# A Correlation Analysis of How Young People's Perceptions Affect Their Attitudes About Purchasing MNC Fast-Food Items in The Chennai Market

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**ABSTRACT:**

This research aims to demonstrate how young people's perceptions are persuaded to have a change in their attitude in many ways to purchase fast food. The gathered statistics and analysis make it abundantly clear that younger generations are far more aware of fast food and its options than earlier generations were. The main aim of this paper is to show that there is a correlation between the perception of young people on fast food and how it affects their attitude toward buying MNC fast food. It has also been found that the Perception of an individual on Fast-food leads to a change in consumption attitude of fast food.

**Keywords:** Fast-food, Perception, Attitude, Correlation Analysis

**INTRODUCTION:**

Indian fast food is expanding rapidly. The change is seen around us as new fast-food franchises/outlets open. At the same time, I observe only a distinct trend in the younger age group shifting to fast-food places. This age group is particularly prone to preconceptions of anything, even fast food. The obtained data also has correlations, which are listed under Interpretations. The entire purpose of the study is to demonstrate how young consumers' sentiments are influenced by their own perceptions.

A questionnaire was distributed to individuals who frequently consumed fast food and had consumed MNC fast food in the previous three months. Demographics such as age, gender, location of residence, and fast food purchasing behavior were also analyzed for the subjects. Primary data from 215 participants was obtained and purified, yielding a total sample size of 201 for this investigation. The majority of answers come from students aged 20 to 35. A hypothesis has been developed for statistical testing. Correlation analysis was employed to evaluate hypotheses, and discrete statistics were used to calculate central values.

One overlooked issue, though, is how consumers define fast food. According to the previous definition, many local meals might also be classified as fast food, even though many customers believe that fast food only consists of Western-style products. Therefore, the goal of the current study was to investigate on MNC fast food items.

## RESEARCH METHODOLOGY:

The study is being undertaken on numerous groups of people ranging in age from 20 to 60 years. College students, especially those who had eaten fast food at least once in the previous three months, were heavily scrutinized. A questionnaire containing 11 statements on perception, 11 statements on attitude, and categorical questions regarding the sample demographic profile was designed and disseminated. More than 215 samples of data were collected using questionnaires and the survey method.

## ORIGINALITY:

For this study, data was mostly acquired through Questionnaire. The whole set of responses was entered in Microsoft Excel and the same has been imported in SPSS and properly coded in SPSS Version 22. The data acquired was subjected to hypothesis testing, which is described in the study. The questionnaire was distributed to multiple groups through questionnaires and email, and it was cleansed before being analyzed using SPSS 22. After cleansing the data, 201 original samples were taken for analysis and interpretation.

## DESCRIPTIVE STATISTICS:

| GENDER | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|
| Male | 109 | 54.2 | 54.2 | 54.2 |
| Female | 92 | 45.8 | 45.8 | 100.0 |
| Total | 201 | 100.0 | 100.0 | |
| **AGE GROUP** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| 16-25 | 112 | 55.7 | 55.7 | 55.7 |
| 26-35 | 78 | 38.8 | 38.8 | 94.5 |
| 36-45 | 8 | 4.0 | 4.0 | 98.5 |
| 46-55 | 3 | 1.5 | 1.5 | 100.0 |
| Total | 201 | 100.0 | 100.0 | |
| **OCCUPATION** | **Frequency** | **Percent** | **Valid Percent** | **Cumulative Percent** |
| Student | 68 | 33.8 | 33.8 | 33.8 |
| Govt Job | 3 | 1.5 | 1.5 | 35.3 |
| Pvt Job | 115 | 57.2 | 57.2 | 92.5 |
| House Wife | 4 | 2.0 | 2.0 | 94.5 |
| Business | 11 | 5.5 | 5.5 | 100.0 |
| Total | 201 | 100.0 | 100.0 | |

(***From the data collected from Primary Data***)

## SCATTER PLOT:
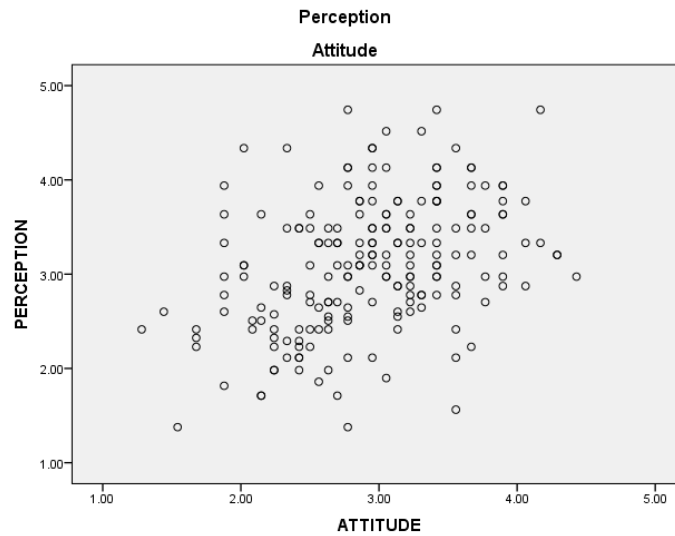


(*From the data collected from Primary Data*)

Based on the scatter plot, it seems that perception and attitude have a favorable relationship. However, the correlation with this variable is not very high; there may be a few more points in the plot's upper right and lower left corners. The variables for this connection must be continuous and, in smaller samples, properly distributed; the below-normal distribution curve can be used to verify this.
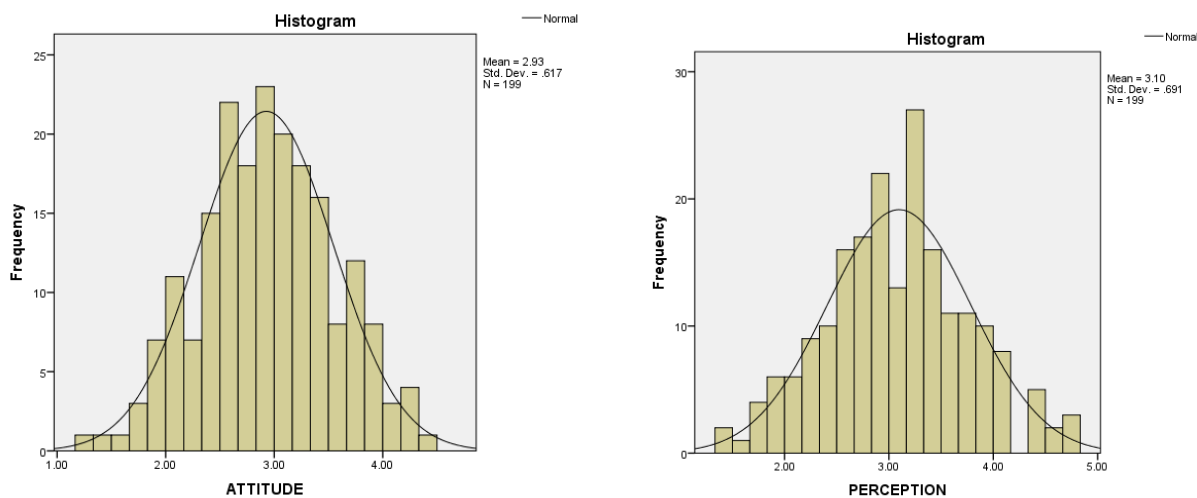


(*From the data collected from Primary Data*)

## TEST FOR NORMALITY:

H1: Perception follows normal Distribution
H2: Attitude follows normal Distribution

The Kolmogorov-Smirnov and Shapiro-Wilk tests produce test statistics that are used (along with a degree of freedom parameter) to test for normality. Here the primary data has been converted to normal by eliminating the outliers and using fractional rank fit and IDF. Normal function to convert the raw data into normal data. After the conversion test for normality is performed.

| CORRELATION MATRIX | | PERCEPTION | ATTITUDE |
|---|---|---|---|
| PERCEPTION | Pearson Correlation | 1 | .437** |
| | Sig. (2-tailed) | | .000 |
| | N | 201 | 201 |
| ATTITUDE | Pearson Correlation | .437** | 1 |
| | Sig. (2-tailed) | .000 | |
| | N | 201 | 201 |

| | Kolmogorov-Smirnov[a] | | | Shapiro-Wilk | | |
|---|---|---|---|---|---|---|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| **PERCEPTION** | 0.046 | 199 | .200* | 0.994 | 199 | 0.61 |
| **ATTITUDE** | 0.048 | 199 | .200* | 0.995 | 199 | 0.735 |

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

(***From the data collected from Primary Data***)

Here we see that the Kolmogorov-Smirnov statistic takes a value of .200 for Perception and a value of .200 for **Attitude and in Shapiro-Wilk test statistics takes a value of 0.61 for Perception and 0.735 for Attitude.** The test has degrees of freedom which equals the number of data points, namely 199.

For **Perception,**: The p-value (quoted under Sig. for Kolmogorov Smirnov and Shapiro-Wilk test) is .000 (reported as p < .001) which is less than 0.05. We therefore have significant evidence to accept the null hypothesis that the variable follows a normal distribution.

For **Attitude,**: The p-value (quoted under Sig. for Kolmogorov Smirnov and Shapiro Wilk test) is .000 (reported as p < .001) which is less than 0.05. We therefore have significant evidence to accept the null hypothesis that the variable follows a normal distribution.

## CORRELATION ANALYSIS:

H1: There is no correlation between Perception and Attitude in fast-food consumption.

H2: There is a correlation between Perception and Attitude in fast-food consumption.

Descriptive Statistics

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PERCEPTION | 3.0981 | .70684 | 201 |
| ATTITUDE | 2.9358 | .64166 | 201 |

**. Correlation is significant at the 0.01 level (2-tailed).

(***From the data collected from Primary Data***)

## FINDINGS:

In this case, the correlation (reported as the statistic *r*) takes a value of .437. The widely used rules specified by Cohen regard a correlation of *r*=.1 as small, *r*=.3 as moderate, and *r*=.5 as large. Here, then, we see a moderate positive correlation. The correlation matrix is given in the table, along with a significance value

and a sample size which in this case is 201. This is the number of observations in which both **Perception** and Attitude were observed.

The p-value (quoted under Sig. (2-tailed)) is .000 (reported as p < .001) which is less than 0.05. We therefore have significant evidence to reject the null hypothesis that there is no correlation at all between the variables. Hence the variables Perception and Attitude were significantly and moderately positively correlated $r = .437$, N = 201, p < .001

## CONCLUSION:

As the variables are continuous and the sample size is quite large, Pearson's correlation is the most relevant statistic to provide. Nonetheless, despite their relatively mild relationship, the results all point to a strong positive correlation between perception and attitude. Therefore, the examination of the data gathered from the sample demonstrates that perception affects attitude when purchasing fast food.

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