



DOI NUMBER: 10.5958/2278-4853.2019.00033.8

BUYING FACTORS AND CUSTOMER SATISFACTION ABOUT FAST FOODS: A STUDY OF COLLEGE STUDENTS IN LUNGLEI TOWN MIZORAM

R. Lalnunthara*; NVR Jyoti Kumar**

*Assistant Professor,
Department of Commerce,
Higher and Technical Institute Mizoram (HATIM),
Lunglei, Mizoram, INDIA
Email id: tharahatim074@gmail.com

**Dean,
School of Economics,
Management and Information Science,
Department of Commerce,
Mizoram University, Aizawl
Mizoram, INDIA
Email id: nvrjyoti@rediffmail.com

ABSTRACT

This study analysed the relative importance of five factors (viz., variety and availability, taste, price, brand name/restaurant name, ingredients) influencing fast foods consumption among the college students in Lunglei town, Mizoram. It further highlighted the satisfaction level of the respondents in respect of those factors. The study is based on the primary data collected from 150 students of three colleges in Lunglei town. The study revealed that taste, price and ingredients are the important factors in fast foods consumption. Variety and availability of products/foods is not relatively an important factor. Brand name/restaurant name is the least important factor. The customers expressed higher level of satisfaction regarding the taste, the ingredients and the price of fast foods, in that order. They have least satisfaction in respect of the availability and variety of fast foods, and brand name/restaurant name. The findings imply the underperformance of the canteens, restaurants, and the retail outlets in making a variety of foods and brands available in their business. However, the entrepreneurs and the marketers need to make investment in this regard in order to expand their markets. Therefore, it is suggested that

there is a marketing opportunity available for the entrepreneurs running the restaurants and the retail outlets to harness market demand.

KEYWORDS: *Fast Foods, College Students, Buying Factors, Satisfaction Level*

I. INTRODUCTION

Fast foods have become very popular today due to easy accessibility, low price, taste, variety of items, busy working schedules, convenience, rising number of women working and so on. Due to busier consumer lifestyles and dual-working families with children, emphasis is increasingly being placed on quick meal solutions (Atkins and Bowler, 2001). Fast foods have been defined by Bender and Bender (1995) as a general term used for a limited menu of foods that lend themselves to production line techniques; suppliers tend to specialize in products such as hamburgers, pizzas, chicken, or sandwiches. In Data Monitor's (2005) survey the fast food market is defined as the sale of food and drinks for immediate consumption either on the premises or in designated eating areas shared with other foodservice operators, or for consumption elsewhere. According to Merriam Webster online dictionary fast food is —designed for ready availability, use, or consumption and with little consideration given to quality or significance. Some other researchers have used the terms fast food and junk food interchangeably (Kaushik et al, 2011). However, most of the junk foods are fast foods as they are prepared and served fast but not all fast foods are junk food, especially when they are prepared with nutritious contents.

Fast foods are popular among young generation due to modernization and globalization. Eating habits are formed in early years and become the most unchangeable practice in life. Children learn everything from the family and society (Wesslen et al., 2002). Ahmed et al. (2008) reported that 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.

II. REVIEW OF LITERATURE

An insight into the literature shows that several studies have been undertaken to study the factors influencing the consumption of fast foods. Some important research works, both Indian and international as well, are reviewed here to highlight their findings.

Sivathanu (2017) studied food marketing and its impact on adolescents' food choices. The study shows that repetition of the message, brand image, celebrity endorsements, premiums, product placements, viral marketing, integrated marketing strategies, attention getting products had a significant impact on the adolescents' food choices. The findings from the perception study of the parents showed that food marketing targeted at adolescents affected their food choices and influenced their health due to unhealthy food choices, making them a vulnerable consumer.

Alfaris et al. (2015) conducted a study on trends of fast food consumption among adolescent and young adult Saudi girls living in Riyadh. The study revealed that burgers and carbonated soft drinks were the main kinds of fast food meals and beverages usually eaten by girls. Adolescent girls who usually ate large portion sizes of fast food had significantly higher mean waist circumference and hip circumference. Participants eat fast food primarily for enjoying the delicious taste, followed by convenience. Restaurants' hygiene and safety standards were the main concern regarding fast food of girls.

Aruppillaiand Phillip (2015)focused to identify the impact of demographic and economic attributes of the consumers that influence on fast food consumption and consumers' buying behaviour in Moratuwa municipal council area which is located in Sri Lanka. The study reveals that, age of the respondent, education level, employment and civil status, distance to the nearest fast food outlet from their home have statistically significant and they are the key determinants in the consumption of fast food. The findings of this study will help for fast food managers to design their marketing strategies which are most suitable to fit with the consumers' attitudes and expectations and their buying behaviour of fast food restaurants in Sri Lanka.

Thakkar and Thatte (2014) focused the consumers' perception about two important food franchises, McDonalds and KFC. Various factors like variety of food items, quality, taste, ingredients are analyzed to study consumer perception about food franchise. The study found thatgood taste and good ingredients are most important factors whereas additional information is least important factor for the consumers.

Islam and Ullah (2010) conducted a study to identify the preference factors of fast food consumers living in Dhaka city. This study was conducted among the university students who usually eat fast food at their leisure time. Results showed that the consumers give most importance on brand reputation of the food item followed by nearness to receive and accessibility, similarity of taste with previous experience, cost and quality of the food, discount and taste, cleanliness and hygiene, salesmanship and decoration, fat and cholesterol level, and self-service factors. This study suggests that the brand reputation, nearness and accessibility, similarity in taste, and cost and quality relationship should be emphasized to improve the attraction of the university students towards the fast food items in Bangladesh.

Goyal and Singh (2007) conducted a survey to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. Results indicated that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene.

III. OBJECTIVE OF THE STUDY

This paper is based on an M Phil. dissertationentitled, *Buying attitudes of the college students toward fast foods in Lunglei town, Mizoram*.The objective of the paper is to study the factors influencing fast foods consumption among college students.

IV. HYPOTHESES

The null hypotheses formulated based on the study are as follows:

H₀₁: There is no significant difference between male and female respondents' attitude regarding the importance given to variety and availability of products/foods.

H₀₂: There is no significant difference between male and female respondents' attitude regarding the importance given to the taste of fast foods.

H₀₃: There is no significant difference between male and female respondents' attitude regarding the importance given to the price of fast foods.

H₀₄: There is no significant difference between male and female respondents' attitude regarding the importance given to the brand name/restaurant name.

H₀₅: There is no significant difference between male and female respondents' attitude regarding the importance given to the ingredients.

V. RESEARCH METHODOLOGY

For the purpose of the study, primary data were collected by administering a structured questionnaire among the sample students of the three colleges in Lunglei town, in Mizoram. The survey was conducted during July – August, 2016 which was confined to the college students in Lunglei town who consume fast foods at least four times in a week. For the purpose of the study, fast foods include fast foods available from college canteen and other restaurants, junk foods and instant foods. The sample consisted of a total of 150 college students. The sample was drawn equally from three colleges in Lunglei town, by selecting 50 students from each of the colleges. The equal number of male (25) and female (25) respondents were selected from each of the colleges by using the quota sampling method. Quota sampling was used to give equal representation to each gender from each of the colleges. The questionnaires were administered to the respondents in the college campus.

The questionnaire deals with the questions relating to the factors/attributes of fast foods, and attempts to know the degree of importance and satisfaction while consuming fast foods. The five factors/attributes selected were: variety and availability of products/foods, taste of foods, price, brand name/restaurant name, and ingredients. These five factors have been identified in the study conducted by Thakkar and Thatte(2014).Likert's five-point scale has been used to know the relative importance attached to the factors/attributes. The data collected were analysed by using simple percentage. Mann Whitney U test (non-parametric test) was used to study the attitudes of male and female college students regarding fast foods based on the above mentioned factors/attributes.Secondary data were collected from journals, newspapers, books, and websites.

VI. RESULTS AND DISCUSSION

BUYING FACTORS OF FAST FOODS

As noted, the Likert's five point scale has been used to know the relative importance attached it to the buying factors. The factors identified are: variety and availability, taste, price, brand name/restaurant name, and ingredients.

VARIETY AND AVAILABILITY OF PRODUCTS/FOODS

Table 1 shows the importance given by the respondents to the variety and availability of products/foods.

TABLE 1: IMPORTANCE OF VARIETY AND AVAILABILITY OF FAST FOODS CONSUMPTION

Gender	Not at all important	Not important	Neutral	Important	Extremely important	Total
Male	9 (12.00)	11 (14.67)	29 (38.67)	14 (18.67)	12 (16.00)	75
Female	5 (6.67)	18 (24.00)	30 (40.00)	15 (20.00)	7 (9.33)	75
Total	14 (9.33)	29 (19.33)	59 (39.33)	29 (19.33)	19 (12.67)	150

Note: Figures in parentheses are percentages

Source: Field Study

Around 13% of the respondents mentioned that variety and availability is extremely important factor in their fast food consumption. Around 20% of the respondents mentioned that variety and availability is an important factor. Around 19% of the respondents said that variety and availability is not an important factor in their fast foods consumption. Only around 9% of the respondents said that it is not important at all.

Overall analysis shows that 32% of the respondents mentioned that variety and availability is one of the important factors in fast foods consumption while over 28% of the respondents mentioned that it is not an important factor. Over 39% of the respondents were neutral in this regard.

TASTE

Table 2 indicates that the importance given by the respondents related to taste in their fast foods consumption.

TABLE 2 IMPORTANCE OF TASTE IN FAST FOODS CONSUMPTION

Gender	No at all important	Not important	Neutral	Important	Extremely important	Total
Male	3 (4.00)	0 (0.00)	9 (12.00)	20 (26.67)	43 (57.33)	75
Female	0 (0.00)	1 (1.33)	5 (6.67)	16 (21.33)	53 (70.67)	75
Total	3 (2.00)	1 (0.67)	14 (9.33)	36 (24.00)	96 (64.00)	150

Note: Figures in parentheses are percentages

Source: Field Study

64% of the respondents mentioned that taste is extremely important factor in their fast foods consumption. 24% of the respondents also mentioned that taste is an important factor. Only around 2% of the respondents considered that taste is not important in their fast foods consumption. Overall analysis indicates that 84% of the respondents considered that taste is an important factor in their fast foods consumption. Only around 9% of the respondents were neutral in this regard.

PRICE

Table 3 shows the importance given by the respondents regarding the price in their fast foods consumption. Over 36% of the respondents mentioned that price is an extremely important factor in their fast foods consumption. Over 23% of the respondents mentioned that price is an important factor. Over 25% of the respondents were neutral.

TABLE 3: IMPORTANCE OF PRICE IN FAST FOODS CONSUMPTION

Gender	Not at all important	Not important	Neutral	Important	Extremely important	Total
Male	-	7 (9.33)	19 (25.33)	23 (30.67)	26 (34.67)	75
Female	5 (6.67)	10 (13.33)	19 (25.33)	12 (16.00)	29 (38.67)	75
Total	5 (3.33)	17 (11.33)	38 (25.33)	35 (23.33)	55 (36.67)	150

Note: Figures in parentheses are percentages

Source: Field Study

Gender-wise, over 34% of male respondents said that price is an extremely important factor in their fast foods consumption. Over 30% of male respondents also said that price is an important factor. Among female respondents, over 38% mentioned that price is extremely important in

their fast foods consumption. 16% of female respondents mentioned that price is an important factor. Overall analysis indicates that price is one of the important factors for nearly 60% of the respondents in their fast food consumption while only around 14% of the respondents mentioned that price is not an important factor.

BRAND NAME/RESTAURANT NAME

Table4 indicates the importance given by the respondents to brand name/restaurant name.

TABLE 4: IMPORTANCE OF BRAND NAME/RESTAURANTS NAME IN FAST FOODS CONSUMPTION

Gender	Not at all important	Not important	Neutral	Important	Extremely Important	Total
Male	18 (24.00)	14 (18.67)	26 (34.67)	12 (16.00)	5 (6.67)	75
Female	19 (25.33)	15 (20.00)	24 (32.00)	9 (12.00)	8 (10.67)	75
Total	37 (24.67)	29 (19.33)	50 (33.33)	21 (14.00)	13 (8.67)	150

Note: Figures in parentheses are percentages

Source: Field Study

Over 24% of the respondents considered that brand name/restaurant name is not at all important factor in their fast foods consumption. Over 19% of the respondents also considered that brand name/restaurant name is not an important factor. 14% of the respondents considered that brand name/restaurant name is an important factor in their fast foods consumption. Only around 8% of the respondents mentioned that brand name/restaurant name is extremely important. Over 33% of the respondents were neutral. Overall analysis shows that 44% of the respondents considered that brand name/restaurant name is not an important factor in their fast foods consumption while over 22% of the respondents considered that it is not important.

INGREDIENTS

Table 5 gives the importance given by the respondents to the ingredients in fast foods consumption. 60% of the respondents mentioned that ingredients are an important factor in their fast foods consumption. Out of which over 32% mentioned ingredients as extremely important.

TABLE 5: IMPORTANCE OF INGREDIENTS IN FAST FOODS CONSUMPTION

Gender	Not at all important	Not important	Neutral	Important	Extremely Important	Total
Male	8 (10.67)	6 (8.00)	17 (22.67)	19 (25.33)	25 (33.33)	75
Female	8 (10.67)	8 (10.67)	13 (17.33)	22 (29.33)	24 (32.00)	75
Total	16 (10.67)	14 (9.33)	30 (20.00)	41 (27.33)	49 (32.67)	150

Note: Figures in parentheses are percentages

Source: Field Study

20% of the respondents mentioned that ingredients are not an important factor in their fast foods consumption. Out of which around 10% mentioned that 'not at all important'. 20% of the respondents were neutral. It may be noted that ingredients are an important factor for the respondents in their fast foods consumption.

IMPORTANT FACTORS INFLUENCING THE CONSUMPTION OF FAST FOODS

Table 6 indicates the importance given by the respondents on different factors regarding the importance in their fast foods consumption. Overall analysis indicates that 88% of the respondents considered that taste is one of the important factors in their fast foods consumption. 60% of the respondents considered price and ingredients as important factors. 32% of the respondents considered variety and availability are important in their fast foods consumption. Only around 22% of the respondents mentioned that brand name/restaurant name is an important factor.

TABLE 6: IMPORTANCE OF DIFFERENT FACTORS IN FAST FOODS CONSUMPTION

Factors	Response	Percentage of the Respondents
Variety and Availability	Not at all important	9.33
	Not important	19.33
	Neutral	39.33
	Important	19.33
	Extremely important	12.67
Taste	Not at all important	2.00
	Not important	0.67
	Neutral	9.33
	Important	24.00
	Extremely important	64.00
Price	Not at all important	3.33
	Not important	11.33
	Neutral	25.33
	Important	23.33
	Extremely important	36.67
Brand Name/Restaurants Name	Not at all important	24.67
	Not important	19.33
	Neutral	33.33
	Important	14.00
	Extremely important	8.67
Ingredients	Not at all important	10.67
	Not important	9.33
	Neutral	20.00
	Important	27.33
	Extremely important	32.67

Note: This table is based on Tables 1 to 6.

Source: Field Study

It can be concluded that taste, price and ingredients are the important factors in fast foods consumption. Variety and availability of products is not relatively an important factor. Brand name/restaurant name is the least important factor.

VII. HYPOTHESES TESTING

It is attempted to know whether significant difference exists between male and female respondents' attitude regarding the importance given to the five factors viz. variety and availability, taste, price, brand name/restaurant name, and ingredients. As noted, Mann Whitney U test was used to study the hypotheses framed for the study. The calculation is shown in Table 7.

TABLE 7: TESTING OF H_{01} , H_{02} , H_{03} , H_{04} , and H_{05}

	Variety and availability	Taste	Price	Brand name/restaurant name	Ingredients
Mann Whitney Z	2641.500 - .669	2397.000 - 1.836	2596.500 - .846	2782.000 - .118	2803.500 - .035
Asymp. Sig. (2-tailed)	.503	.066	.397	.906	.972

All the five null hypotheses framed were accepted based on the calculation shown in Table 7 and hence it can be concluded that there is no significant difference between male and female respondents regarding importance given to the five factors viz. variety and availability, taste, price, brand name/restaurant name, ingredients ($p > 0.05$).

CUSTOMER SATISFACTION VIS-À-VIS BUYING FACTORS

VARIETY AND AVAILABILITY OF PRODUCTS/FOODS

Table 8 indicates the levels of satisfaction by the respondents to the variety and availability of products/ foods.

TABLE 8: SATISFACTION REGARDING VARIETY AND AVAILABILITY OF PRODUCTS/FOODS

Gender	Not at all Satisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied	Total
Male	7 (9.33)	10 (13.33)	13 (17.33)	17 (22.67)	11 (14.67)	75
Female	6 (8.00)	20 (26.67)	24 (32.00)	17 (22.67)	8 (10.67)	75
Total	13 (8.67)	30 (20.00)	54 (36.00)	34 (22.67)	19 (12.67)	150

Note: Figures in parentheses are percentages

Source: Field Study

Over 35% of the respondents were satisfied with variety and availability of products/foods. Around 12% were very satisfied. Over 28% of the respondents were not satisfied with variety and availability of products/foods. Around 9% were not at all satisfied. 36% of the respondents were neutral in this regard. In other words, nearly, two-thirds of the respondents were neither unsatisfied nor neutral in respect of the variety and availability of products/foods. This implies the underperformance of the canteens, restaurants, and the retail outlets in making a variety of foods and brands available in their business. There is a marketing opportunity available for the entrepreneurs running the restaurants and the retail outlets to harness market demand.

TASTE

Table 9 indicates the level of satisfaction by the respondents regarding the taste of fast foods. Over 87% of the respondents were satisfied with the taste of fast foods which they consume. Over 61% of the respondents were very satisfied. Only around 3% of the respondents were not satisfied. Around 9% of the respondents were neutral in this regard.

TABLE 9: SATISFACTION REGARDING TASTE OF FAST FOODS

Gender	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Male	2 (2.67)	1 (1.33)	8 (10.67)	22 (29.33)	42 (56.00)	75
Female	2 (2.67)	-	6 (8.00)	17 (22.67)	50 (66.67)	75
Total	4 (2.67)	1 (0.67)	14 (9.33)	39 (26.00)	92 (61.33)	150

Note: Figures in parentheses are percentages

Source: Field study

This implies that the marketers involved in marketing of fast foods are successful in satisfying the customers on this front. At the same time, the marketers are often criticised that in the process of satisfying their business interest, they are compromising with the customer interest in terms of their health.

PRICE

Table 10 shows the level of satisfaction regarding the price of fast foods by the respondents. 56% of the respondents were satisfied with the price of fast foods. 26% were very satisfied. Only 13% of the respondents were not satisfied with the price of fast foods. 30% were neutral.

TABLE 10: SATISFACTION REGARDING PRICE OF FAST FOODS

Gender	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Male	3 (4.00)	8 (10.67)	21 (28.00)	25 (33.33)	18 (24.00)	75
Female	1 (1.33)	9 (1.20)	24 (32.00)	20 (26.67)	21 (28.00)	75
Total	4 (2.67)	17 (11.33)	45 (30.00)	45 (30.00)	39 (26.00)	150

Note: Figures in parentheses are percentages

Source: Field study

Overall analysis indicates that over 54% of male respondents were satisfied with the price of fast foods. Only 14% of the respondents expressed dissatisfaction. Over 52% of female respondents were satisfied with the price of fast foods. There is no significant difference between male and female respondents in this regard. It may be concluded that the penetrating pricing is an important marketing strategy for expanding the market size of fast foods across the country. In other words, fast food items have become the convenience good in terms of the buying habit of customers.

BRAND NAME/RESTAURANT NAME

Brand loyalty or loyalty towards a specific restaurant plays an important role in marketing of fast foods. Therefore, it is attempted to study the loyalty of the respondents towards the branded fast food products and the restaurants. Table 11 indicates the level of satisfaction regarding the brand name/restaurant name.

TABLE 11: SATISFACTION REGARDING BRAND NAME/RESTAURANT NAME

Gender	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Male	12 (16.00)	15 (20.00)	26 (34.67)	14 (18.67)	8 (10.67)	75
Female	14 (18.67)	15 (20.00)	22 (29.33)	11 (14.67)	13 (17.33)	75
Total	26 (17.33)	30 (20.00)	48 (32.00)	25 (16.67)	21 (14.00)	150

Note: Figures in parentheses are percentages

Source: Field study

Only about 30% of the respondents were satisfied with the brand name/restaurant name. Over 37% of the respondents were not satisfied. 32% of the respondents were neutral in this regard. This finding suggests the scope for improvement on the part of the marketers in retaining the customers. The college canteens need to expand their product mix in terms of variety and quality in order to satisfy the customers.

INGREDIENTS

Table 12 gives the levels of satisfaction of the respondents regarding the ingredients of the fast food items consumed by them.

TABLE 12: SATISFACTION REGARDING INGREDIENTS

Gender	Not at all satisfied	Not satisfied	Neutral	Satisfied	Very satisfied	Total
Male	3 (4.00)	8 (10.67)	19 (25.33)	24 (32.00)	21 (28.00)	75
Female	5 (6.67)	11 (14.67)	19 (25.33)	29 (38.67)	11 (14.67)	75
Total	8 (5.33)	19 (12.67)	38 (25.33)	53 (35.33)	32 (21.33)	150

Note: Figures in parentheses are percentages

Source: Field study

Over 56% of the respondents were satisfied with the ingredients of fast foods. Around 21% were very satisfied. 18% of the respondents were not satisfied. Over 25% of the respondents were neutral in this regard. The marketers' performance in this respect is not up to the mark as perceived by the respondents. In their own business interest, the marketers need to give importance to the nutritional value of their products (may be at the cost of taste) so that they could cater to the needs of health conscious customers' segment.

SATISFACTION LEVEL ON DIFFERENT FACTORS/ATTRIBUTES

The level of satisfaction derived by the respondents in respect of the five selected factors/attributes is compared to know the relative importance of the factors/attributes (Table 13). Overall analysis indicates that over 87% of the respondents were satisfied with the taste of fast foods. Over 61% of the respondents were very satisfied. 61% of the respondents were satisfied with the price of fast foods. 26% were very satisfied. Only 56% of the respondents were satisfied with the ingredients of fast foods. Over 21% of the respondents were very satisfied. In case of variety and availability, and the brand name/restaurant name of fast foods each, only 30% of the respondents were satisfied.

TABLE 13: SATISFACTION REGARDING DIFFERENT FACTORS

Factors	Response	Percentage of the Respondents
Variety and Availability	Not at all satisfied	8.67
	Not satisfied	20.00
	Neutral	36.00
	Satisfied	22.67
	Very satisfied	12.67
Taste	Not at all satisfied	2.67
	Not satisfied	0.67
	Neutral	9.33
	Satisfied	26.00
	Very satisfied	61.33
Price	Not at all satisfied	2.67
	Not satisfied	11.33
	Neutral	30.00
	Satisfied	30.00
	Very satisfied	26.00
Brand name/Restaurant name	Not at all satisfied	17.33
	Not satisfied	20.00
	Neutral	32.00
	Satisfied	16.67
	Very satisfied	14.00
Ingredients	Not at all satisfied	5.33
	Not satisfied	12.67
	Neutral	25.33
	Satisfied	35.33
	Very satisfied	21.33

Note: This table is based on Table 7 to 11

Source: Field study

In other words, the customers expressed higher level of satisfaction regarding the taste, the ingredients and the price of fast foods, in that order. They have least satisfaction in respect of the availability and variety of fast foods, and brand name/restaurant name. In case of the most important factors as perceived by the respondents namely the taste, the price, and the ingredients, their level of satisfaction is higher.

VIII. MAJOR FINDINGS

- 64% of the respondents mentioned that taste is extremely important factor in their fast foods consumption.
- Price is one of the important factors for nearly 60% of the respondents in their fast food consumption
- 60% of the respondents mentioned that ingredients are an important factor in their fast foods consumption.

- Price and ingredients are the important factors in fast foods consumption. Variety and availability of products is not relatively an important factor. Brand name/restaurant name is the least important factor.
- Over 87% of the respondents were satisfied with the taste of fast foods which they consume.
- Over 56% of the respondents were satisfied with the ingredients of fast foods.
- 56% of the respondents were satisfied with the price of fast foods.
- The customers expressed higher level of satisfaction regarding the taste, the ingredients and the price of fast foods, in that order. They have least satisfaction in respect of the availability and variety of fast foods, and brand name/restaurant name.

VIII. CONCLUSION

The findings imply the underperformance of the canteens, restaurants, and the retail outlets in making a variety of foods and brands available in their business. This is especially true in case of remote town of Lunglei and quite naturally the marketers and the intermediaries find it difficult to market a variety of brands in remote places due to the bottleneck of transportation. However, the entrepreneurs and the marketers need to make investment in this regard in order to expand their markets. Therefore, it is suggested that there is a marketing opportunity available for the entrepreneurs running the restaurants and the retail outlets to harness market demand.

This study found nearly 45% of the respondents were neither happy nor neutral in respect of the nutritional value of the fast foods. In other words, the marketers' performance in this respect is not up to the mark as perceived by the respondents. In their own business interest, the marketers need to give importance to the nutritional value of their products (may be at the cost of taste) so that they could cater to the needs of health conscious customers' segment. Further, the marketers of food products and the entrepreneurs running the restaurants need to focus on nutritional value provided by their products rather than overemphasizing the taste elements.

IX REFERENCES

- [1] Ahmed, J., Hossain, M.L., Malek, M.A., & Begum, F. (2008). Assessment of bacteriological quality of fast foods and soft drinks in relation to safety and hygiene. *Bangladesh Journal of Microbiology*, 25 (1), 73-75.
- [2] ALfaris, N.A., Jozaa, Z., Tamimi, A., Al-Jobair, M., & Shwaiyat, N. (2015). Trends of fast foods consumption among adolescent and young adult Saudi girls living in Riyadh. *Food & Nutrition Research*, 59(1), 26488, doi: 10.3402/fnr.v59.26488.
- [3] Athkins, P., & Bowler, I. (2001). *Foods in society: Economy, culture, geography*. Hodder Education, London.
- [4] Bender, A.E., & Bender, D. A. (1995). *A dictionary of food and nutrition*. Oxford University Press, Oxford.
- [5] Data Monitor (2005). Fast food in Asia-Pacific: Industry profile. available at: www.datamonitor.com.
- [6] Goyal, A., & Singh, N.P. (2007). Consumer perception about fast food in India: an exploratory study. *British Food Journal*, 109 (2), 182-195.

[7] Islam, N., &Ullah, G.M.S. (2010). Factors affecting consumers' preferences on fast food items in Bangladesh.*The Journal of Applied Business Research*, 26 (4), 131 – 146.

[8] Kaushik, J., Narang, M., &Prakash, A. (2011). Fast food consumption in children.*Indian Pediatrics*, 48, 97-101.

[9] Arupillai, T.,&Phillip, P.M.G. (2015). An analysis of consumers' buying behaviour and its determinants of fast foods in Sri Lanka.*International Journal of Economics and Finance*.7 (9), 112-119.

[10] Sivathanu, B. (2017). Food marketing and its impact on adolescents' food choices.*Indian Journal of Marketing*, 46, 46 – 58.

[11] Thakkar, K., &Thatte, R. (2014). Consumer perceptions of food franchise: A study of McDonald's and KFC.*International Journal of Scientific and research Publications*, 4(3).

[12] Wesslen, A., Sepp, H., &Fjellstrom, C. (2002). Swedish pre-school children's experience of food. *International Journal of Consumer Studies*. 26 (4), 264-272.