	1	1	1	1
73	Shabbir Daud	35	1	2	2	1
74	Ashya	25	1	2	2	1
75	Jitesh Rathor	35	1	2	2	1
76	Shubham Agrawal	15	1	3	3	2
77	Rajeev Baid	35	1	2	2	1
78	Pravin Bhumber	35	1	2	2	1
79	Hemant jodal	35	1	2	2	1
80	Aeshul	35	1	2	2	1
81	Gaurav	25	1	2	2	1
82	Santl khelan	35	1	1	1	1
83	Sanjay Jais	35	1	2	2	1
84	Pragya	25	2	2	2	1
85	Seshant Pawar	35	1	2	2	1
86	Vinod Saboo	35	1	2	2	1

THE DATA SET IS ORIGINAL AND IS COLLECTED BY ME USING GOOGLE FORMS.