

CONSUMER PREFERENCE TOWARDS NON-VEGETARIAN FAST-FOOD OUTLET IN AHMEDABAD

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ABSTRACT

There is an increasing trend seen in fast food category since previous years. Ahmedabad has become a hub of various corporate & the culture is being more modernized giving a greater edge to fast food service industry. Young people have grown up with various ethnic styles, but everyone is looking for new things. The objective is to monitor and analyse industry trends in Ahmedabad region, including in-depth data on market share and market size – from the “big picture” qualitative analysis; down to specific category data. I have conducted the most comprehensive research on the fast food category within the consumer foodservice industry. I have used various statistical techniques like analyses like multiple regressions, chi square, t test etc. I have used 250 respondents of Ahmedabad city for the research study. Of the 250 respondents that are sampled 47 respondents don't visit any of the Non-Vegetarian fast-food chain of restaurants. i.e. around 19% customer don't have their preference towards Non-Vegetarian Fast-food outlet.

Key Words: Fast food, Non Veg food, Consumer, Ahmedabad

Introduction

Fast food is the term given to food that can be prepared and served very quickly. While any meal with low preparation time can be considered to be fast food, typically the term refers to food sold in a restaurant or store with low quality preparation and served to the customer in a packaged form for take-out/take-away.

For the research study, literature review has been done which is as under. Firstly the literature review was conducted to understand the various factors that are important for the selection of restaurants by the customer and to get knowledge about different fast-food chain offering Non-Vegetarian food. Based on the literature review the initial questionnaire was prepared and pilot study was conducted to understand the psychology of the customer. After that the final questionnaire was prepared and was administered to the customer to get the final results of the survey.

In the present business scenario, identification of consumer preference has become a crucial element. In this study, we found that consumer prefer those restaurants that provide maximum degree of satisfaction. By this study, it has been concluded that various factor are responsible for affecting the choice of the customer regarding restaurants. The restaurant managers can increase their sale and market share by taking into account these underlying factors. The various factors are payment option and behavior of staff, presentation, price, hygiene and quality of food, quality of beverages, ambience and experience, behavior and loyalty, comfort and promptness, packaging and service.

Literature Review

McCoolb, Feinstein (1998): Examined attributes that attribute to consumer meal choice decision within a prix fix menu. The results showed that consumer consider value for price as the most important consideration for their meal bundle choices.

Carrol, Siguaw, Cornell (2003) discovered that the rise of internet based room reservation is presenting a challenge for controlling distribution, while also working with the intermediaries that can help sell rooms to hoteliers.

Heah, Jeanie (2008) identified that in restaurants of south India, using a large leaf as plate is not surprise. Right

way to eat would be fingers, but many non-Indian diners chose the use of cutlery. It certainly takes away the worry of removing the curry and masala stain after the meal.

Rodriguez, Berges, Casellas (2002) explained Argentinean consumers are less likely to buy fresh fruit and vegetables, red meat and bread at the supermarket. They would rather buy these from shops offering personal attention and services of those products.

Shukalakamala, Boyce (1998) discovered the importance of knowing the consumer preference and observed that demand estimation is essentials to the success. This research investigated customer perception, acceptance and expectation. This study was focused related to authentic Thai dining experience. One of the major goals of this research is to provide facts for restaurants owners. This service must be based on customer expectation for an authentic cuisine experience.

Strugnell (1997) focuses on Irish consumers as to why they are becoming more accustomed to ethnic cuisine although traditional meals are popular. This paper focused on a consumer questionnaire designed to examine consumer attitudes towards consumption of chilled ready meals. These products are often purchased as a convenient alternative or a weekly treat. Respondents in urban location are more significantly likely to consume chilled ready meals comprising of men, younger and single respondent.

Objectives of the Study

- To analyze the preference of the Non-Vegetarians and Vegetarians towards the Non-Vegetarian Food Outlets
- To identify the underlying factors for selection of the restaurants.
- To identify the preference of different group of customers towards the Non-Vegetarian food outlet
- To identify the satisfaction level of customer towards Non-Vegetarian food outlet.

Scope of The Study

To understand the consumer preference towards Non-Vegetarian food outlet in Ahmedabad city. Organized fast food outlet like McDonalds, Subway, Domino's Pizza are considered to analyze the preference.

Research Design: Descriptive type of research design is used to conduct the research

Data Sources

1. Primary Sources

Primary Sources of data include questionnaire which is administered to the customers. The primary intention of the questionnaire is to find out the various factors important for the success of a Non-Vegetarian food outlet and also the ways in which the preference towards Non-vegetarian outlet can be increased for both vegetarian and Non-vegetarian customer.

2. Secondary Sources

Secondary sources include newspapers (i.e. The Times of India, The Hindu), Marketing journals (i.e. Indian Journal of Marketing) and research papers available via internet

Sampling Plan

1. **Population:** Population includes consumer preferring different restaurants in the city of Ahmedabad.
2. **Sampling Unit:** consumers preferring Fast-Food restaurants in the Ahmedabad City.
3. **Sampling Technique:** Non probability sampling, in which Convenience Sampling is used for the study.
4. **Sample Size:** 250 respondents.

Hypothesis

1. **H1:** To check whether there is significant relationship between Gender of the respondent and Preference of food at home.
2. **H2:** To check whether there is significant relationship between Age of the respondent and Preference of food at home.

3. **H3:** To check whether There is significant relationship between Religion of the respondent and Preference of food at home.
4. **H4:** To check whether There is significant relationship between Education of the respondent and Preference of food at home.
5. **H5:** To check whether there is significant relationship between Occupation of the respondent and Preference of food at home.
6. **H6:** To check whether there is significant relationship between Family Annual Income of the respondent and Preference of food at home.
7. **H7:** To check whether there is significant relationship between enjoying combination of both type of food at restaurant and Preference of food at home.
8. **H8:** To check whether there is significant relationship between Pleasure of having Non-Vegetarian outside and Preference of food at home.
9. **H9:** To check whether there is significant relationship between Introduction of more Vegetarian items provide better choice and Preference of food at home
10. **H10:** To check whether There is significant relationship between Maintaining quality level for both types of food and Preference of food at home
11. **H11:** To check whether there is significant relationship between Having separate counter for food provides relaxation in consumption and Preference of food at home.
12. **H12:** To check whether there is significant relationship between Pleasure of having Non-Vegetarian outside and Preference of food at home.
13. **H13:** To check whether there is significant relationship between Believing that having Non-Veg has become fashion today and Preference of food at home.
14. **H14:** To check whether there is significant relationship between frequency of visit and preference of type of meal at McDonalds.
15. **H15:** To check whether there is significant relationship between frequency of visit and preference of type of meal at Subway.
16. **H16:** To check whether there is significant relationship between frequency of visit and preference of type of meal at Domino's Pizza

Hypothesis Analysis

Sr. No.	Null Hypothesis	Significant Value	Standard Value	Accepted or Rejected
1	There is no significant relationship between Gender of the respondent and Preference of food at home	.756	0.05	Accepted
2	There is no significant relationship between Age of the respondent and Preference of food at home	.002	0.05	Rejected
3	There is no significant relationship between Religion of the respondent and Preference of food at home	.000	0.05	Rejected
4	There is no significant relationship between Education of the respondent and Preference of food at home	.146	0.05	Accepted
5	There is no significant relationship between Occupation of the respondent and Preference of food at home	.029	0.05	Rejected
6	There is no significant relationship between Family Annual Income of the respondent and Preference of food at home	.104	0.05	Accepted
7	There is no significant relationship between Enjoying combination of both type of food at restaurant and Preference of food at home	.000	0.05	Rejected
8	There is no significant relationship between	.001	0.05	Rejected

	Pleasure of having Non-Vegetarian outside and Preference of food at home			
9	There is no significant relationship between Introduction of more Vegetarian items provide better choice and Preference of food at home	.000	0.05	Rejected
10	There is no significant relationship between Maintaining quality level for both types of food and Preference of food at home	.000	0.05	Rejected
11	There is no significant relationship between Having separate counter for food provides relaxation in consumption and Preference of food at home	.000	0.05	Rejected
12	There is no significant relationship between Pleasure of having Non-Vegetarian outside and Preference of food at home	.110	0.05	Accepted
13	There is no significant relationship between Believing that having Non-Veg has become fashion today and Preference of food at home	.000	0.05	Rejected
14	There is no significant relationship between frequency of visit and preference of type of meal at McDonalds	.006	0.05	Rejected
15	There is no significant relationship between frequency of visit and preference of type of meal at Subway	.568	0.05	Accepted
16	There is no significant relationship between frequency of visit and preference of type of meal at Domino's Pizza	.007	0.05	Rejected

Factor Analysis

Factor analysis, which identifies the latent or underlying factors from an array of seemingly important variable was done.

Variance Table 1

	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.289	20.559	20.559	2.200	13.750	13.750
2	2.267	14.169	34.728	1.953	12.204	25.954
3	1.614	10.086	44.814	1.877	11.729	37.684
4	1.420	8.875	53.689	1.747	10.921	48.605
5	1.090	6.812	60.501	1.520	9.499	58.104
6	1.043	6.519	67.020	1.426	8.916	67.020
7	.918	5.736	72.756			
8	.730	4.564	77.320			
9	.707	4.416	81.736			
10	.569	3.553	85.289			
11	.546	3.412	88.701			
12	.460	2.873	91.574			

13	.428	2.677	94.251
14	.346	2.162	96.412
15	.306	1.912	98.324
16	.268	1.676	100.000

All the factors have been given appropriate names according to the variables that are been loaded on each factor.

Table 2

Naming of Factors				
Factor No.	Name of the factors	% Variance	Variables	Factor Loading
F1	Package and Payment	13.750	16 - Take home Facility 15 - Discounted Packages 13 - Availability of payment options 14 - Parking Place	.755 .723 .723 .580
F2	Quality of Product	12.204	6 - Quality of the beverages 5 - Quality of the Food	.878 .862
F3	Product and Services	11.729	2 - Price of the products 3 - Promptness of the services 1 - Variety of the menu offered	.802 .707 .562
F4	Presentation	10.921	9 - Relaxing Atmosphere 8 - Cleanliness 7 - Waiter's Attire	.701 .671 .536
F5	Location and Promotion	9.499	12 - Location 11 - Special Events at the Restaurants	.854 .724
F6	Seating Arrangement	8.916	10 - Separate seating Arrangement for Family 4 - Sitting Arrangement	.781 .597

Description of the Factors

Package and the Payment option has emerged as the most important determinants of the factors affecting selection of the restaurants with the total 2.200 and variance 13.750. Major variables constituting this factor include Take Home Facility, Discounted Packages, Availability of the payment option and Parking Place.

Quality of Product affects the selection of restaurants with the total 1.953 and variance 12.204. Major variables constituting this factor includes Quality of the beverages and Quality of the Food.

Product and Services affects the selection of restaurants with the total 1.877 and variance 11.729. Major variables constituting this factor include Price of the product, Promptness of the services and variety of the menu offered.

Presentation affects the selection of restaurants with the total 1.747 and variance 10.921. Major variables constituting this factor include Relaxing Atmosphere, Cleanliness and Waiter's Attire.

Location and Promotion affects the selection of restaurants with the total 1.520 and variance 9.499. Major variables constituting this factor include Location and the Special events at the restaurants.

Seating Arrangement affects the selection of restaurants with the total 1.426 and variance 8.916. Major variables constituting this factor include Sitting space and the Separate seating arrangement for family at the restaurants.

Findings

Of the 250 respondents that are sampled 47 respondents don't visit any of the Non-Vegetarian fast-food chain of restaurants. i.e. around 19% customer don't have their preference towards Non-Vegetarian Fast-food outlet. The respondents who don't visit the Fast-food restaurants, the most important aspect that will increase their preference towards the Non-Vegetarian Fast-food outlet are the Separate seating arrangement and Overall Separation. Also the major reasons because of which they don't visit these restaurants are Hurting Religious Sentiments and No Improvement would change their preference.

In any of the Non-vegetarian fast-food outlet, customers generally prefer Vegetarian food items over Non-vegetarian food items. There is significant relationship found between Age of the respondent, Religion of the respondent and Occupation of the respondent with Preference of food at home. There is significant relationship between Enjoying combination of both type of food at restaurant and Preference of food at home and hence there is correlation between Enjoying combination of both type of food at restaurant and the Preference of food at home.

There is significant relationship between Pleasure of having Non-Vegetarian outside and Preference of food at home. And hence there is correlation between Pleasure of having Non-Vegetarian outside and the Preference of food at home. There is significant relationship between Introduction of more Vegetarian items provide better choice and Preference of food at home. And hence there is correlation between Introduction of more Vegetarian items provide better choice and the Preference of food at home.

There is significant relationship between Maintaining quality level for both types of food and Preference of food at home. And hence there is correlation between Maintaining quality level for both types of food and the Preference of food at home. There is significant relationship between Having separate counter for food provides relaxation in consumption and Preference of food at home. And hence there is correlation between Having separate counter for food provides relaxation in consumption and the Preference of food at home. There is no significant relationship between Having Non-Veg food in form of snacks and Preference of food at home. There is significant relationship between Believing that having Non-Veg has become fashion today and Preference of food at home. And hence there is correlation between Believing that having Non-Veg has become fashion today and the Preference of food at home. There is significant relationship between frequency of visit and preference of type of meal at McDonalds and Domino's Pizza. There is no significant relationship between frequency of visit and preference of type of meal at Subway.

Conclusion and Suggestions

From the above study I conclude that the preference towards the Non-vegetarian food outlet among the customer is quite high and very few respondent have not visited the non-vegetarian food outlet mainly because it hurts their religious sentiments. Also among the various factors considered for the selection of restaurants quality of products offered, promptness of the services and pricing of products (discount packages) are important.

- Overall separation right from kitchen to delivery of food with special emphasis on separate seating arrangement for Vegetarian and Non-vegetarian customers.
- Non-vegetarian food outlets should provide more vegetarian items which would provide more choice to their customers.
- Store should maintain cleanliness and quality level for both type of food served.
- Subway should focus on the promptness of their services and pricing of their products as gap is found between importance of those factors and the satisfaction level of their customers.

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