

UTTARA UNIVERSITY



Project Report

On

“Consumer Behavior towards Consumption of Fast Food”

Submitted to

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Submitted by

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Letter of Transmittal

Date: 29/8/2020

Sonia Rezina

Assistant Professor

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Uttara University

Subject: Submission of Project Report on “.Consumer Behavior towards Consumption of Fast Food.

Dear Sir,

This is my pleasure to present my Project report entitled on **“Consumer behavior towards consumption of fast-food.**

With due respect I beg to inform you that I am a student of MBA, 50th batch & department of DBA at Uttara University. I am very glad to submit you my project report prepared on **“Consumer behavior towards consumption of fast food”**

I believe that knowledge and experience I gathered during the internship period will be helpful in my future professional life. I will be grateful to you if you accept the report. I will be available for defense on this report any time.

.....

Yours sincerely,

Mohammad Shah Jalal

ID: 2193061036

Program: MBA for BBA

Major: Finance

Students Declaration

Yours Sincerely, I am Mohammad Shah Jalal, ID: 2193061036, hereby declare that the presented report of project titled “**Consumer behavior towards consumption of fast food**”

I also confirm that, the report is only prepared for my academic requirement not for any other purpose. It might not be used with the opposite party of the corporation.

Mohammad Shah Jalal

ID: 2193061036

Program: MBA for BBA

Major: Finance

Supervisors Declaration

This is to certify Mohammad Shah Jalal, ID: 2193061036, Batch :50th, Program: MBA, Major in Finance, Department of Business Administration, Uttara University has successfully completed the project report under my supervision and has submitted the report of project titled “**Consumer behavior towards consumption of fast food**”. An Overview He has tried his best to complete the project report and to submit this.

Sonia Rezina

Assistant Professor

Dept. of Business Administration

Uttara University

ACKNOWLEDGEMENT

This report is the result of the assistance and truthful cooperation of different people. I could not possibly thank all of those amazing inhabitants who have contributed something of them directly or indirectly in preparing this report successfully. It gives me enormous thank them for their pleasant cooperation and support.

First of all, I would like to express my gratitude to the almighty Allah.

Then at first I would like to thank my course instructor Sonia Rezina Assistant Professor Department of Business Administration for his important guidance, scholarly direction, and unconditional support during my tenure of the study.

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EXECUTIVE SUMMARY

An executive summary is a short document section of a document of a produced for Consumer behavior towards consumption of fast food.

The study was aimed at knowing the various eating habits of consumer. This project helped me in understanding what exactly customers look in an eating before entering it. It gives an idea about the essential factors that are required now a day for an eating joint attract customers in the competitive world.

We were also given a task to understand the customer eating habits, what a consumer wants while eating in a restaurant what all a consumer look for and what are their expectations, how can restaurant owner satisfy the needs and wants of a consumer so that the consumer may come back.

This project helped me to figure out the different consumer eating behavior and to understand the overall customer perception of eating in a restaurant as well as their demand for restaurant

Chapter 1

Justification

1.1 Justification of the study

According to Consumer behavior towards consumption of fast food refers to food that can be prepared and served quickly. It can come from many places: sit-down restaurants, counter service, take-out, drive-thru, and delivery. Fast food is popular because the food is inexpensive, convenient, and tastes good. Low cost and good taste were the main reasons students consumed fast food, while high cost and preference for other restaurants were main reasons not to consumer it. Consumption of fast food and take way among the young generation is no longer restricted in the developed countries, and it has spread to developing countries as well. The customer's mind ultimately evaluates the significance of these restaurant attributes for the selecting the restaurant and the fast-food. The motive may be credited via the enlargement of mindfulness, development of education, information of technology, and extensions of networks. Several other factors such as tradition, social status, group, age, gender, also tend to increase or decrease the selection of restaurant and fast-food.

I am interested in this topic because I love to eat fast food so much. I have an experience about fast food consumption, it help me to prepare a good report.

The consumption of different types of fast food is increasingly growing in all parts of the world, both in developed and developing countries. Because of the changes and transitions in the lifestyle and dietary habits of people, an increasing number of people from different age groups, particularly adolescents and young adults, are inclined toward consuming fast food.

Chapter 2

Objective of the study

2.2 Objective of the study

- ❖ To determine what consumer thinks before choosing these Brands
- ❖ To determine Long-term effects of eating fast food
- ❖ Consumers' preference and consumption towards fast food

Chapter 3

Method

3.3 Methodology

Both Primary and secondary data needed to conduct a study. But due to corona pandemic primary data collection is not possible.

Secondary data is used to accomplish the objectives of the study. A good number of literatures have been reviewed to sharpen the thought on consumer behavior towards consumption of fast food. Research is a common language refers to a search of knowledge. Research is scientific and systematic search for pertinent information on a specific topic, infect research is an art of scientific investigation. Research methodology is a scientific way to solve a research problem. It is necessary for research to know not only know research method techniques but also technology. It must be emphasize that information is also collected from several dailies, Wikipedia etc.

I selected 8 important articles based on my topic. After collect articles numbering those articles from 1 to 8 which help me to preparing report appendixes. After collecting articles at first I read them carefully and marked my important paragraph from those articles.

Chapter 4

Discussion

4.4 Discussion of objective

Objective no 1: to determine what consumer thinks before choosing these Brands

Consumers tend to choose brands that reflect their desired status. Some customers select a brand because it's more elite, or has a better reputation than its competitors.

Consumer want comfort, happiness, and satisfaction in their lives, and they get it in their lives, and they get it in part through buying fast-food. If the brands use consistently deliver or serve better and get a positive experience, consumers form an opinion that the brand is trustworthy, which gives them peace of mind when buying a fast-food.

Any fast-food restaurant has more variety of food options than anyone can reasonably consider purchasing. Most of the consumer chooses their brands before experience, quality of foods, food values, services and food price.

Advertising is another way to help the brand before choosing. In a competitive market needs to maintain the brand's broad salience-being a brand the consumer buys or considers buying. Publicity can also help to choose the brands.

At present scenario, most of the fast-food restaurants have their face book page. They provide all kinds of information and offer. Customer shares their experience after eating meal on restaurant face book page.

Objective no 2: To determine Long-term effects of eating fast food

Eating a poor quality diet high in junk food is linked to a higher risk of obesity, depression, digestive issues, heart disease and stroke, type 2 diabetes, cancer, and early death. And as you might expect, frequency matters when it comes to the impact of junk food on your health.

Excess calories from fast-food meals can cause weight gain. This may lead toward obesity. Obesity increases your risk for respiratory problems, including asthma and shortness of breath. The extra pounds can put pressure on your heart and lungs and symptoms may show up even with little exertion.

This is because most fast food is high in sugar, salt, saturated fat and Trans fats, processed ingredients, and calories, and low in antioxidants, fiber, and many other nutrients. Eating too much fast food can increase risk for health problems such as high blood pressure, heart disease, and obesity. Fast food is high in sodium, saturated fat, Trans fat, and cholesterol, it isn't something you should eat often. Eating too much over a long period of time can lead to issues such as high blood pressure, heart disease, and unwanted weight gain.

Many fast food meals are very low in fiber. A low-fiber diet is associated with a higher risk of digestive conditions such as constipation and diverticular disease, as well as reductions in healthy gut bacteria. A lot of well-conducted research has proven the negative health effects of consuming too much of these. Any fast-food meals have added sugar. Not only does that mean extra calories, but also little nutrition. Restaurants may also compound the calorie-counting issue. In one study, people eating at restaurants they associated as “healthy” still underestimated the number of calories in their meal by 20 percent.

At present scenario, most of the people getting problem for eating so much fast-food.

Objective 3: Consumers’ preference and consumption towards fast food

In recent years, the major food consumption trend in urban parts of developing countries is that more consumers are eating increasingly more meals outside of their homes and most of the growth in away-from-home eating has been in the fast food sector. The interest shown at the national and international levels concerning the fast food is derived from the scarcity of time in a competitive, dynamic and urban fast life. Emphasis is increasingly being placed on quick meal solutions due to the busier consumer lifestyle and dual-working families with children. Consumers lead increasingly busy lives, meaning that the time available to cook meals is being squeezed between work and leisure commitments. Cooking for many has ceased to be a leisure activity and instead is a chore. Consequently, this has placed more emphasis on fast food items. Fast-food is a rapidly growing industry in the world as well as in Bangladesh, especially in the urban areas. Moreover, the food diversity in Bangladesh is an implicit characteristic of the diversified culture of the country amongst the different regions within the states. Fast foods are quickly prepared, reasonably priced, and readily available alternatives to home cooked food.

„The free dictionary“ has defined fast food as “inexpensive food, such as hamburgers and fried chicken, prepared and served quickly” The busier lifestyle has developed the habit of eating fast food. The demand of fast-food among youngsters is increasing day by day and therefore, the number of QSR is also increasing in Bangladesh. Chicken based fast-foods are more preferable among the students in all races as it is free from religious restrictions. Therefore, KFC became the first priority among the all respondents though all races are consuming fast food now-a-days. The high demand and growth rate of eating habit among youngsters, especially the university students is also determined by students“ financial strength and professions. Many professional students live apart from their family and have no time to prepare their food and thus prefer to consume fast food. Consumers like the fast-food outlet that is nearby their university and

Shopping malls that give them the easy access and reduce time for dining-out. The increased number of fast-food outlets also made them easy to access within the short distance. In turn, these factors contribute to the higher demand of fast-food among university students in Bangladesh. Consequently, the demand of fast food has enhanced the Bangladesh food industry. For the purpose of this study, we defined fast-food as specialized food that can be prepared in short time for immediate consumption either on the premises or elsewhere and relatively inexpensive. Last twenty years have seen a revolution in consumer tastes, helped by cooking programs, overseas travel and growing cultural and ethnic diversity. These have broadened consumer tastes and helped make the takeaway and fast food market more sophisticated. A major food consumption trend in the USA and Canada was towards eating more meals outside homes. This trend was predicted to be accelerating. As working consumers and those with children have less time, more adults are eating on the move, usually at the fast-food outlets and with takeaways. Moreover, the growth of this sector has been contributed by the young adults who raise families and are likely to take their children to fast-food eateries, thus creating a new generation of fast-food lovers.

Chapter 5

Future Forward

Future Forward

Several limitations came up while doing this study though it's expected that these limitations have not affected the process or outcome of the study. It's supposed that these limitations will be satisfied in the future research.

1. First, only 8 articles were reviewed to do this study. Clearly, there will be other Consumption Fast-Food -related articles published in other journals. However, in mitigation of this limitation, the strength of the study is the ability to make comparisons with the findings of the earlier study of Consumption of Fast-Food related work conducted by other researchers. By comparing the results of this study with those of other researchers, it has been identified with some certainty that the significant changes and trends that have occurred in the use of Fast-Food industries of Bangladesh.
2. Second, each article was classified based on the judgments of the authors. The fact-finding for classifying the articles in this study, the fundamental theories and research methods used could differ from the other researcher's perspectives. However, these differences are only minor and that the comparisons made of the results are accurate and that the changes and trends identified in the demand of Fast-Food in Bangladesh are persistent and real.
3. Information was not sufficient. It was hard to obtain some of the information from the websites.
4. Some of the theories and definitions don't get matched entirely with the present context of Consumption of Fast-food in Bangladesh. It gets matched partially instead.

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Appendix I
Introducing Consulted Articles

SL	Article Title	Authors	Journal Name	Volume & Issues	Year	Publisher
1	Customer loyalty in the fast food restaurants of Bangladesh	Mohammed Belal Uddin	British Food Journal	Volume 121 Issue 11	2019	academia.edu
2	Exploring consumer behavior in the context of fast food industry in Dhaka City	Nadia Farhana and Shohana Islam	World Journal of Social Sciences	Vol. 1. No. 1.	2011	Semanticscholar.org
3	Factors Affecting Consumers' Preferences on Fast Food Items in Bangladesh	Nazrul Islam and G. M. Shafayet Ullah	<i>The Journal of Applied Business Research</i>	Volume 26, Number 4, 131	2010	Clutejournals.com
4	Bangladeshi Student's Standpoint on Junk Food Consumption and Social Behavior	Tanzina Sharmin Nipun, Dipti Debnath, Md.Sium-Ul Hossain Miah , Asma Kabir , Muhammad Kamal Hossain	IOSR Journal of Pharmacy and Biological Sciences	Volume 12, Issue 1 Ver. I	2017	academia.edu
5	Creative Advertising Impact on Customer Acceptance of Fast Food Restaurant	Gayathiri Dorai Singam , Punitha Karunagaran , Thamarai Selvi Dorai Pandiyan , Thinagaran Subramania	Academic Research International	Vol. 5(5)	2014	savap.org.pk

		n , Santhi Govindan				
6	Differences in Consumer Attitude towards Selective Fast Food Restaurants in Bangladesh: An Implication of Multiattribute Attitude Model	Ayesha Tabassum and Tasnuva Rahman	World Review of Business Research	Vol. 2. No. 3	2012	Sementaicscholar.org
7	Fast food preferences and food habits among students of private universities in Bangladesh	Munmun Shabnam Bipasha , Shatabdi Goon	South East Asia Journal Of Public Health	Vol 3 No 1	2013	Banglajol.info
8	The Effect of Fast Food Globalisation on Students' Food Choice	Ijeoma Chinyere Ukonu	International Journal of Economics and Management Engineering	Vol: 10, No: 7	2016	waset.org

Appendix II

Complication of Objectives/ Purposes/ Questions/Hypotheses

Article	Objectives/ Purposes/ Questions/ Hypotheses
1	• Customer's Loyalty as it is becoming an important element for gaining competitive advantage • the impact of service quality and customer satisfaction on customer's loyalty in fast food restaurant of Bangladesh. • Customer satisfaction and customer loyalty, including food quality, price and service quality.
2	• The changing life style and increased disposable incomes had lead to a tremendous growth of the fast food industry. • One of the biggest merits of the fast food is that it saves a lot of time thereby enabling the customer to get into multitasking. • The growth of the fast food market has been an effect of societal development. Quality and value related perception is influencing by Age and income. • The growth of the fast food market has been an effect of societal development.
3	• Price, quantity, and income, but also of gender, age and other sociodemographic variables. • Consumers chose foods from markets based on their preferences, endowment, income, and prices of goods. • Different consumers might have different preferences in choice of markets from which to buy goods or foods. • Purchasing any product, a consumer goes through brand preference.
4	• The culture of fast food consumption has replaced the traditional meal among university students and is a great public health concern. • Fast food is killing people slowly and most people are not even aware of the effects is having on their health. • Create health problems like obesity, cholesterol problems, diabetes and heart problems, this are just few of catastrophe effects that this type of food is causing. • The consumption of fast food is fostered because of the quick service, convenience, good taste, and inexpensive prices relative to more traditional home-style restaurants.
5	• Creativity can help brands to create a following, as well as promote their products. • Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product. • Advertising spending also creates positive impression about a brand in the minds of the consumers. • Without advertisement, many forms of mass media such as newspapers, radio,

	magazines, and television, might not exist as they do today. • Advertising positively impacts society because it helps maintain mass communications media, making them much less expensive for the public.
6	• Consumer attitude is strongly influenced by personal experience, the influence of family & friends, direct marketing & mass media. • Direct Experience-The primary means by which attitude towards goods & services are formed is through the consumer's direct experience in trying & evaluating them. • Consumer comes from difference in culture, climate, socioeconomic status and geographic location etc. • Fast food is that food where consumer gets the readymade food in nature and easy to eat. • Consuming fast foods has become a recent trend among upper society, teenagers and youth have also increased and the fast food has won the palate of those groups.
7	• Consumption of fast foods has gradually become a common lifestyle particularly in urban zones and among youngsters regardless of associated adverse health consequences. • Approximately 22% of the respondents mentioned that they consumed fast food for 4 days per week where 21.3 % reported to have fast food for everyday of the week. • All the male students preferred fast food where 97% of female students reported about their preference and the type of fast food they preferred included fried chicken, pizzas, burgers, noodles and soft drinks. • Approximately 80% students knew about the ingredients that went into their fast food, and 95.6% were aware that fast food contains large amounts of fats and oils. • Approximately 98% students were concerned about the negative effects associated with fast food consumption.
8	• Nutrition transition, implicated in the rapid rise of obesity and diet-related chronic diseases worldwide, is rooted in the processes of globalization. • Globalization affects the nature of the food supply chain, thereby altering the quantity, type, cost, and desirability of foods available for consumption. • Rapid movement of goods, people, resources, ideas, and technology, are characteristics of globalization which have influenced and shaped food. • Globalization has manifested beyond economic issues extending to cultural identities, including food. • Major target has greatly been towards young adults and children exacerbated by the use of advertisements, promotion, freebies, apps, and social media as a strategy to draw the attention of this market segment.

Appendix III

Complication of Methods

Article	Method
1	In total, 217 responses have been acquired, of which 204 have been complete and usable. The selected sample size was 204 of respondents received in eight major cities; the researcher received 600 valid questionnaires with a response rate of 94%.
2	Non Probability convenience sampling technique was used. Sample comprised of 106 respondents. Here 10 items used for collecting data. Questionnaires prepared by self administrated.
3	Data collected from the local restaurant shop which were operating for a long in Bangladesh in capital city of Dhaka. Data were collected from various sources like national newspaper articles, international journals, scholarly articles, industry specific magazines, books related to the fast food industry.
4	Sample size was 150 students from the population were used through a protested structured questionnaire. The researcher asked 28 Question to 150 Students of Five Reputed University such as Dhaka University, Jahangirnagar University, American International University of Bangladesh, Gono University and Sher-e-Bangla Agriculture University
5	Samples size larger than 30 and less than 500 are appropriate for most research. Based on that, 250 sample sizes have been chosen for this study. 50 respondents were selected conveniently from 5 fast food restaurants located in a mall at Penang, Malaysia.
6	Primary data has been collected through questionnaires developed. In a total respondent of 100 where 16 items based on salient beliefs of fast food consumers were used to collect the data and sample size for any exploratory research is within 40 to 60.
7	Data collected from 4 private universities of Bangladesh situated in Dhanmondi, Dhaka: Daffodil International University, United International University, World University of Bangladesh, and State University of Bangladesh. A total number of 200 university students within the ages of 18 to 24 were randomly selected from these institutions in groups of 50 students from each. A semi-structure questionnaire was used to collect data regarding age, sex, pocket money per month, meal patterns, fast-food preference, fast food consumption per week, monthly expenditure on fast food, soft drink preference, sources of fast food, the cause behind the consumption of fast food, the preferred time of fast food consumption, health complications, and socioeconomic status.
8	The data was carried out in the University Of Central Lancashire, United Kingdom. 100 and 10 students were randomly selected to represent the study population for the purpose of in-depth study, proper data management and to avoid the research being bias. To study the effect of the global presence of fast food on food choice, Students were selected because, arguably, they are most likely to be influenced and attracted by fast food product due to the academic environment and age bracket.

Appendix IV

Complication of Conclusions

Article	Conclusions
1	The results revealed that service quality and customer satisfaction were found significantly related with significance level to with customer's loyalty were partially correlated with dependent variable. Results of this research will help the fast food industry to shape their products and services in such a way that they could maximize customer satisfaction and maintain their customer's loyalty in order to achieve higher market share.
2	The Food Industry has tremendous potential in the Bangladeshi market. The growth of the fast food market has been an effect of societal development. Fast food restaurants provide the consumer with convenience, easy accessibility and reasonable in pricing. The quality and value related perception is more closely related with overall impression of customer service and health related service perception can be considered.
3	This research is attempted to examine consumer preferences to the fast food restaurants of Dhaka. In those factors customer may include restaurant service quality, their price or environment of the restaurant. This can be said for the Dhaka consumers. The university students consider choosing fast food through brand reputation on the other hand, When choosing fast food followed by nearness and accessibility, similarity in taste, cost and quality relationship, discount and taste, clean and hygiene, salesmanship and decoration, fat and cholesterol, and self service. The recent upset in the fast food industry of Bangladesh was created by the discovery of unethical practices conducted by several fast food businesses resulted in consumers putting their trusts on renowned fast food brands only.
4	Although fast food tastes good and eating it once in a while is fine, eating fast food too frequently may result in health problems such as obesity or diabetes. The problems caused by fast food are mainly in the high sugar, salt and fat content in it. Fast food is convenient and tasty though prepared with low nourishing or unhealthy ingredients. Fast food companies are targeting youngsters through great promotion strategies, delicious recipes and attractive advertisement.
5	Advertising promote social messages and life style through illustrating the position of ideal consumer and stimulate social action toward purchase of that product. Advertising spending also creates positive impression about a brand in the minds of the consumers. Fast food industry should give more important to this dimension when they are preparing an advertisement for their company. At the same time distinctive and content should give least importance when preparing an advertisement as it still elements of an advertisement.
6	Fast food consumption is increasing in Bangladesh day by day. Consumers regarding the fast food restaurants in Bangladesh, which are quality, price, quick service, and environment of the restaurants. Consumer consumption pattern differs in culture, climate, socioeconomic status, etc. fast food restaurants in Bangladesh mainly focused on consumer preferences of the fast food products.

7	The private university students tend to have poor eating habits preferring the consumption of fatty fast foods and sugary soft drinks, skipping meals, etc. The aim of the present study was to examine the preference, prevalence and pattern of fast food consumption among the students. The consequences of this study propose that a requirement for health education programs that stimulate healthy eating habits and lifestyle for undergraduate college students.
8	Fast food originally perceived as American culture is becoming a world culture; as people seem to tilt towards the quick food service system, which offers convenient, quick and affordable meals. As globalization is characterized by the movement of people, resources, finances, technology and ideas, it has also account for the movement of fast food across national and regional borders perhaps creating the habit of eating outside home. Students' choice for fast food was dependent on several factors like: price, taste, convenience, habit, and variety. The most target consumers are road sides, terminals, motor ways, schools, petrol stations, hospitals, universities, shopping malls and parks regrettably, young adults and children.