

Effect of Social Media Network and Fast Food Consumption Behaviors on Youth Life Style in Kerala

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ABSTRACT

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects peoples living styles and it is an ongoing process to identify the nature of these influence in every society and country specially on youth .this study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. Food diversity in India is an implicit characteristic of India's diversified culture consisting of different regions and states within. Traditionally, keralians like to have home-cooked meals – a concept supported religiously as well as individually. However, with times due to increasing awareness and influence of western culture, there is a slight shift in food consumption patterns among urban Kerala families. It started with eating outside and moved on to accepting a wide variety of delicacies from world-over. Liberalization of the Indian economy in the early 1990s and the subsequent entry of new players set a significant change in lifestyles and the food tastes of Kerala. Fast food is one which gained acceptance of Kerala palate after the multinational fast food players Adapted the basic Kerala food requirements viz. vegetarian meals and selected non-vegetarian options excluding beef and pork totally from their menu. Multinational fast food outlets initially faced protests and non-acceptance from Kerala consumers. This was due to primary perception that these fast food players serve only chicken and do not serve vegetarian meals. In addition, fast food is perceived expensive besides being out-of-way meals in Kerala culture. Today, fast food industry is getting adapted to Kerala food requirements and is growing in Kerala. It is gaining acceptance primarily from Kerala youth and younger generations and is becoming part of life. Keeping in view the Kerala habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the perception of Kerala youth, in the age group of 20-30 years, towards consumption of fast food as well as towards making choice of fast food outlets.

DEFINITION OF KEY TERMS

The important terms used in the study are defined

- Effect – The Effect in the study stands for the statistical process to see whether the effect of variable is different for different levels of other variable as studied by the technique of two way ANOVA
- Social media - Social media are computer-mediated tools that allow people or companies to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks.
- Fast food - contemporary food is a type of mass-produced food that is prepared and served very quickly, was first popularized in the 1950s in the United States, and may be relatively lesser in nutritional value compared to other foods and dishes
- Consumption behaviors- is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's eating behavior
- Youth - Youth are defined as those aged 15 to 29 in the national youth policy (2014). This age-group constitutes 27.5% of India's population.
- Lifestyle is expressed in both work and leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income.

1. INTRODUCTION

Economic growth is typically accompanied by improvements in a country's food supply, both quantitative and qualitative, and a gradual reduction in nutritional deficiencies. This paves a way for the changes in the production, processing, distribution and marketing of food. Diets evolve and are prejudiced by factors such as income, prices, individual preferences and beliefs, cultural traditions, as well as geographical, environmental, social and economic factors

India's remarkable economic growth over the past two decades and more comprehensive growth in recent years have resulted in per capita income steadily increasing in real terms as well as at market prices both in urban and rural areas. The change is occurring both among rural and urban households. Other factors contributing to the change in the consumption pattern is the increasing urbanization. During the most recent decade, globalisation has also played an important role in the transformation of food consumption patterns of Indian households. The scope for global fast food retailers in India is increasing as many regulations for setting up outlets in India are relaxed. The government has allowed 100 per cent foreign direct investment (FDI) in trading of food products. FDI will be allowed through the Government approval route in food products manufactured and produced in India. The chain space is marked by the presence of more than 120 brands with more than 4,000 outlets spread across various cities in India.

The growth in the Quick Service Restaurant (QSR) is driven by several factors like expanding middle class, urbanization, youth spending, nuclear families, better logistics, increased income, mall and multiplex boom. The quick-service restaurant industry at the same time is also facing different problems like health and hygiene concern among buyers, localization of menu, standardization of products across outlets, ordering

service time, talent acquisition, high attrition rate, building a cost-effective supply chain, establishing a supply chain in a new region, monitoring quality of products procured from third parties and the like. Most of the different quick services retailing brands are located near the malls, tourist hubs, corporate hubs, shopping centres, multiplexes, airport, railway station, college and Universities to create an adequate experience as well as ambience for the success of the brand.

India's fast food industry is growing by 40% a year and is expected to generate a billion dollars every year. The multinational segment of Indian fast food industry is up to Rs. 6 billion, a figure expected to zoom to go Rs.70 billion. The value of Indian dairy products is expected to be Rs.100000 million. In the last 6 years, foreign investment in this sector stood at Rs. 3600 million which is about one-fourth of the total investment made in this sector. Because of the availability of raw material for fast food, global chains are flooding into the country.

Fast food is usually referred to as hamburgers, pizza, or fries, or the kind of food that can be prepared and served quickly at a low price. It is common to see a long line in a drive-through way outside of a fast food restaurant or a bunch of crowded clients waiting to order in front of fast food outlets. Even though nearly every customer knows the harm fast food brings to their health, we still can see every day in fast food restaurants customers come and order in an endless stream.

Social media are computer-mediated technologies that facilitate the creation and sharing of information and ideas via virtual communities and networks. Users typically access social media service via web-based technologies on their personal computers or smart-phones. Users can create highly interactive platforms through which individuals, communities and organizers can share, co-create, discuss and modify the content posted online. It changes the way individuals and large organizations communicate.

Social media has become a major mode of sharing and communicating information and has become an integral part of many people's lives in India. Currently the top four social media sites for the marketing industry are Facebook, Twitter, YouTube, and LinkedIn. These major social media sites have grown rapidly since their inception and have drastically changed the way people communicate and interact today.

Social media networking takes most of the time of students and redirects it towards non-constructive, often non-ethical, deceptive and improper activities, for example, texting and chatting with friends for most of the time of the day, waste of time by searching for peoples' private life and avoiding their real jobs and studies. Youth especially students, for the most part, utilize social media for time killing and purpose of happiness however it has been found out that web use for academic reasons and assignments including online instructional exercises, online classes and training material downloading is a positive step. However, utilization of web especially social media for just informal communication is just a wastage of time and futile.

Social Media is media for social interaction as a super-set beyond social communication. Social Media has brought individuals separated by geography and ideology to a common virtual platform. Online Social Networking Sites are among the most popular services these days where the benefit of information is mutual. Users interact through various features of

social networking sites making relationships, new friends, knowledge sharing, video sharing etc. Thus these features become the key in product buying decisions, Online shopping etc. Social media are serving good medium to connect students, and emails are considered important for communication, students view advertisements online and with the helping online marketing gets influenced. The Social Media comprises of Social networking sites, Educational material sharing Content sharing sites, User-sponsored blogs, Company-sponsored websites, Business networking sites, Collaborative websites, Social bookmarking and much more. It includes Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.

2. SCOPE OF THE STUDY

The present study is carried out in order to make an attempt to analyze the effect of social media network and Fast food consumption behaviors in youth life style in Kerala. This study mainly focuses its attention on the fast food consumption and social media. It does not cover other related areas.

3. OBJECTIVES OF THE STUDY

The following are the objectives of the present study

- To trace the origin, growth and development of social media and fast food consumption pattern.
- To study the factors that influence the behavior of respondents towards the fast food and social media in the study area
- To evaluate the perception level of respondents towards fast food and social media.4. To offer the Summary of findings and Suggestions.

4. COLLECTION OF DATA

The present study is based on both primary and secondary data. The required primary data were collected through structured-interview schedule. The required secondary data were collected from journals, magazines, newspapers, unpublished office records, websites, and the like.

SAMPLING

Kerala comprises of fourteen districts which is divided into three regions by the researcher. The details is furnished in the table 1

KERALA REGIONS	
REGION	DISTRICT
I	Thiruvanthapuram
	Kollam
	Alappuzha Kottayam Pathanamthitta
II	Idukki
	Ernakulam
	Thrissur
	Palakkad

III	Malappuram Kozhikode Wayanad Kannur Kasaragod
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Source: Secondary data

TABLE NO 1

DISTRIBUTION OF SAMPLE

REGION	DISTRICT	NO OF RESPONDENTS	TOTAL
I	Thiruvanthapuram	50	150
	Kollam	50	
	Kottayam	50	
II	Ernakulam	50	100
	Palakkad	50	
III	Kozhikode	50	150
	Wayanad	50	
	Kannur	50	
TOTAL			400

TABLE NO 2

The survey was conducted in the selected districts of three regions. The people, who were residing, studying there, were asked to answer the schedule. The objective of the study was clearly explained to them to ensure co-operation, sincerity and accuracy in their response.

PERIOD OF STUDY

This study was conducted during the year 2019. The fieldwork was carried out during the months of January 2019 and March 2019

FRAMEWORK OF ANALYSIS

KRUSKAL-WALLIS

To measure the perception of respondents towards fast food habits of Kerala region the Kruskal-Wallis Test has been used.

$$H = \frac{12}{(N + 1)} \left(\frac{R_1^2}{N} + \frac{R_2^2}{N} + \dots + \frac{R_k^2}{N} \right) - 3(N)$$

Where, n₁,n₂,. . . n_k are the numbers in each of k samples

N = n₁+n₂+ + n_k and R₁,R₂, ... R_k are rank sums of each sample.

To study the perception of respondents towards fast food attributes on

- Novelty
- Recreational
- Quality

- Price
- Brand
- Health
- Food choice

Required data were collected by giving 28 statements in Likert's five point-scale format in the questionnaire. For each factor given above, more than four statements were given. All the given statements were positive statements.

For ascertaining the level of perception, the following scores were given for each statement:

Strongly Agree – 5, Agree – 4, No Opinion – 3, Disagree – 2,
Strongly Disagree – 1

CHI-SQUARE

A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables. The chi-squared statistic is a single number that tells you how much difference exists between your observed counts and the counts you would expect if there were no relationship at all in the population.

There are a few variations on the chi-square statistic. Which one use depends upon how you collected the data and which hypothesis is being tested. However, all of the variations use the same idea, which is that one is comparing their expected values with the values one actually collect.

5. SUMMARY OF FINDINGS

- Out of the total 400 respondents 172 respondents are in the age group of below 25 years and their strength comes to 43 percentage. Another 144 respondents are in the age group of 25 -35 years and their strength comes to 36 percentage to the total and the remaining 84 respondents fall in the age group of above 35 years and their strength comes to 21percentage to the total
- Out of the total 400 respondents 206 respondents are men and their strength comes to 51.5 percentage and the remaining 194 respondents are female and their strength comes to 48.5 percentage to the total.
- Out of the total respondents 174 respondents are Hindus and their strength comes to 43.5 percentage. Another 110 respondents are Muslim and their strength comes to 27.5 percentage to the total. 105 respondents belong to the Christian religion with 26.25 percentage to the total and the remaining 11 respondents are from other religions with a minimum of 2.75 percentage to the total.
- Out of the total 400 respondents 25.75 percentage of the respondents are married and they formed the minimum share of the group and the remaining 74.25 percentage of the respondents are unmarried.
- Out of the 400 respondents, 231 respondents possess graduate level of education with 57.75 percentage to total Another 83 respondents belong to Post graduate education level and their strength comes to 20.75 percentage to the total, 38 respondents are in the school level and their strength comes to 9.5 percentage and the remaining

respondents possess diploma course level of education and their strength comes to 12 percentage to the total.

- Out of the total 400 respondents 56 percentage of the respondents are in the nuclear type of family and they formed the majority of the group and the remaining 44 percentage of the respondents are in the joint type family.
- Out of the total 400 respondents 256 respondents are residing in own house and their Strength comes to 64 percentage to the total and the remaining respondents are residing in their rental house and their strength comes to 36 percentage to the total.
- Out of the total 400 respondents 61 respondents are in the income level of up to Rs.10,000 and their strength comes to 15.25 percentage, 147 respondents are in the income level of Rs.10,001-20,000, another 173 respondents are in the income level of Rs.20,001-30,000 with 43.25 percentage to the total and the remaining 19 respondents belong to the income level of above Rs.30,000 and their strength comes to 4.75 percentage to the total.
- Out of the total respondents 158 respondents are students and their strength comes to 39.5 percentage to the total. Another 102 respondents are private employees, sixty one respondents are business men, and 40 respondents government employees and the remaining 39 respondents are professionals and their strength comes to 25.5, 15.25, 10 and 9.75 percentage to total respectively.

6. CONCLUSION

Contemporary foods have actually sliced up the Third World due to economic process . It's an integral a part of life within the developed and also the developing world, and returning with its a massive increase in fat and associated problems. The key to feeding these contemporary foods is moderation, occasional consumption and preferably in little parts. It's not impossible to win war with contemporary foods against healthy foods . However, one should beware entice is therefore sturdy that you just are going to be confirmed. It should be remembered that the addiction to contemporary is nice for business. It's bushed our hands to opt for food or health. Avoid junk, settle for Health! No Junk, know Health!

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