

# Contingent Purchase Behaviour of Generation Y towards Fast Food Products: An Investigation of Selected Antecedents

Sanjay Rizal<sup>1</sup>, Dr. Bipasha Chetiya Barua<sup>2</sup>

<sup>1</sup>*Department of Commerce, Dibrugarh University, Dibrugarh, India, 786003.*

<sup>2</sup>*Department of Commerce, Dibrugarh University, Dibrugarh, India, 786003.*

## Abstract:

Contingent purchase are those purchase which are unplanned in nature but at the same time people like to take the decision of their purchase in rational way. Contingent purchases are very common where people find themselves in a situation where they tend to take the purchase decision but being rational in their purchase behaviour at the same time. The purpose of this study was to look into the contingent buying behaviour of Generation Y customers towards fast-food in Assam, India. In today's fast-food market, there are a lot of unplanned purchase happening but whether that unplanned purchase in Impulse or contingent in nature is still to be proved and this paper tries to identify the presence of contingent purchase in the fast-food market. In this study, 160 questionnaires were issued using the quantitative method, with a response rate of 94 percent. The study shows the string presence of contingent purchase behaviour among generation Y consumers in fast food products in Assam. By understanding the Contingent purchase behaviour in the fast-food market, Assam's local fast food restaurant directors and managers can improve the customer experience, fix problems, and eventually achieve high quality business.

**Keywords:** Contingent Purchase, Rationality, Generation Y, Fast-Food.

## Introduction

India is a diverse country. Eating is not just associated with food in this context, but also with customs and traditions. The tastes and flavours of food preparation vary from state to state in India. However, as the world becomes more urbanised, this paradigm appears to be radically shifting.

Foods sold at a restaurant or store that are swiftly prepared and served in a box for takeout can be called as fast food (Kaushik et al., 2011). Burgers, pizzas, fries, hamburgers, patties, and nuggets are all examples of fast food. Pakora, samosa, namkeen, and other Indian dishes

For numerous years, the concept of fast food has reigned supreme. In today's fast-paced world, when costs are rising by the day, all family members must work to make ends meet. Furthermore, many people relocate away from their families in order to make a living. This type of hurried lifestyle allows for the consumption of swiftly cooked and served meals, which we refer to as fast food. At the time of preparation,

this rapid food is also a pleasure for the mouth. The Indian fast-food business is expanding at a rapid pace, bringing with it both benefits and drawbacks.

The introduction of the fast-food sector has altered India's urban culinary culture to some extent. After independence, India developed a fast-food culture. In Indian tradition, eating at home used to be quite significant. Fast food culture, on the other hand, has grown in prominence over time as the number of nuclear families has increased, as has economic expansion and rising per capita income, as well as globalisation. Similarly, as children became more exposed to global urban culture and western cuisine, their hunger for inexpensive and tasty fast food grew stronger. Furthermore, quick food is less expensive than traditional meals that include an appetiser and a dessert. In India, rising disposable income has resulted in greater dining frequency. According to a study conducted by AIIMS (Sushma, 2019), Bangalore, major fast-food chains such as McDonald's arrived in India in 1996, followed

by other major retailers such as Domino's, Pizza Hut, KFC, and others. According to another report (Keshari & Mishra, 2016), due to changing customer behaviour and demographics for fast food consumption, the Indian fast-food market is predicted to increase at an average annual growth rate (CAGR) of 18 percent through 2020. In malls and other public places, Burger King, Pizza Hut, Domino's Pizza, McDonalds, and KFC operate. India's fast food restaurant sector has grown dramatically as a result of changing consumer behaviour and favourable demographics.

According to Goyal and Singh (Goyal & Singh, 2007), fast food is the world's fastest growing food sector and the presence of impulse purchase is very evident in the previous researches. Many researchers have spent the last decade trying to figure out what causes impulse purchases. This is because buyers believe they are reasonable, but they frequently purchase groceries without regard for quality, price, or time (Chang et al., 2011; Peck & Childers, 2006; Rook, 1987; Stern, 1962).

All unplanned purchases cannot be termed as impulse purchase so in the study Contingent purchases of Fast food has been taken into consideration as research on impulse has already been done in many forms. Contingent buying's are such purchase decisions that are made on the spur of the moment, yet consumers want to make sensible decisions about their purchases (Rizal, 2020). The primary objective of the study is to analyse the Contingent purchase behaviour of generation Y towards Fast Food products. Along with the primary objectives the present study deals with the following corollary objectives:

- I. To understand the impact of Time in the purchase behaviour of generation Y towards Fast Food Products.
- II. To understand the impact of Money in the purchase behaviour of generation Y towards Fast Food Products.

In contrast to time pressure, this variable refers to how customers feel about the time available in a day (Beatty & Elizabeth Ferrell, 1998). Time constraints have a negative impact on unplanned purchases and will reduce them. Iyer had to conduct an experiment in 1989 to achieve this outcome. Furthermore, the amount of time a consumer has when looking for a retail activity has a beneficial impact on that activity (Beatty &

Smith, 1987). They spend more time in stores browsing. Given the considerable influence of time available on store browsing, Beatty and Ferrell (Beatty & Elizabeth Ferrell, 1998) argue that sellers should aim to influence the time consumers perceive they have in store. Retailers accomplish this by making shopping more efficient, for example, by assisting buyers in finding their desired things more quickly. As a result, as consumers spend more time in the shopping environment, they are more likely to make spontaneous purchases, and it has even been suggested that discretionary unplanned purchases have become part of the core importance of consumer society today, as individuals buy goods and services on purpose, but without prior income planning (Mesiranta, 2009). Consumers who buy for low entertainment value will be more efficient, spend less time in the store, and derive less net benefit from spontaneous purchases.

H1: The more time Generation Y believes she or he has available, the greater the chance that they fall for contingent purchase in Fast Food.

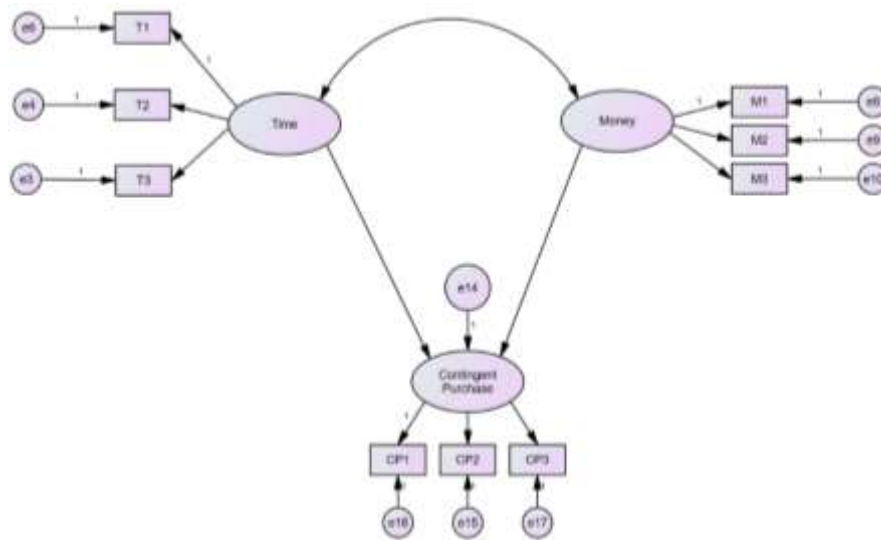
The availability of money plays an essential part in the impulse buying process; for example, it can act as an intermediary (Beatty & Elizabeth Ferrell, 1998) by increasing people's purchasing power. People shun shopping and the retail environment when they do not require money. Many studies have found that having money available leads to a favourable effect, which leads to a positive influence on impulse spending, but other studies have found that having money available leads to people being less likely to buy things they don't need (Heidarzadeh & Taherikia, 2010).

H2: The more money Generation Y believes she or he has, the more likely she or he is to make a Contingent purchase in Fast Food.

Based on the justifications of hypothesis 1 and hypothesis 2, hypothesis 3 has been created to make the reliability of the study in the following way:

H3: Both Time and Money of Generation Y towards Contingent Fast-Food Purchase is Positively related to each other.

The following Research Model has been proposed for the study based on the above given arguments:



### Research Methodology

The study focused on the Situational Variables of Time, Money, and Contingent Behaviour of Youth When It Comes to Fast Food Purchases. To reduce the wide range of responses, respondents were advised that they must react to the question while confronted with the current scenario. When replying to the questions, could have and should have had no place. The respondents for the study are generation Y which were between the ages of 23 to 38 (Dimock, 2019), and this strategy ensured that situational circumstances, which could cause an undesired response, were controlled.

The information was gathered through a cross-sectional study done in Dibrugarh Town's fast-food corners of Assam. Previously, the cross-sectional survey method was widely employed in many areas of social science research and had proven to be effective (Alexandrov et al., 2013; Dodd et al., 2005; Goldsmith et al., 2012). The respondents were chosen and replies were solicited using a suitable sampling procedure. A scenario-based experiment (Burnett, 2006; Luo, 2005; L. Miao & Mattila, 2013; M. Miao et al., 2019; Peck & Childers, 2006) through questionnaire format was done in Dibrugarh Town's fast-food joints and responses were recorded. Two scenarios were presented in front of the respondents and their responses were recorded accordingly. The two scenarios were as follows:

(i) Scenario-1: Mr. Krish went shopping in the market, and after about two and a half hours,

he is hungry enough, and it is about lunchtime. As a result, Mr. Krish, a fast-food fanatic, went to a nearby local hotel and ordered a pizza, but the quality was poor. Despite the fact just because the pizza had already been ordered, Krish managed to finish it and leave the hotel.

(ii) Scenario-2: Mr. Appu and his girlfriend went out on a date and went to a restaurant. Mr. Appu had a budget in mind, but her girlfriend bought some fast food that was expensive and exceeded Mr. Appu's budget. Appu hasn't done anything yet other than buy food because he doesn't want to hurt his fiancée in any way. Finally, they leave the hotel with a bill that is twice as much as Mr. Appu anticipated.

Based on the above given situations, the questions were asked. The questionnaire includes a statement that the information obtained would only be used for academic purposes. If the respondents did not want to reveal any personal information, they were given complete freedom. A total of 150 responses were received, with 89 male respondents accounting for roughly 59.3% of the total population and 61 female respondents accounting for approximately 40.7 percent of the entire population. Generation Y's contingent fast food purchase behaviour, Time and Money variables are measured using Likert scales. The variables related to time, money and contingent purchase (Changing the structure of impulse purchase) has been taken from Beatty and Ferrell (Beatty & Elizabeth Ferrell, 1998) which were measured using a five-point Likert Scale (strongly agree = 1, Agree = 2, Neutral = 3,

Disagree = 4, and Strongly Disagree = 5) in the analysis section.

#### Variables Related to Money Available

- (i) T1- For this shopping trip, I only have a limited amount of time.
- (ii) T2- This shopping trip is not rushed for me.
- (iii) T3- I'd describe the level of time pressure I'm under on this buying trip as unhappy shopping.

#### Variables Related to Time Available:

- (i) M1- I don't think I'll be able to afford any unforeseen purchases on this trip
- (ii) M2- During this shopping trip, I am on a tight budget
- (iii) M3- I believe I will have enough spare cash on this shopping trip to splurge a little if I come across anything I truly want.

#### Variables Related to Contingent Purchase:

- (i) CP1- When I go shopping, I wind up buying stuff I didn't intend to acquire.
- (ii) CP2- I'm the type of person who makes impulse purchases
- (iii) CP3- Purchasing on the spur of the moment is enjoyable

## Results

#### Demographic characteristics of the respondents:

Only the gender of the respondents is considered in the demographic features of the respondents, and other factors are not considered in order to make the study more credible and accurate. Table 1 shows the complete statistical classification of the demographic characteristics.

Table 1: Demographic Characteristics of the respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	59.3	59.3	59.3
	Female	61	40.7	40.7	100.0
	Total	150	100.0	100.0	

The Measurement Model and its Validity/Reliability:

To test the validity of our notions, we used exploratory factor analysis (EFA) with the

Principal Component Method and a varimax rotation. All latent variables were allowed to correlate with each other in this test.

Table 2: Rotated Component Matrix

	Components		
	Perception	Attitude	Impulse

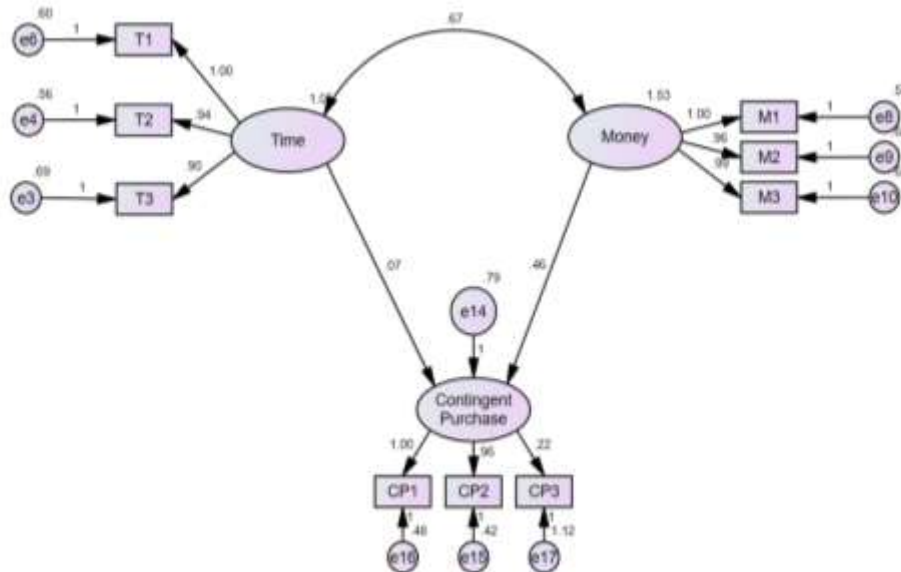
			Purchase
M1	.849		
M2	.840		
M3	.832		
T1		.791	
T2		.775	
T3		.750	
CP1			.891
CP2			.884
CP3			.768

All of the elements loaded as expected on their respective constructs, according to the values. The fact that all factor loadings were significant supported the construct's convergent validity. The discriminant validity and internal consistency of the measurement model were investigated further. The coefficient of correlation between the two constructs was less than 0.80, indicating high discriminant validity. The measurement item reliabilities, as well as the composite reliability of each construct, were investigated. Cronbach's alpha values for time variables are 0.84, money variables are .91, and contingent purchase is .835; these are all higher than the recommended 0.7, indicating that all of the scales were reliable.

Results from testing the structural model:

The path significance levels of the structural equation model shown in Figure 2 were tested using AMOS. The structural model's estimates are summarised in Table 3, and the findings are shown in Figure 2.

Figure 2: Estimates of Structural Equation Model



Note: The estimated structural equation model.  
 Note: Attitude ↔ Perception \*\*\* $p < 0.0001$ ;  
 Attitude → Impulse Purchase  $p > 0.05$ ;  
 Perception → Impulse Purchase \*\*\* $p < 0.0001$ .  
 All path coefficients are significant except the  
 Attitude → Impulse purchase. Chi-square/df =  
 2.14, GFI = 0.972, CFI = 1, RMSEA = 0.000.

The whole measurement model provided a reasonable fit with a Chi-square/degrees of freedom ratio of 2.14, which is intended to be within the range of 2. The goodness-of-fit calculated by GFI was 0.972. The measuring model also yielded a result of 1 for the comparative fit index (CFI), which is within the acceptable range (greater than 0.9 for a well-fitting model). In this structural model, the normed fit index (NFI) was 0.972, whereas the non-Normed Fit Index (NNFI) was 1. A range of 0.90 to 0.95 is generally considered acceptable, whereas a value of 0.95 or above is preferred. The RMSEA was 0.000, which is less than 0.08, indicating an excellent model fit. Overall, all relevant statistics demonstrated a satisfactory model fit that was consistent with conventional recommendations, demonstrating a good match between the data and the suggested measurement model.

## Discussion

Hypotheses 2 and 3 were found to be true, however Hypothesis 1 was shown to be false. The first hypothesis stated that the more time Generation Y believes she or he has available, the greater the chance that they fall for contingent purchase in Fast Food. At the 0.828 significance level, the path coefficient of 0.02 rejected and denied this link. This revealed that generation Y's mindset is not so positive as to encourage impulse purchases.

Hypothesis 2 states that, more money Generation Y believes she or he has, the more likely she or he is to make a Contingent purchase in Fast Food. The path coefficient was 0.46, and the p value indicated that the hypothesised association was statistically significant at the 0.0001 level. The findings led readers to the conclusion that the more money Generation Y believes they have, there will be a higher chance of contingent purchase in fast food.

Hypothesis 3 claims that both Time and Money of Generation Y towards Contingent Fast-Food Purchase is Positively related to each and with a standardised path coefficient of 0.67 and a p value of 0.0001, the current investigation offered significant empirical support for this. As

a result, we may conclude that both time and money of Generation Y are favourably correlated in fast food purchase.

Table 3: Hypothesis testing Results

Hypothesis Number	Model Path	Standard Path Coefficient	Critical Ratio	P. Value	Hypothesis Status
H1	Time → Contingent Purchase	.02	.218	.828	Rejected
H2	Money → Contingent Purchase	.46	6.325	<0.0001	Accepted
H3	Time ↔ Money	.67	6.103	<0.0001	Accepted

## Conclusion

The primary purpose of the study has been to analyse presence of Contingent Purchase Behaviour in fast food purchase behaviour of generation Y in Dibrugarh District of Assam. The present research reveals that the more Money available with generation Y they tend to spend it on fast food but the availability of time has no such impact on the purchase behaviour of generation Y towards fast food. This paper developed a theoretical model which explains the relationships between the various constructs in the contingent purchase of fast food. The model showed clear relationships between the Money and Contingent purchase whereas Time is somewhere not related to Contingent purchase when it comes to fast food. The paper concludes that there is relationship between Time and Money and Money is positively related to Contingent purchase behaviour of Generation Y towards fast food.

## Acknowledgement

The authors would like to convey their appreciation to the respondents for their active engagement in this study.

## Funding Sources

For the research, authoring, and/or publication of this work, the authors received no financial assistance.

## Conflict of Interest

The authors declare no conflict of interest.

## References:

- [1] Alexandrov, A., Lilly, B., & Babakus, E. (2013). The effects of social- and self-motives on the intentions to share positive and negative word of mouth. *Journal of the Academy of Marketing Science*, 41(5), 531–546. <https://doi.org/10.1007/s11747-012-0323-4>
- [2] Beatty, S. E., & Elizabeth Ferrell, M. (1998). Impulse buying: Modeling its precursors. *Journal of Retailing*, 74(2), 161–167. [https://doi.org/10.1016/s0022-4359\(98\)90009-4](https://doi.org/10.1016/s0022-4359(98)90009-4)
- [3] Beatty, S. E., & Smith, S. M. (1987). External Search Effort: An Investigation Across Several Product Categories. *Journal of Consumer Research*, 14(1), 83. <https://doi.org/10.1086/209095>
- [4] Burnett, S. E. (2006). *INTERNAL AND EXTERNAL TRIGGER CUES OF IMPULSE BUYING ONLINE* [Oregon State University]. [https://scholar.google.co.in/scholar\\_url?url=https://ir.library.oregonstate.edu/downloads/6m311r93m&hl=en&sa=X&ei=p8oLYaqQFeyK6rQP98yomAU&scisig=AAGBfm3tOdKoLsKeyrBCF5feHpasYDExw&oi=scholar](https://scholar.google.co.in/scholar_url?url=https://ir.library.oregonstate.edu/downloads/6m311r93m&hl=en&sa=X&ei=p8oLYaqQFeyK6rQP98yomAU&scisig=AAGBfm3tOdKoLsKeyrBCF5feHpasYDExw&oi=scholar)
- [5] Chang, H.-J., Eckman, M., & Yan, R.-N. (2011). Application of the Stimulus-Organism-Response model to the retail

- environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233–249. <https://doi.org/10.1080/09593969.2011.578798>
- [6] Dimock, M. (2019). *Defining generations: Where Millennials end and Generation Z begins*. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>
- [7] Dodd, T. H., Laverie, D. A., Wilcox, J. F., & Duhan, D. F. (2005). Differential Effects of Experience, Subjective Knowledge, and Objective Knowledge on Sources of Information used in Consumer Wine Purchasing. *Journal of Hospitality & Tourism Research*, 29(1), 3–19. <https://doi.org/10.1177/1096348004267518>
- [8] Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2012). Materialistic, brand engaged and status consuming consumers and clothing behaviors. *Journal of Fashion Marketing and Management: An International Journal*, 16(1), 102–119. <https://doi.org/10.1108/13612021211203050>
- [9] Goyal, A., & Singh, N. P. (2007). Consumer perception about fast food in India: an exploratory study. *British Food Journal*, 109(2), 182–195. <https://doi.org/10.1108/00070700710725536>
- [10] Heidarzadeh, K., & Taherikia, F. (2010). The Causes of Impulse Buying: Evaluation of a Model in Iran. *Journal of Future Studies Management*, 21(85), 43–63. [https://jmfr.srbiau.ac.ir/article\\_5090.html?lang=en](https://jmfr.srbiau.ac.ir/article_5090.html?lang=en)
- [11] Kaushik, J. S., Narang, M., & Parakh, A. (2011). Fast food consumption in children. *Indian Pediatrics*, 48(2), 97–101. <https://doi.org/10.1007/s13312-011-0035-8>
- [12] Keshari, P., & Mishra, C. (2016). Growing menace of fast food consumption in India: time to act. *International Journal of Community Medicine and Public Health*, 1355–1362. <https://doi.org/10.18203/2394-6040.ijcmph20161600>
- [13] Luo, X. (2005). How Does Shopping With Others Influence Impulsive Purchasing? *Journal of Consumer Psychology*, 15(4), 288–294. [https://doi.org/10.1207/s15327663jcp1504\\_3](https://doi.org/10.1207/s15327663jcp1504_3)
- [14] Mesiranta, N. (2009). *Consumer Online Impulsive Buying: Elements and Typology* [University of Tampere, Finland]. <https://trepo.tuni.fi/bitstream/handle/10024/66502/978-951-44-7798-0.pdf?sequence=1>
- [15] Miao, L., & Mattila, A. S. (2013). Impulse Buying in Restaurant Food Consumption. *Journal of Foodservice Business Research*, 16(5). <https://doi.org/10.1080/15378020.2013.850379>
- [16] Miao, M., Jalees, T., Qabool, S., & Zaman, S. I. (2019). The effects of personality, culture and store stimuli on impulsive buying behavior: Evidence from emerging market of Pakistan. *Asia Pacific Journal of Marketing and Logistics*, 32(1), 188–204. <https://doi.org/10.1108/APJML-09-2018-0377>
- [17] Peck, J., & Childers, T. L. (2006). If I touch it I have to have it: Individual and environmental influences on impulse purchasing. *Journal of Business Research*, 59(6), 765–769. <https://doi.org/10.1016/j.jbusres.2006.01.014>
- [18] Rizal, S. (2020). Exploring the Phases involved in the process of Contingent Decision Making. *International Journal of Psychosocial Rehabilitation*, 24(8), 9688–9695.
- [19] Rook, D. W. (1987). The Buying Impulse. *Journal of Consumer Research*, 14(2), 189. <https://doi.org/10.1086/209105>
- [20] Stern, H. (1962). The Significance of Impulse Buying Today. *Journal of Marketing*, 26(2), 59. <https://doi.org/10.2307/1248439>
- [21] Sushma, M. (2019). *The rise and rise of the fast food industry*. <https://www.downtoearth.org.in/news/food/the-rise-and-rise-of-the-fast-food-industry-63452>