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TO STUDY THE FAST-FOOD CONSUMPTION INFLUENCERS IN INDIAN X GENERATION BY USING APPLICATION OF THEORY OF PLANNED BEHAVIOR

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Abstract: -

Purpose – The aim of this study was to examine the fast-food consumption influencers in Indian X generation by using application of Theory of Planned Behavior.

Design /Methodology / Approach – Primary data collected through online questionnaire-based survey from 160 respondent between age 42-57 years old from Mumbai area used for analysis.

Findings – The findings of this study showed that attitude, subjective norms and perceived behavioural control has a positively influence on the behavioural intension of people toward consumption of fast food. Also, the study prove that behavioural intension of people mediates perceived behaviour control and final behaviour toward fast food consumption.

Keywords:- fast food consumption, Generation X, Theory of Planned Behavior and attitude.

1. Introduction: -

Food is very important in humans' life, food portrait the culture of country or particular community. Fast food are quickly made, available on reasonable price, convenient to eat.

Concept of fast food is not new but now days this concept gain popularity rapidly in every generation of people. In everywhere not only Indian and Chinese but also Korean, Italian and French food taking the more popularity. In busy life fast food play most important role in everyone lives because it's the time saving in every sense such as they require less time to cook and eat too. Day by day layout of fast foods gaining more popularity in every corner of the country.

Now days people are more health conscious generally those people who have age group between 42 to 57 it called as generation X. This study is about the checking of inclination of Indian X generation from metro cities to ward fast food considering the harmful effect of fast food on their health.

2. Literature Review: -

Dunn et al studied the variable influencing fast food consumption in Sample of 404 Australian respondent in their paper titled "Determinants of fast-food consumption. An application of the Theory of Planned Behaviour ". They applied extended version of theory of planned behaviour (TPB) for this study. They found that fast-food consumption is influenced by specific referent groups as well as a general demand for meals that are tasty, satisfying, and convenient. These factors override the concern health risk associated with longer consumption of fast food.

Steyn et al (2011) in their research paper titled "Factors which influence the consumption of street foods and fast foods in South Africa--a national survey" took the survey of South African citizens to determine the use of street foods and fast foods purchased by South Africans living in different provinces and geographic areas. Data collected from participants who were 16 years or older analysed using logistic regression method.

Researchers found that South Africans consume large amount of fast food and soft drink which is point of concern because of its association with obesity and non-communicable diseases.

Brindal, Emily (2010) in her doctoral thesis titled "Exploring fast food consumption behaviours and social influence" used the fast-food survey (FFS) to study items eaten and social, environmental, and

demographic influencers related to consumption.

From the study researcher concluded that social factors and environmental factors could influence the amount of fast food consumed. Also increase in the fast-food consumption related to environmental factors.

Anand, Ritu (2011) in her study titled "A study of determinants impacting consumer's food choice with reference to the fast food consumption in India" explore and study the demographics and psychographics determinants impacting consumer's food choice towards fast food in India.

Based on the literature review and exploratory study on young consumer aged between 20-50 years old researcher found that the key determinants impacting consumers food choice are passion for eating out, socialize, ambience and taste for school and college goers and convenience for dual-income families in urban India.

Glanz et al., (1998) in their research paper titled "Why Americans eat what they do: Taste, nutrition, cost, convenience, and weight control concerns as influences of food consumption" mention that taste, cost, nutrition, convenience, weight concerns and cheapness are the some of attitude toward fast food which affects the food choice worldwide.

Rasanthikaa & Gunawardana (2013) explore the working women's attitude toward consumption of fast food their paper titled in their paper titled "Fast food consumption: Identifying working women's attitudes towards consumption of fast food". A survey was conducted using 177 working Sri Lankan women.

The results showed that perceived convenience of fast food has a significant positive effect over fast food consumption whilst taste, nutrition value and price give a positive but not significant effect. However, perceived quality of fast food indicates a negative but non-significant effect on fast food consumption.

Fast food are more popular in youngsters i.e. people between 10 to 25 which also known as generation Z hence till date most of researchers studied the behaviour toward the fast food consumption in youngsters. There are very few studies in which fast food consumption behaviour in generation X i.e. between the ages of 42 to 57 years studied. Possibility of suffering from food related to health issues is observed frequently in X generation hence there is dire need of study their behaviour toward the consumption of fast food.

Gholamreza, Sharifirad et al (2013) in their research paper titled "Determinants of Fast-Food Consumption among Iranian High School Students Based on Planned Behaviour Theory" evaluate the relationship between factor like beliefs and norms with fast food consumption among high school students in Isfahan, Iran. They applied Theory of planned behaviour to predict the behaviour of subject toward fast food consumption.

Data collected from 521 high school students through questionnaire used in this study. Authors found that TPB model is useful for forecasting relating to beliefs and norms to the fast food consumption between age of students who have aged 13-17 years old. Outcome of this study indicate that TPB model is useful in predicting beliefs and norms to the fast food consumption in adolescents. Subjective norms and past behaviour in TPB model with additional variables (past behaviour control and actual behaviour control) were the most powerful predictors of fast-food consumption.

Bobbi, C. Padgett et al (2013) in their research paper titled "The Usefulness of the Theory of Planned Behaviour: Understanding U.S. Fast Food Consumption of Generation Y Chinese Consumers" explain the usefulness of Theory of Planned behaviour in studying generation Y Chinese consumer purchase behaviour in fast food restaurant. Data collected from university students who has aged 18 years above and had at least one own house in U.S. Results proved that TPB is a good tool to explain intentions to buy a fast food meal. Perceived control have a strongest effect on, also showed that subjective norms were the least important predictor of purchase intentions for a fast food meal.

Al-Swidi et al (2014) in their research paper title "The role of subjective norms in theory of planned

behaviour in the context of organic food consumption” examine the applicability of planned behaviour theory with special reference with calculating the direct and moderating effects of subjective norms on attitude perceived behavioural control and buying intention in context of buying organic food.

They used structured questionnaire to collect the data from academic staffs and students. Study concluded that subjective norms had a relationship between attitude, buying intension, perceived behaviour control and buying intension. From this study they concluded that subjective norms has positive relationship with attitude and buying intension towards buying organic food ,also there is relationship between perceived behavioural control and buyingintension,

Bîlbîie, A. et al (2021) in their research paper titled “Determinants of Fast-Food Consumption in Romania: An Application of the Theory of Planned Behaviour” used TPB to study the determinants of fast-food consumption. Data collected from 532 responses through online survey, partial least squares path modelling used to predict relationship between consumption of fast-food and its determinants.

The result of study show that cognitive and affective attitude have positive relationship with intension to consume fast food product. For prediction to consume fast food among cognitive and affective attitude, cognitive attitude is strongest one as well as perceived behavioural control is not significantly associated with intension towards fast food consumption.

Ali, A. et al (2018) in their research paper titled “Expanding the theory of planned behaviour to predict Chinese Muslims halal meat purchase intention” they applied theory of planned behaviour to determine the halal meat consumption among the population of Chinese Muslim and their trust on authenticity about halal meat. In their study they found there is relationship between personal attitude ,personal belief, motivation to rely on meat, perceived control on consuming halal meat and availability of halal meat with the intension of eat halal meat in Chinese Muslims.

Seo, H. (2011) in their research paper titled “Factors influencing fast food consumption behaviours of middle-school students in Seoul: An application of theory of planned behaviours” explore the fast-food consumption among middle school students and how its frequent intake impact on nutrition and students’ health.

They found that frequency of fast food consumption in middle school students was 4.05 in average (4.25 in male students and 3.83 in female students) . They concluded that behaviour of fast-food consumption is significantly related to the behavioural intension and perceived behavioural control, similarly behavioural intension is related to behavioural control and subjective norms.

3. Objective, Hypothesis and Research model: -

3.1. Objective: -

To examine the variables influencing fast-food consumption in Indian X Generation.

3.2. Hypothesis:

H1-Attitude toward fast food has positive influence on behavioral intention toward fast food consumption.

H2-Subjective norms has positively influence on behavioral intention toward fast foodconsumption.

H3-Perceived behavioral control has positive influence on behavioral intention toward fastfood consumption.

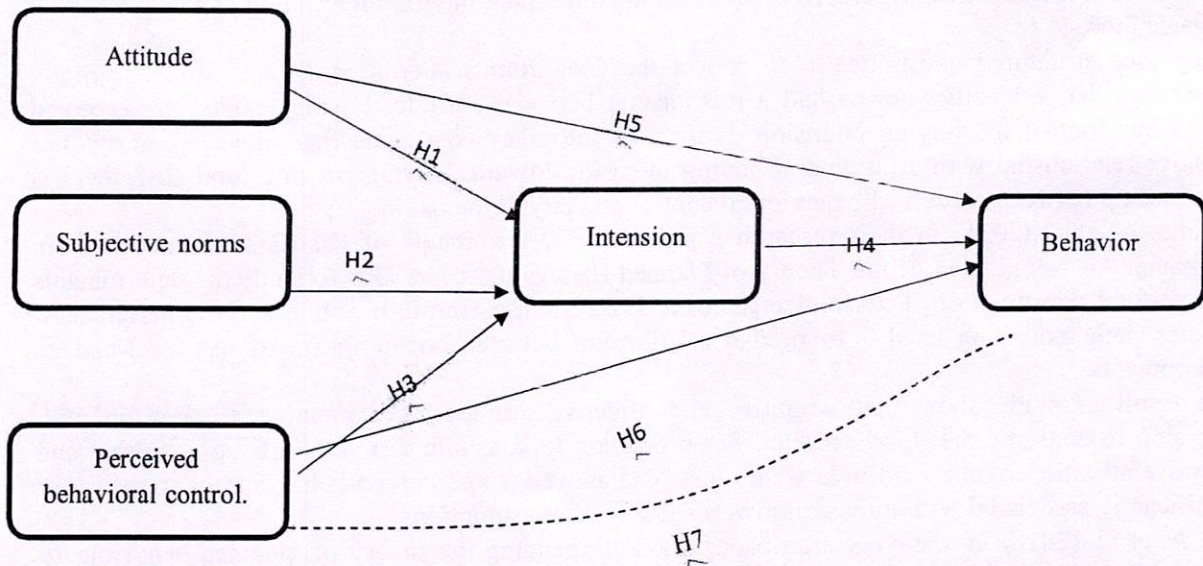
H4- Behavioral intention toward fast food consumption has positive influence on behavior.H5-

Attitude toward fast food has positive influence on behavior.

H6- Perceived behavioral control has positive influence on behavior.

H7- Behavioral intention toward fast food consumption mediates the relationship between perceived behavioral control and behavior.

3.3 Research model: -



4. Research methodology: -

4.1-Questionnaire development: -

In questionnaire development, researcher used 5-point Likert scale. Responses recorded on scale as 1 (strongly disagree) to 5 (strongly agree).

4.2 Sample size and sampling method: -

Data collected from 187 responses using the online survey i.e. google form from Mumbai city. Out of 187 responses 160 are found valid and used for data analysis. convenience sampling method is used for collection of data.

4.3. Data analysis tools: -

IBM SPSS version 22 and MS Excel used for purpose of descriptive analysis, testing reliability of questionnaire scale used in this survey and hypothesis testing using multiple and liner regression model.

5. Data analysis and hypothesis testing & Result: -

5.1 Descriptive analysis: -

Table no. 1: - Descriptive analysis.

Descriptive Analysis	Item	Subject	
		Frequency	Percentage
Gender	Male	119	74.37%
	Female	41	25.63%

5.2 Reliability scale (Cronbach Alpha): -

As per commonly accepted rule of thumb scale can be considered as reliable if Cronbach alpha values is above 0.7. Calculated alpha value for all variable mentioned in Table 2 is above 0.7 which indicated good scale reliability and validity.

Table no. 2: - Reliability Analysis

Variable	Item	Cronbach's Alpha
Attitude	3	0.84

Subjective norms	3	0.74
Perceived behavioral control.	3	0.78
Intension	3	0.90
Behavior	2	0.85

5.3 Data analysis and hypothesis testing:

H1- Attitude toward fast food has positive influence on behavioral intention toward fast food consumption.

Table no. 3 Regression result for attitude toward fast food has positive influence on behavioural intention toward fast food consumption:-

Independent variable	Behavioral Intention toward fast food consumption			
	β	t*	p**	Result
Attitude toward fast food	0.605	16.130	0.000	Supported

Note- *The tabulated value of t = 1.96, **significant at P < 0.05.

The linear regression run to predict influence of attitude toward fast food on behavioral intention toward fast food consumption. These variables statistically significantly predicted behavioral intention toward fast food consumption, F (1,199) =319.237, p < 0.05 R²=0.513. The result shown in table 3 indicate that attitude toward fast food has positive influence on behavioral intention toward fast food consumption hence hypothesis 1 is supported. The value of R²=0.513 indicate that 51.3% of people behavioral intention toward fast food consumption positively influenced by attitude toward fast food.

H2- Subjective norms has positively influence on behavioral intention toward fast food consumption.

Table no. 4 Regression result for subjective norms has positively influence on behavioral intention toward fast food consumption: -

Independent variable	Behavioral intention toward fast food consumption			
	β	t*	p**	Result
Subjective norms	0.740	14.815	0.000	Supported

Note. *The tabulated value of t = 1.96, **significant at P < 0.05.

The liner regression run to predict influence of subjective norms on behavioral intention toward fast food consumption. This variable statistically significantly predicted behavioral Intention toward fast food consumption, F (1,199) =319.237, p < 0.05, R²=0.616. The result shown in table 4 indicate that subjective norm towards fast food consumption has positive influence on behavioural intension towards fast food consumption hence hypothesis 2 is supported. The value of R²=0.616 indicated that 61% of people behavioural intension toward fast food consumption positively influenced by subjective norm.

H3-Perceived behavioral control has positive influence on behavioral intention toward fast food consumption.

Table no. 5 Regression result for perceived behavioral control has positive influence on behavioral Intention toward fast food consumption:-

Independent variable	Behavioral intention toward fast food consumption		
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	β	t*	p**	Result
Perceived behavioral control	0.607	13.910	0.000	Supported

Note. *The tabulated value of $t = 1.96$, **significant at $P < 0.05$.

The liner regression run to predict perceived behavioral control has positive influence on behavioral intention toward fast food consumption. This variable statistically significantly predicted behavioral intention toward fast food consumption, $F(1,199) = 264.280$, $p < 0.05$, $R^2 = 0.570$. The result shown in table 5 indicate that Perceived behavioural control has positive influence on behavioural intention toward fast food consumption hypothesis 3 is supported. The value of $R^2 = 0.570$ indicated that 57% of people behavioural intension towards fast food consumption positively influence by perceived behavioural control.

H4-Behavioral intention toward fast food consumption has positive influence on behavior.

Table no. 6 Regression result for Behavioral intention toward fast food consumption has positive influence on behavior.:-

Independent variable	Behavior			
	β	t*	p**	Result
Behavioral intention toward fast food consumption	0.580	13.109	0.000	Supported

Note. *The tabulated value of $t = 1.96$, **significant at $P < 0.05$.

The liner regression run to predict behavioural intention has positive influence on behaviour. This variable statistically significantly predicted behaviour of people towards fast food consumption, $F(1,199) = 222.453$, $p < 0.05$, $R^2 = 0.528$. The result show in table 6 indicate that behavioural intention toward fast food consumption has positive influence on behaviour hence hypothesis 4 is supported. The value of $R^2 = 0.528$ indicate that 52.8% people behaviour towards fast food consumption positively influence by behavioural intension towards fast food consumption.

H5. Attitude toward fast food has positive influence on behavior.

Table no.7 Regression result for attitude toward fast food has positive influence on behavior:

Independent variable	Behavior			
	β	t*	p**	Result
Attitude toward fast food	0.538	15.208	0.000	Supported

Note. *The tabulated value of $t = 1.96$, **significant at $P < 0.05$.

The liner regression run to predict attitude toward fast food has positively influence on behaviour. This variable statistically significantly predicted behaviour of people towards fast food consumption, $F(1,199) = 318.235$, $p < 0.05$, $R^2 = 0.614$. The result show in table 7 indicate that attitude toward fast food has positive influence on behavior hence hypothesis 5 is supported. The value of $R^2 = 0.614$ indicated that 61.4% people behaviour towards fast food consumption positively influence by attitude towards fast food.

H6:- Perceived behavioral control has positive influence on behavior.

Table no.8 Regression result for perceived behavioral control has positive influence on behavior:-

Independent variable	Behavior			
	β	t*	p**	Result

Perceived behavioral control	0.549	13.109	0.000	Supported
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Note. *The tabulated value of $t = 1.96$, **significant at $P < 0.05$.

The liner regression run to predict perceived behaviour control has positively influence on behaviour. This variable statistically significantly predicted behaviour of people towards fast food consumption, $F(1,199) = 282.835$, $p < 0.05$, $R^2 = 0.634$. The result show in table 8 indicate perceived behavioural control has positive influence on behaviour hence hypothesis 6 is supported. The value of $R^2 = 0.634$ indicated that 63.4% people behaviour towards fast food consumption positively influence by perceived behavioral control.

H7-Behavioral Intention toward fast food consumption mediates the relationship between perceived behavioral control and behavior.

The Sobel test for mediation used for proposed hypothesis testing to explore the mediation effects of behavioural intension toward fast food consumption in the relationship between perceived behaviour control and behaviour. The test statistic for the Sobel test was 6.78 with an associated p-value of (0.00). The associated p-value falls below the established level of (0.05). This indicates that the correlation between perceived behavioural control and behaviour increased significantly by the effect of behavioral Intention toward fast food consumption (the mediator). Hence, hypothesis 7 supported.

6. Result and Conclusion:

As per study, it found that attitude toward fast food influenced behavioural intention toward fast food consumption, fast-food is convenient, cheaper and time saving but it has harmful effects on health in case of excess consumption, respondents willing to decrease the fast-food consumption in order to stay healthy. Subjective norms affect the behavioural intention toward fast food consumption, respondents willing to decrease and subsequently stop the fast food consumption as per advice from the people who close to them.

Respondents consider themselves as a health-conscious person and in order to maintain their healthy lifestyle they are willing to decrease the consumption of fast food. Perceived behavioral control not only influence behavioral intention toward fast food consumption but also indirectly influence the final behavior of person about the decision of continuation of consumption of fast food.

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Appendix:

Variables	Indicators
Attitude	1. Fast food is time saving
	2. Fast food is unhealthy
	3. Fast food is Harmful
Subjective norms	1. Most people who are important to me think that I should stop eating fast food frequently
	2. Those close to me expect me advise to not eat fast food frequently
	3. The people in my life whose opinions I value don't eat fast food often
Perceived Behavioural Control	1. I have complete control over the number of times I will eat fast food over the next month
	2. How often I will eat fast food over the next month is mostly up to me
	3. It would be possible for me not to eat fast food regularly over the next month? If I wanted to
Behavioural Intention	1. I think of myself as a healthy eater, I think of myself as someone who is concerned with healthy eating
	2. I think of myself as someone who enjoys the pleasures of eating.
	3. I intend to stop eating fast food
Behaviour	1. I will eat less fast food
	2. I will stop eating fast food



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