



MARKETING OF FAST-FOOD PRODUCTS (A Study on Students' Perception of Pizza in Chennai)

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ABSTRACT

India's growing middle-class and their changing eating patterns are giving magnificent entrance to fast-food industries. The main objective of this research paper is to study students' perception of pizza in the Chennai district. For this study, data were collected from 100 respondents. The descriptive and analytical research design was used. The study gave useful insight into the improvement of Pizza Centers in the future because the upcoming new economy is more customer-oriented.

Keywords: Fast foods, Pizza, Marketing, Price.

INTRODUCTION

Traditionally, Indians like to have home-cooking meals. However, with times, due to the increasing acknowledgment and reign of western culture, there is a slight shift in food consuming patterns. It started with snack out and moved on to accepting a wide variety of intricacies from the world over. Liberalization of the Indian economy and the arrival of new players set a change in lifestyles and the food tastes of Indians. Fast foods are quick, affordable, readily available alternatives to homemade foods. On the other side fast foods are high in calories, fat, saturated fats, sugar and salt. Urban Indians are regular consumers of fast food across the region.

Pizza is considered a favorite fast food among urban consumers in India. In the early to mid-1990s arrival of branded pizzas captured the market in all major cities of India. International giants such as Dominos, Pizza Corner, and Pizza Hut bombarded the Indian food market by 2010. Pizzas have a universal preference among all age categories of people irrespective of their gender. Pizza is an oven-baked flatbread typically topped with tomato sauce, cheese, vegetables, etc. The modern pizza which



was prepared with various toppings was invented in Naples, Italy. An establishment that makes and sells pizzas is called a "pizzeria".

REVIEW OF LITERATURE

(Methi S.M. and Tarun Gupta 2013) found that consumers of fast food were not having knowledge about the ingredients in the fast food they consumed and also, they were not aware of the nutritional facts. The consumers who preferred to eat fast foods were not health conscious and were found to be obese after consumption of fast foods. Consumers have chosen fast foods based on their popularity. McDonald's was found to be the most preferred outlet. It was also found that consumers preferred to eat pizza with a combo of fruit juice twice a week for its taste.

(Prakash Tiwari and Hemraj Verma 2008) examined the perception of consumers about fast food in India and found that consumers preferred to visit fast food outlets for snacks and lunch once a week. It was found that McDonald's is the most favored fast food outlet followed by Pizza Hut, Countdown, and Dominos, and people mostly visit restaurants for a change and fun. Consumers choose restaurants based on the factors like price, hygiene and ambiance. A large number of consumers felt that fast food outlets must provide information about the varieties offered which will increase the frequency of visits to fast food outlets.

(Elena-Nicoleta Untaru and Ana Ispas 2013) in their study as to why young people prefer fast food restaurants analyzed views of 13 students from Transilvania University in Brasov, used quantitative marketing research i.e focus group method, and found that the respondents like the taste, freshness, consistency of food, the ambiance of fast food outlets and service provided by its employees.

(Kanimozhi N. and Jayakumar A. 2010) studied the brand loyalty towards consumption of Oats found that Oats was considered as a nutritional food that contains more vitamins. It was found using Rank analysis that Oats helped in the reduction of obesity, making a person energetic which were assigned with Rank 1 and 2 respectively. Consumers were brand loyal towards oats due to the factors like sugar-free, low-priced, easy availability, attractive packing, easy to cook, brand image, gifts/ attractive offers.



(Feeley A, Pettitor JM, Norris SA 2009) analyzed the consumption of fast food among teenagers particularly those of 17 years found that male consumers dominate the fast-food market and it was also found that KFC was the most preferred fast-food outlet.

OBJECTIVES OF THE STUDY

- To study the student's perception as regards Pizza
- To find out the major factors influencing the purchase of Pizza
- To suggest some measures that will be helpful to fast food outlets and Pizza centres and the society at large.

RESEARCH METHODOLOGY

This is a descriptive and analytical study based on both primary and secondary data. Primary data was collected from various students studying in Chennai city colleges. The data was collected from 100 college students through a structured questionnaire. The secondary data was collected from information from journals, books, and research articles. Factor analysis was applied to examine the basic structure of the variable quantity that influences the students' opinion as regards Pizza.

ANALYSIS AND INTERPRETATION OF DATA

Percentage analysis revealed that nearly 40% were male and 60% were female employees. 39% were in the group of 20 years. 44% of respondents belong to the family income group Rs. 30000-40000. 42% of the respondent's study III Year. 52% of the respondents eat pizza once a month. 41% of the respondents expect good taste. 35% of the respondents consider cheese as an important aspect while ordering pizza. 59% of the respondents like medium size pizza. 34% of the respondents like cheese and tomato toppings. 42% of the respondents ordered in Dominos. 42% of the respondents expect good quality from the pizza Centre. 29% of the respondents considered hot pizza while ordering. 56% of the respondents regularly order from the same pizza center because they like their food. The majority of the respondents considered cheese as an important aspect in ordering pizza, and most of them like medium size pizza with cheese and tomato toppings and like to order or go to dominos outlet to have Pizza. Most of the customers expect good quality from the pizza center and order hot pizza.



TABLE: 1 Demographic Profile and purchasing pattern of Pizza.

Variable	Dominant Group	Percentage
Gender	Female	60
Age (in years)	20-30	39
Educational Qualification	III Year Undergraduate	42
Family Income Group	Rs.30000-40000	44
Time period of consumption	Once a month	52
Expectation of respondents	Good Taste	41
Expectation about Pizza while ordering	Cheese	35
Size of Pizza	Medium Size Pizza	59
Toppings of Pizza	Cheese and tomato toppings	34
Pizza Center	Dominos	42
Respondent expectation from Pizza Center	Good quality	42
Important factors while ordering pizza	Hot pizza	29
Reason for ordering from same pizza center	Respondents like their food	56

Source: Questionnaire

FACTOR ANALYSIS

Factor analysis has been used to examine the basic structure of the variables that impact Students' perception as regards Pizza. KMO measure of sampling adequacy was 0.770 and Bartlett's test showed a significance of 0.000. The anti-image matrices of variables measuring perception of students regard Pizza was calculated and it is observed that all measures of sampling adequacy (MSA)



being more than 0.5, all the 19 variables can be subjected to factor analysis. The factor analysis concluded that five factors have accounted for a total variance of 63.743%.

TABLE 2 Factor Extraction Perception of Students as regards Pizza

Variables	Initial Eigen values and extraction sum of squares loadings			Rotation Sums of Squared Loadings		
	Eigen value	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
I feel that the price charged is acceptable	5.364	28.232	28.232	3.281	17.270	17.270
The price of the pizza matches the quality	2.730	14.369	42.601	3.003	15.807	33.077
I will buy pizza irrespective of its price	1.661	8.744	51.344	2.739	14.418	47.496
It is offered with discounts & offers	1.278	6.724	58.069	1.779	9.363	56.859
Eating pizza is very good for health	1.078	5.674	63.743	1.308	6.884	63.743
The taste of pizza is very good.	0.983	5.174	68.917			
It consists of nutritional ingredients	0.832	4.380	73.297			
Regular consumption of pizza increases weight of the body	0.788	4.147	77.445			
Home delivery of pizza is made on time.	0.743	3.913	81.358			
I feel that it is packed properly when it is ordered online or when home delivery is made.	0.629	3.310	84.667			
It satisfies my hunger	0.543	2.856	87.523			
The size of pizza served matches with the requirements	0.439	2.313	89.836			
I buy pizza for its brand name.	0.385	2.026	91.862			
It tastes good even in restaurants	0.348	1.831	93.693			
Frequent consumption of pizza does not harm my health	0.316	1.665	95.358			
I like the toppings of pizza	0.270	1.419	96.777			
I like the various varieties of starters	0.242	1.273	98.050			
It proves to be a very good fast food item.	0.227	1.193	99.244			
I will recommend my friends to consume pizza regularly	0.144	0.756	100.00			



Extraction Method: Principal Component Analysis.

TABLE -3 Factors respective to students perception

Factors	Variables	Factor loadings
Factor 1 Price	I feel that the price charged is reasonable	0.855
	The price of the pizza matches with the quality	0.893
	I will buy pizza irrespective of its price	0.575
	It is offered with discounts and offers	0.506
Factor 2 Customer satisfaction	Eating pizza is particularly good for health	0.767
	It satisfies my hunger	0.643
	It tastes good even in Restaurants.	0.790
Factor 3 Quality	It proves to be a very good fast-food item.	0.657.
	The taste of pizza is particularly good	0.613
	It consists of nutritional ingredients	0.837
	Frequent consumption of pizza does not harm my health	0.650
Factor 4 Product	I buy pizza for its brand name	0.655
	I will recommend the product to my friends	.0.620
	The size of pizza served matches with the requirements	0.729
	I like the toppings of pizza	0.508.
	I like the various varieties of starters	0.498
	Regular consumption of pizza increases weight of the body	0.803
Factor 5 Distribution	Home delivery of pizza is made on time.	0.708
	I feel that it is packed properly when home delivery is made	0.632



Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The Principal Component Method of Factor Analysis and the Varimax Rotation Method has been used to group the 19 variables into 5 factors. The most dominant factor is 'Price' and it includes 4 variables namely reasonable price, price matches with the quantity, offers and discounted price and it explains 17.270% of the variance. The next factor is 'Customer satisfaction, which includes 3 variables namely, eating pizza is good for health, hunger satisfaction and good taste in restaurants too which explains 15.807% of the variance. The third factor is 'Quality' which consists of 4 variables viz., good fast-food item, taste, nutritional ingredients and not harmful. This explains 14.418% of the variance. The fourth factor is 'Product' comprising of 6 variables namely size matches with the requirement, favorable toppings, starter varieties, consumed for weight gain, buy pizza for its brand name and will recommend the product to my friends. This factor explains 9.363% of the variance. The fifth factor is 'Distribution' which comprising of 2 variables viz., home delivery and packaging. This factor explains 6.884% of the variance.

SUGGESTIONS

- Fast food marketers should concentration on the food contents.
- The specification about hygiene and nutritional value of the fast-food must be informed to the customers.
- Pizza centers should provide low-calorie toppings for customers who are weight conscious.
- 'Make to order' option can be offered in fast food outlets.
- Vegetables and fruits can be added to fast food.

CONCLUSION

Fast food has been banded to the modern way of living in modern society. It creates an adverse effect on the health of an individual and increases the spending pattern of the family. Fast food also made the families lose the preference of eating healthy traditional foods. To



bring satisfaction to the lovers of pizza, the pizza makers should focus on the demands of the consumers for capturing the market as a leader.

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