



DIFFERENT FACTORS IN GOA AND THEIR IMPACT ON CHILDREN'S FAST-FOOD INTAKE

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Abstract

The purpose of this research is to identify the characteristics that influence the fast food habits of children aged 6 to 12 years old. One thousand kids from different schools in Goa's urban and rural regions made up the sample. The research indicated that different variables had a greater impact in rural regions than in urban ones. It was discovered that the features of the product and its convenience are the primary elements that impact children's preference for fast food, with a more relaxed attitude toward homemade cuisine coming in second.

Keywords: *Children, Fast Food, Pocket Money, Product Characteristics, Convenience.*

Introduction

dietary advertising is a powerful force in shaping the eating habits and dietary preferences of young people, together with other aspects (Story, Neumark, & French, 2002). Brand awareness, brand choice, and brand loyalty seem to be major motivators in the extensive marketing campaigns aimed at young people, particularly youngsters. Marketers are aware that children as young as infants and preschoolers have significant purchasing impact and may effectively negotiate purchases by using the "nag factor" or "pester power" (McNeal, 1999). During a 30-day period, Isler et al. looked at where, what, and how often items were requested by children aged 3-11 from their moms. More than half of all requests were for food, including things like cereal (7 percent), fast food (4 percent), and fruits and vegetables (3 percent) (Isler, Popper, & Ward, 1987).

Literature Review

Most children's first purchases of candy are made before they are five. They are unconcerned with the popularity of candy made by foreign companies. Wafers are the youngsters' favorite, and they like to buy national brands. Marketers have found that giving away freebies is the most successful form of advertising. When it comes to choosing a sweet treat, consumers are most and least influenced by the product's flavor and form. It was found that (Singh & Ram, 2010).

More people are eating fast food, which tends to be heavy in saturated fat and salt and poor in dietary fiber, calcium, and iron. Fast food consumption is correlated with weight increase, according to data collected in the West. There is growing fear that emerging nations like India would succumb to obesity tendencies as a result of the presence of Western firms in such nations. The results of this study were published in 2013 (Alio, Gasevic, et al.).

Objective: This research was conducted to find out the impact of various factors on consumption of fast food in Goa To

achieve the above objective the following hypothesis were framed:

Hypothesis

H01: There is no significant impact of various factors on consumption of fast food in urban and rural areas of Goa. H02:

There is a significant impact of various factors on consumption of fast food in urban and rural areas of Goa.

Research Methodology: The number of respondents surveyed were 1000 (500 from urban area and 500 from rural area). The questionnaire adapted likert scale method to ask children which are their preferred factors that motivate them to buy advertised products. The Likert scale used for the study is strongly disagree- 1, disagree- 2, neutral-3, agree-3, agree-4, strongly-5. The

sampling technique used was random sampling. The study was conducted from October 2014 to March 2015 in Goa.

Tools for the analysis: Mean, Standard deviation, Median and Mannwhitney test .

Demographic profile of respondents

Out of 1000 respondents, 500 were from urban and 500 were from rural area. Male respondents were 563 (56.3%) and female were 437 (43.7%). 134 (13.4%) respondents were from age group of 6-7 years, 388 (38.8%) were in the age group of 8-9 years and 478 (47.8%) respondents were from the age group of 10-12 years. In terms of parents income, the average family income ranged from Rs.1,20,000 to 10 lakhs .Pocket money obtained by children ranged from less than Rs.100 to more than Rs. 400.

Table 1: Area wise distribution of factors influencing consumption of fast food.

Particulars	Area	Mean	Standard Deviation	Median (IQR)	Mannwhitney test z value	P value
Working parents	Urban	2.0965	.81128	2	1.00	.318
	Rural	2.1182	.73476	2		
Taste	Urban	2.8051	.81694	2.75	1.11	.268
	Rural	2.8642	.80034	2.75		
Product characteristics	Urban	3.0908	1.01362	3.33	3.34	.001
	Rural	3.2912	.93127	3.33		
Pocket money	Urban	2.1202	.77061	2	.73	.466
	Rural	2.1433	.73352	2		
Convenience	Urban	3.0494	.80508	3	3.04	.002
	Rural	3.2064	.78808	3.3		
Outing with parents	Urban	2.7555	1.25804	2	.50	.619
	Rural	2.7194	1.29931	2		
Availability near school	Urban	2.9649	1.07559	3	.94	.346
	Rural	2.9048	1.13163	3		
Casual attitude for home-made food	Urban	2.3798	.72469	2.25	2.30	.021
	Rural	2.4955	.79554	2.25		
Cheapness of fast food	Urban	2.7305	.91835	3	1.46	.143
	Rural	2.6543	.86500	2.5		
Attractive promotion	Urban	2.9953	.87185	3	.36	.717
	Rural	3.0187	.85474	3		
Preference for branded products	Urban	3.2365	.90469	3.5	.51	.610
	Rural	3.2184	.90202	3		
Overall impact of factors	Urban	2.7824	.50724	2.7	1.04	.300
	Rural	2.8208	.51833			

Source: Primary data
Significant at 0.05 level.

Result and Discussion

The classified and cross tabulated data is given in table 1. Based on cross tabulation it can be observed that: Working parents have become an integral part of all society. With both parents working and less time to cook children have developed liking for fast food. From the table it can be seen that the impact of working parents is more in rural areas as mean value is 2.11 compared to urban areas where it is 2.09. This shows that the numbers of working parents have increased in rural areas too and children here are also getting used to fast food. The Mannwhitney test has been applied and the p value was found to be .318 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of working parents and area.

Most children like to consume fast food due to its taste. The sweet, salty, spicy, delicious taste attracts children towards it. From the table 1 it can be seen that the mean value is 2.86 for rural and 2.80 in urban areas which shows that there is a higher impact in rural areas as compared to urban areas. In other words children in rural areas are more attracted to new taste and thereby purchase fast food. The p value is .268 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of taste and area.

Children love advertised products with free offers, cartoon characters, favourite hero and attractive package. From table 1 it can be seen that product characteristics have a high impact on urban and rural areas. The impact is more in rural areas as mean value is 3.29 and lower in urban area with mean value 3.09 which shows that children in rural areas are more influenced by product characteristics. Mannwhitney test was applied and the p value was found to be .001 which is less than 0.01 at 5% level of significance which shows that there is a significantly high association between impact of product characteristics and area.

As both parents start working income in the family increases. Parents compensate for lack of time by buying whatever children demand. They also give pocket money to their children so that they can purchase whatever they want. From the table 1 it can be seen that pocket money has more impact in rural than urban area as mean value is 2.14 in rural areas and 2.12 in urban area. The p value is .466 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of pocket money and area.

Convenience in buying fast food is the main element that attracts children to purchase it. Soft drinks are available in smaller pet bottles and chips, biscuits and chocolates are available in smaller packs. All this attracts children to buy them. The above table shows a very high impact of convenience on rural and urban areas. The mean value in rural area is 3.20 while in urban area it is 3.04 which show that the impact is higher in rural areas. Mannwhitney test result shows p value to be .002 which is less than 0.01 at 5% level of significance which shows that there is a significantly high association between impact of convenience and area.

With families becoming nuclear and both parents working the income and standard of living has slowly increased. Children go for outings with their parents where they consume a lot of fast food. The trend was more in urban areas but is now slowly moving to rural areas too. Table 1 shows the impact to be more in urban areas with mean value 2.75 as compared to rural area with mean value 2.71. The p value is .619 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of outing with parents and area.

With shops selling several fast food items near school premises, children are tempted to buy various advertised products. Table 1 shows this impact to be more in urban areas with mean value 2.96 as compared to rural area with mean value 2.90. Mannwhitney test shows p value to be .346 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of availability of fast food near school and area.

Children are influenced by their friends, peers and advertising towards consumption of fast food. Since fast food is easily available in their own homes they prefer it to eat them and avoid home-made food. Their attitude is to eat junk food at the cost of nutritious home-made food. Table 1 shows that today rural children also have developed this trend of consuming fast food more than urban children as mean value is 2.49 in rural areas and 2.37 in urban areas. The p value is .021 which is less than 0.05 at 5% level of significance which shows that there is a significant association between impact of casual attitude for home made food and area.

One of the main factors that influence children towards fast food is its price. Fast food and beverages are found to be cheaper. They are available in small packs/ bottles worth Rs. 5/- onwards which make it affordable to children from urban and rural areas. From table 1 it can be seen that the impact is more in urban areas with mean value 2.73 as compared to rural areas with mean value 2.65. The p value is .143 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of cheapness of fast food and area.

Advertising also plays a major role in children's preference for fast food. The attractive presentation, music, slogan and presence of their favourite celebrity influence children in purchasing fast food. From the table it can be seen that children in rural areas are more influenced by advertising as mean value is 3.01 as compared to urban area where mean value is 2.99. This shows that children in rural areas are attracted more towards promotion. The p value is .717 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of attractive promotion and area. Children today have become brand conscious. They like to eat and drink branded products advertised on TV. This is evident from table 1. It can be seen that children in urban areas prefer more of branded products as mean value is 3.23 as compared

to rural areas where mean value is 3.21. Mannwhitney test results show p value to be .610 which is greater than 0.05 at 5% level of significance which shows that there is no significant association between impact of preference for branded products and area. Lastly an analysis of the overall impact of factors shows that children in rural areas were more influenced by the various factors as mean value is 2.82 while in urban areas it is 2.78. The p value was found to be .300 which is greater than 0.05 at 5%

level of significance which shows that there is no significant association between the various factors and area.

Conclusion

This research investigates the causes and effects of kids' love of fast food. The data clearly shows that the effect is greater in rural regions than in urban ones. As most consumer goods are now extensively distributed and accessible in both urban and rural regions, the gap between the two is narrowing. The level of living has risen as a consequence of both parents entering the labor force, especially in rural regions. People now have the disposable income to purchase everything they want. Their improved financial situation also allows them to provide their children with enough pocket money.

It's becoming less common to assume that city dwellers enjoy a better level of life than their rural counterparts. People in the city and the country have similar spending power. This data lends credence to the claims made by Crocket & Sims (1995), namely that mother's job status and the presence of a dual-income household are significant determinants of dietary habits at home.

In the consumer world, kids are big players. They buy things regardless of whether or not they are good for them. They immediately want to go out and get the advertised item. Buying decisions are often impacted by advertising. This result corroborates the conclusion drawn by Maithili Singh & Tika Ram (2010) that consumers care little about pricing when purchasing confectionary items and instead purchase what they see advertised.

The largest correlation between fast food intake and demographic variables was found for product qualities, convenience, and a lack of pretension toward home cooking. According to Wilson, Crawford, and Dobbins (2009), the greatest link between fast food consumption and males was found for convenience and value for money, whereas the strongest association between fast food consumption and females was found for upsize meals.

More people in rural regions than in cities cite taste as a reason for eating at fast food restaurants. Researchers have concluded that fast food's delicious flavor is what keeps kids coming back for more. This is in line with the results of Goyal & Singh (2007), who found that young Indian customers place the greatest importance on flavor and quality, and have a strong preference for quick service restaurants. Thakkar & Thatte (2014) came to a similar conclusion concerning two fast food chains, McDonald's and KFC. Consumers' decisions are mostly determined by the food's perceived value and overall quality.

The total effect of the components shows no significant relationship between location, but product qualities, convenience, and a casual attitude toward prepared meals all indicate a significant correlation with area. This lends credence to accepting H01 while rejecting H02.

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