CONSUMER SATISFACTION ON JUNK FOODS AND PURCHASE BEHAVIOUR- AN ANALYSIS

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Abstract

The present paper is portraying the analysis of consumer satisfaction on junk food and their purchasing behaviour through the multiple regression and principal component analyses. The present paper shows the respondents' perception of consumers’ junk food purchasing behaviours like advertisement, awareness, brand, price, production, packaging, taste and quality, socio-cultural impact, and environmental impact. The findings and concluded discussions will help the consumers and the general public. This article will give an idea to further researchers. The junk food satisfaction how affects the consumer purchasing behaviour that has to be identified; based on the impacts and contributions of the independent variables on the dependent variable, the analysis has adopted.

Keywords: Consumer Satisfaction, Advertisement, Awareness, Brand, Price, Production Packaging, Taste and quality, Socio-cultural impact, and Environmental impact

Introduction

Consumer buying behaviour is inherently changing attitude over the period and by knowledge of the consumer. It is required a continuous assessment during the changing scenario of the marketing environment. The producers to the consumer, the products have flowed through many subsystems of marketing mixes. These established and promulgated systems have been changing consumer attitudes and persuaded the minds of the consumer to purchase the commodity quite and frequently changed or migrated. At this juncture, the Junk Foods market also has an impact on purchasing behaviour. The influencing factors of purchasing behaviour of the junk foods are brand, price, packaging, fragrance, taste, manufacture, product availability,
and the like. The researcher has revealed many studies to commensurate the problems that are associated with junk foods and impacts prevailed while purchasing. The junk foods are physically created many diseases; hence, the awareness of consumer and their purchasing behaviour also has the impact of certain junk food commodities are field out. The problems are identified such as health issues and legislative decisions are required to prevent the consumer to purchase unhealthy junk foods in the local and branded junk foods. There is an identification to prevent unhealthy junk foods such as levying higher taxes like tobacco products and the Food Products Protection Acts of the central and state government. Hence the researcher has aimed to study the purchasing behaviour and the awareness of the consumer during the pre and post-purchase of junk foods. The area of the study is identified as Salem district due to very few studies alone have done. The study has been conducted based on non-probability convenient sampling method. The sample size has been determined as per the number of revenue villages in the Salem district. The number of respondents is segregated into four areas of Salem district as per the revenue blocks. For one (each) revenue village, one respondent has been taken for the study. Hence, the study has been confined with 640 respondents conveniently chosen from the study fieldwork during the primary data collection in respective villages. The researcher has been identified such respondents as per the knowledge of the respondent to answer the questions relating to the study. The analysis of the primary data has been done through the multiple regression and principal component analysis for the present article.

Reviews of literature

Kavitha. H, Souji. G and Prabhu. R (2011) has conducted a study on “Factors Influencing Generation Y’s Food Preferences with Special Reference to Kuala Lumpur, Malaysia”. They have revealed food preference, satisfaction, and the relationship between intrinsic factors, extrinsic factors. They have found from the reviews that familiarity has a major influence on food preference; Neophobia who do not seek for a new product will always and only prefer familiar food. There is no research being carried out using the same variable as this study. Therefore the relationship can only solely depend on the application of parent theory. Satisfaction is an important factor that leads to food preference. The outcome of satisfaction is the result of experience from the consumption of food.¹

Harsh Kumar, Rajdeep Palaha and Amandeep Kaur (2013) in their article stated that television has been labeled as a powerful variable in the early change of eating behavior.
Through, television, advertisers can reach and manipulate the minds of the consumers. Even the different websites provide the corners for advertising fast food on their websites in this way or that way. Fast food restaurants are active social networkers as well, maintaining dedicated pages on the most popular social media websites: Movie snacks, Crickinfo, Yahoo, Facebook, Twitter, and YouTube. A variety of foods available has an important effect on food consumption; the more the available foods are varied, the more of the people will eat.²

Pankaj Kumar Sahu and Bishnu Ram Das (2018) in their study expressed that the participants had the habit of taking some sort of junk food item. The common junk food items bought by the adolescents using their pocket money were chips, ice cream, chocolate, puchka, momo, chowmein, chingoraas, and coke. General awareness about the ill effects of junk food amongst adolescents was average and there was a gap between their knowledge and practice in eating behaviour due to poor impact of education and awareness campaign in the school curriculum, lack of knowledge amongst parents. Therefore this is the time all stakeholders should come forward in favour of healthy food production and giving specific emphasis on changing the dietary habits of adolescent boys and girls at large to have a healthy generation in India.³

Daisy Sharma and Pratima Pokhrel (2016) in their study revealed that street foods raise concern for their potential for serious food poisoning outbreaks due to improper use of additives, the presence of adulterants, environmental contaminants and improper food handling practices amongst street food vendors. They concluded that most of the fast-food consumers said that they were eating it because of being bored with home food. Therefore, the views of children on factors at home that affect their desire to eat healthy foods need to be understood and addressed appropriately.⁴

Aashish. C. I and Divya. M. S (2018) has investigated on food processing industry and its quality-conscious effect. They have revealed the concepts of ‘healthy eating helps in leading a healthy lifestyle’. They emphasized that industrial youngsters must be conscious of diet and physical activity because second level employees will be in the process of planning. Therefore, they are conscious of diet food. The majority of Industrial youngsters agreed to prefer diet food if their income is raised and people who already purchased diet food want to increase the quality and quantity of diet food if their income is raised. Besides, being healthy and diet conscious is an important factor for developing the healthy eating habit.⁵
Consumer Satisfaction towards Junk Foods Purchase

It refers to the respondents are opined as to the level of satisfaction on the variables of the particular factor. The impacts of the variables are identified.

Table No. 1 Model Summary for the Consumer Satisfaction towards Junk Foods Purchase

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.944a</td>
<td>.891</td>
<td>.888</td>
<td>.29583</td>
</tr>
</tbody>
</table>

Source: Computed Primary Data

From the above table, the researcher infers that the adjusted R square is in the above standard of the goodness of fit (88.8 per cent) in its model summary. Hence, the model has been fit for the regression analysis. Therefore, the strength of the relationship between this model and its dependent variable is having 88.8 per cent of convenience.

Table No. 2 ANOVA for the Consumer Satisfaction towards Junk Foods Purchase

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression</td>
<td>443.411</td>
<td>20</td>
<td>22.171</td>
<td>253.332</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>54.085</td>
<td>618</td>
<td>.088</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>497.496</td>
<td>638</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent Variable: Consumer Satisfaction Towards Junk Foods Purchase

Source: Computed Primary Data

From the above table, the researcher infers that the total regression variance and the residual variance have significantly fit to explain the ANOVA for consumer satisfaction towards junk food purchase. Hence, consumer satisfaction towards junk food purchase is significantly having the variances and its factors influencing the dependent variable are explained in the following table.

Table No. 3 Coefficients for the Consumer Satisfaction towards Junk Foods Purchase

<table>
<thead>
<tr>
<th>Model</th>
<th>Un Std. Coef</th>
<th>Std. Coef</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>-3.674</td>
<td>.103</td>
<td>-35.585</td>
<td>.000</td>
</tr>
<tr>
<td>Advertisement of the junk foods telecasted in the mass media is admired to purchase.</td>
<td>.100</td>
<td>.011</td>
<td>.134</td>
<td>8.726</td>
</tr>
<tr>
<td>The taste and quantity of the junk food is induced to purchase again and again.</td>
<td>.113</td>
<td>.010</td>
<td>.171</td>
<td>11.511</td>
</tr>
<tr>
<td>The package of the junk food is very colorful and induced the customer to purchase.</td>
<td>.100</td>
<td>.009</td>
<td>.162</td>
<td>10.769</td>
</tr>
<tr>
<td>No side effects are enjoyed after consuming the junk food.</td>
<td>.105</td>
<td>.009</td>
<td>.180</td>
<td>11.621</td>
</tr>
<tr>
<td>Statement</td>
<td>Coefficient Mean</td>
<td>Standard Error</td>
<td>t-Value</td>
<td>Significance Level</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>------------------</td>
<td>----------------</td>
<td>---------</td>
<td>-------------------</td>
</tr>
<tr>
<td>The availability of the product desired junk food in local retail shops is always possible.</td>
<td>.108</td>
<td>.010</td>
<td>11.080</td>
<td>.000</td>
</tr>
<tr>
<td>Locally manufactured junk foods quality is better than the branded junk foods.</td>
<td>.092</td>
<td>.009</td>
<td>10.527</td>
<td>.000</td>
</tr>
<tr>
<td>The price of the junk foods is rationally and fairly fixed.</td>
<td>.108</td>
<td>.009</td>
<td>12.454</td>
<td>.000</td>
</tr>
<tr>
<td>During the travel time, eating junk food and its brand name creates the majestic in public.</td>
<td>.099</td>
<td>.009</td>
<td>11.264</td>
<td>.000</td>
</tr>
<tr>
<td>During the entertainment the junk foods purchased from the market is added the joyful further.</td>
<td>.102</td>
<td>.009</td>
<td>11.778</td>
<td>.000</td>
</tr>
<tr>
<td>The quantity of the junk food is rationally unitized as per the economic conditions.</td>
<td>.118</td>
<td>.008</td>
<td>13.991</td>
<td>.000</td>
</tr>
<tr>
<td>Most of the shops including super market, junk foods are showcased in front/nearby the billing sections to attract the customers.</td>
<td>.098</td>
<td>.010</td>
<td>10.114</td>
<td>.000</td>
</tr>
<tr>
<td>Family members are desired the junk foods purchase as per the demand of the individual family members.</td>
<td>.107</td>
<td>.009</td>
<td>11.335</td>
<td>.000</td>
</tr>
<tr>
<td>The manufacturers of the junk foods are given importance to the customers’ feelings, due to that they have been collecting the feedback.</td>
<td>.120</td>
<td>.009</td>
<td>13.079</td>
<td>.000</td>
</tr>
<tr>
<td>Demand and supply of the junk foods is always balanced as per the marketing environment.</td>
<td>.101</td>
<td>.009</td>
<td>10.763</td>
<td>.000</td>
</tr>
<tr>
<td>Preferences of the junk foods from the market are interesting and easy.</td>
<td>.121</td>
<td>.009</td>
<td>13.836</td>
<td>.000</td>
</tr>
<tr>
<td>Availability of the junk foods is everywhere.</td>
<td>.111</td>
<td>.009</td>
<td>12.667</td>
<td>.000</td>
</tr>
<tr>
<td>People like the local brand junk foods on par with the popular brands.</td>
<td>.097</td>
<td>.008</td>
<td>11.511</td>
<td>.000</td>
</tr>
<tr>
<td>Health issues against the junk food consumption are not prohibited in home as well as work spot.</td>
<td>.094</td>
<td>.009</td>
<td>10.523</td>
<td>.000</td>
</tr>
<tr>
<td>During the leisure eating junk food is giving much of refreshment and reduced the stress.</td>
<td>.113</td>
<td>.009</td>
<td>12.958</td>
<td>.000</td>
</tr>
<tr>
<td>Eating junk foods along with friends is giving more pleasure than the family members.</td>
<td>.090</td>
<td>.009</td>
<td>10.189</td>
<td>.000</td>
</tr>
</tbody>
</table>

Dependent Variable: Consumer Satisfaction Towards Junk Foods Purchase
Source: Computed Primary Data

From the above table, the researcher infers that ‘the quantity of the junk food is rationally unitized as per the economic conditions’; ‘preferences of the junk foods from the market are interesting and easy’; and ‘the manufacturers of the junk foods are given importance to the customers’ feelings, due to that they have been collecting the feedback’ statements are highly influencing and having the impact on the dependent variable. But the statements ‘Advertisement
of the junk foods telecasted in the mass media is admired to purchase’, ‘Locally manufactured junk foods quality is better than the branded junk foods’ and ‘Eating junk foods along with friends is giving more pleasure than the family members’ are poorly influenced the dependent variable. It results that the advertisement will not admire the consumer in respect of junk food and locally manufactured junk foods are not better than branded junk food is opined as correctly. Eating junk foods along with friends will not give more pleasure than the family members are identified. Thus, rationally priced and good consumer feedback of junk foods and its easy availability in the market will influence consumer satisfaction is identified.

**Junk Food Consumer Purchasing Behaviour**

The junk food consumer purchasing behaviors are segregated as advertisement, awareness, brand, price, production, packaging, taste and quality, socio-cultural impact, and environmental impact for the study.

**Table No. 4 Model Summary for the Junk Food Consumer Purchasing Behaviour**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.918&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.842</td>
<td>.840</td>
<td>.38759</td>
</tr>
</tbody>
</table>

<sup>a</sup> Predictors: (Constant), Environmental impact, Brand, Price, Awareness , Advertisement, Production , Taste and quality , Socio-cultural impact, Packaging

Source: Computed Primary Data

From the above table, the researcher infers that the adjusted R square is in the above standard of the goodness of fit (84.0 percent) in its model summary. Hence, the model has been fit for the regression analysis. Therefore, the strength of the relationship between this model and its dependent variable is having 84.0 percent of convenient.

**Table No. 5 ANOVA for the Junk Food Consumer Purchasing Behaviour**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig. &lt;sup&gt;b&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>504.456</td>
<td>9</td>
<td>56.051</td>
<td>373.104</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>94.644</td>
<td>630</td>
<td>.150</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>599.100</td>
<td>639</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup> Dependent Variable: Junk Food Consumer Purchasing Behaviour

<sup>b</sup> Predictors: (Constant), Environmental impact, Brand, Price, Awareness , Advertisement, Production , Taste and quality , Socio-cultural impact, Packaging

Source: Computed Primary Data

From the above table, the researcher infers that the total regression variance and the residual variance have significantly fit to explain the ANOVA for the consumer junk food purchasing behaviour. Hence, the consumer junk food purchasing behaviour is significantly
having the variances and its factors influencing the dependent variable are explained in the following table.

Table No. 6 Coefficients for the Junk Food Consumer Purchasing Behaviour

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-3.912</td>
<td>.141</td>
<td>-27.740</td>
</tr>
<tr>
<td></td>
<td>Advertisement</td>
<td>.282</td>
<td>.016</td>
<td>.275</td>
</tr>
<tr>
<td></td>
<td>Awareness</td>
<td>.246</td>
<td>.015</td>
<td>.261</td>
</tr>
<tr>
<td></td>
<td>Brand</td>
<td>.271</td>
<td>.018</td>
<td>.238</td>
</tr>
<tr>
<td></td>
<td>Price</td>
<td>.196</td>
<td>.020</td>
<td>.160</td>
</tr>
<tr>
<td></td>
<td>Production</td>
<td>.185</td>
<td>.016</td>
<td>.186</td>
</tr>
<tr>
<td></td>
<td>Packaging</td>
<td>.276</td>
<td>.021</td>
<td>.256</td>
</tr>
<tr>
<td></td>
<td>Taste and quality</td>
<td>.263</td>
<td>.020</td>
<td>.235</td>
</tr>
<tr>
<td></td>
<td>Socio-cultural impact</td>
<td>.237</td>
<td>.018</td>
<td>.266</td>
</tr>
<tr>
<td></td>
<td>Environmental impact</td>
<td>.249</td>
<td>.019</td>
<td>.224</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Junk Food Consumer Purchasing Behaviour

Source: Computed Primary Data

From the above table, the researcher infers that ‘Advertisement’; ‘Awareness’; and ‘Brand’ factors are highly influencing and having an impact on the dependent variable. But the factors ‘Price’ and ‘Production’ are poorly influenced by the dependent variable. It results that the advertisement will influence junk food purchasing behaviour with brand awareness. The price and production process are not influencing the junk food consumer purchasing behaviour as per the respondents’ perception.

The junk food consumer purchasing behaviours are segregated as advertisement, awareness, brand, price, production, packaging, taste and quality, socio-cultural impact, and environmental impact for the study. From the above table, the researcher infers that the adjusted R square is in the above standard of the goodness of fit (84.0 per cent) in its model summary. Hence, the model has been fit for the regression analysis. Therefore, the strength of the relationship between this model and its dependent variable is having 84.0 per cent of convenience. From the above table, the researcher infers that the total regression variance and the residual variance have significantly fit to explain the ANOVA for the consumer junk food purchasing behaviour. Hence, the consumer junk food purchasing behaviour is significantly having the variances and its factors influencing the dependent variable are explained in the following table. From the above table, the researcher infers that ‘Advertisement’; ‘Awareness’;
and ‘Brand’ factors are highly influencing and having an impact on the dependent variable. But the factors ‘Price’ and ‘Production’ are poorly influenced by the dependent variable. It results that the advertisement will influence junk food purchasing behaviour with brand awareness. The price and production process are not influencing the junk food consumer purchasing behaviour as per the respondents’ perception.

**Factor Analysis**

Principal Component Analysis (PCA) is a data reduction method under the factor analysis. PCA seeks variables of junk food consumer purchasing behaviour and consumer satisfaction on the junk food products that are reflected in the observed variables. The PCA has done based on varimax and Equifax, which restricts that the factors cannot be correlated and oblique rotations. The researcher has determined the number of factors extracted from the rotations of the variables of junk food consumer purchasing behaviour and consumer satisfaction on junk food products.

**Table No. 7 Descriptive statistics for the Junk Food Consumer Purchasing Behaviour**

<table>
<thead>
<tr>
<th>Junk Food Consumer Purchasing Behaviour</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Analysis N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>3.0938</td>
<td>.94643</td>
<td>640</td>
</tr>
<tr>
<td>Awareness</td>
<td>3.2078</td>
<td>1.02806</td>
<td>640</td>
</tr>
<tr>
<td>Brand</td>
<td>3.4063</td>
<td>.84880</td>
<td>640</td>
</tr>
<tr>
<td>Price</td>
<td>3.4172</td>
<td>.78882</td>
<td>640</td>
</tr>
<tr>
<td>Production</td>
<td>3.3203</td>
<td>.97008</td>
<td>640</td>
</tr>
<tr>
<td>Packaging</td>
<td>2.8828</td>
<td>.90054</td>
<td>640</td>
</tr>
<tr>
<td>Taste and quality</td>
<td>2.9594</td>
<td>.86394</td>
<td>640</td>
</tr>
<tr>
<td>Socio-cultural impact</td>
<td>2.5656</td>
<td>1.08716</td>
<td>640</td>
</tr>
<tr>
<td>Environmental impact</td>
<td>3.3078</td>
<td>.87422</td>
<td>640</td>
</tr>
</tbody>
</table>

Source: Computed Primary Data

Table 7 shows that the output of the descriptive values of the junk food consumer purchasing behaviour factor. The number of cases taken for the analysis is 640 respondents. The principal component analysis is conducted on the correlations such as opposed to the covariance. The highest mean and lowest standard deviation values are identified in “price” and “brand” variables. The lowest mean and highest standard deviation values are identified in the “Socio-cultural impact” variable. Therefore, the price and brand are determined the junk food purchasing behaviour of the respondents. Despite, the respondents are affected through socio-cultural impact and unaware of junk foods’ impact on health is prevailed in the study area.
Table No. 8 Total Variance Explained for the Junk Food Consumer Purchasing Behaviour

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>1</td>
<td>2.178</td>
<td>24.198</td>
</tr>
<tr>
<td>2</td>
<td>1.177</td>
<td>13.078</td>
</tr>
<tr>
<td>3</td>
<td>1.052</td>
<td>11.691</td>
</tr>
<tr>
<td>4</td>
<td>1.004</td>
<td>11.156</td>
</tr>
<tr>
<td>5</td>
<td>.934</td>
<td>10.382</td>
</tr>
<tr>
<td>6</td>
<td>.908</td>
<td>10.089</td>
</tr>
<tr>
<td>7</td>
<td>.717</td>
<td>7.969</td>
</tr>
<tr>
<td>8</td>
<td>.571</td>
<td>6.344</td>
</tr>
<tr>
<td>9</td>
<td>.458</td>
<td>5.092</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
Source: Computed Primary Data

Nine variables are used in the principal component analysis for the junk food consumer purchasing behaviour. However, all the 9 components have not been retained for the junk food consumer purchasing behaviour. In this principal component analysis, only the first four components have been retained. Eigenvalues are the variances of the variables. The first component has (24.198%) the highest Eigenvalue and variances. The next component variance is 13.078% and the third set of components had 11.691% variances and the rest of the components have the Eigenvalue is lesser than the previous components respectively.

Table No. 9 Component Matrix for the Junk Food Consumer Purchasing Behaviour

<table>
<thead>
<tr>
<th>Junk Food Consumer Purchasing Behaviour</th>
<th>Component</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Advertisement</td>
<td>.123</td>
</tr>
<tr>
<td>Awareness</td>
<td>.003</td>
</tr>
<tr>
<td>Brand</td>
<td>.015</td>
</tr>
<tr>
<td>Price</td>
<td>.031</td>
</tr>
<tr>
<td>Production</td>
<td>.072</td>
</tr>
<tr>
<td>Packaging</td>
<td>.795</td>
</tr>
<tr>
<td>Taste and quality</td>
<td>.699</td>
</tr>
<tr>
<td>Socio-cultural impact</td>
<td>.796</td>
</tr>
<tr>
<td>Environmental impact</td>
<td>.634</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.
a. 4 components extracted.
Source: Computed Primary Data

The junk food consumer purchasing behaviour has been contributed from the first set of components, in which packaging, taste, and quality, socio-cultural impact, environmental impact...
are showed as high as among the variables. But these are negatively showed in the rest of the set of components. It results that the package and socio-cultural is contributed and induce the consumer to purchase the junk foods. Even though, the awareness of the respondent for purchasing the junk food is positively placed in all rotations of data and showed high in second and fourth sets of components. It results that the awareness of junk food purchasing will help to proper guidance while taking junk food. Therefore, junk foods with good packages and taste and quality will fetch the socio-cultural and environmental impacts in the junk food market that are identified from the PCA analysis.

Table No. 10 Descriptive statistics for the Junk Food Consumer Satisfaction

<table>
<thead>
<tr>
<th>Junk Food Consumer Satisfaction</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Analysis N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement of the junk foods telecasted in the mass media is admired to purchase.</td>
<td>3.56</td>
<td>1.186</td>
<td>639</td>
</tr>
<tr>
<td>The taste and quantity of the junk food is induced to purchase again and again.</td>
<td>3.68</td>
<td>1.330</td>
<td>639</td>
</tr>
<tr>
<td>The package of the junk food is very colorful and induced the customer to purchase.</td>
<td>2.71</td>
<td>1.433</td>
<td>639</td>
</tr>
<tr>
<td>No side effects are enjoyed after consuming the junk food.</td>
<td>2.52</td>
<td>1.506</td>
<td>639</td>
</tr>
<tr>
<td>The availability of the product desired junk food in local retail shops is always possible.</td>
<td>3.24</td>
<td>1.296</td>
<td>639</td>
</tr>
<tr>
<td>Locally manufactured junk foods quality is better than the branded junk foods.</td>
<td>3.27</td>
<td>1.370</td>
<td>639</td>
</tr>
<tr>
<td>The price of the junk foods is rationally and fairly fixed.</td>
<td>3.18</td>
<td>1.418</td>
<td>639</td>
</tr>
<tr>
<td>During the travel time, eating junk food and its brand name creates the majestic in public.</td>
<td>3.23</td>
<td>1.370</td>
<td>639</td>
</tr>
<tr>
<td>During the entertainment the junk foods purchased from the market is added the joyful further.</td>
<td>3.31</td>
<td>1.385</td>
<td>639</td>
</tr>
<tr>
<td>The quantity of the junk food is rationally unitized as per the economic conditions.</td>
<td>3.31</td>
<td>1.434</td>
<td>639</td>
</tr>
<tr>
<td>Most of the shops including super market, junk foods are showcased in front/nearby the billing sections to attract the customers.</td>
<td>3.41</td>
<td>1.372</td>
<td>639</td>
</tr>
<tr>
<td>Family members are desired the junk foods purchase as per the demand of the individual family members.</td>
<td>3.29</td>
<td>1.347</td>
<td>639</td>
</tr>
<tr>
<td>The manufacturers of the junk foods are given importance to the customers’ feelings, due to that they have been collecting the feedback.</td>
<td>3.29</td>
<td>1.388</td>
<td>639</td>
</tr>
<tr>
<td>Demand and supply of the junk foods is always balanced as per the marketing environment.</td>
<td>3.15</td>
<td>1.344</td>
<td>639</td>
</tr>
<tr>
<td>Preferences of the junk foods from the market are interesting and easy.</td>
<td>3.26</td>
<td>1.378</td>
<td>639</td>
</tr>
</tbody>
</table>
Availabilities of the junk foods are everywhere. 3.27 1.369 639
People like the local brand junk foods on par with the popular brands. 3.12 1.420 639
Health issues against the junk food consumption are not prohibited in home as well as work spot. 3.04 1.390 639
During the leisure eating junk food is giving much of refreshment and reduced the stress. 2.91 1.392 639
Eating junk foods along with friends is giving more pleasure than the family members. 3.26 1.403 639

Source: Computed Primary Data

Table 10 shows that the output of the descriptive values of the junk food consumer satisfaction factor. The number of cases taken for the analysis is 640 respondents. The principal component analysis is conducted on the correlations such as opposed to the covariance. The highest mean value is identified in the statement “The taste and quantity of the junk food are induced to purchase again and again”. The lowest mean and highest standard deviation values are identified in the statement “No side effects are enjoyed after consuming the junk food”. The lowest standard deviation value is identified to the statement “Advertisement of the junk foods telecasted in the mass media is admired to purchase”. Therefore, the taste and quality and advertisement in mass media will improve consumer satisfaction. Despite, side effects of junk food and consumer satisfaction have affected and the difference of opinion persisted highly it is evidenced by its highest value of standard deviation.

<table>
<thead>
<tr>
<th>Component</th>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>% of Variance</td>
</tr>
<tr>
<td>2</td>
<td>1.666</td>
<td>8.332</td>
</tr>
<tr>
<td>5</td>
<td>1.286</td>
<td>6.430</td>
</tr>
<tr>
<td>6</td>
<td>1.157</td>
<td>5.785</td>
</tr>
<tr>
<td>7</td>
<td>1.101</td>
<td>5.505</td>
</tr>
<tr>
<td>8</td>
<td>1.074</td>
<td>5.371</td>
</tr>
<tr>
<td>9</td>
<td>1.028</td>
<td>5.142</td>
</tr>
<tr>
<td>10</td>
<td>.979</td>
<td>4.895</td>
</tr>
<tr>
<td>11</td>
<td>.927</td>
<td>4.633</td>
</tr>
<tr>
<td>12</td>
<td>.904</td>
<td>4.522</td>
</tr>
<tr>
<td>13</td>
<td>.850</td>
<td>4.251</td>
</tr>
<tr>
<td>14</td>
<td>.764</td>
<td>3.822</td>
</tr>
<tr>
<td>15</td>
<td>.755</td>
<td>3.774</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>16</td>
<td>.728</td>
<td>3.642</td>
</tr>
<tr>
<td>17</td>
<td>.624</td>
<td>3.121</td>
</tr>
<tr>
<td>18</td>
<td>.565</td>
<td>2.824</td>
</tr>
<tr>
<td>19</td>
<td>.495</td>
<td>2.475</td>
</tr>
<tr>
<td>20</td>
<td>.449</td>
<td>2.246</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis.

Source: Computed Primary Data

Twenty variables used in the principal component analysis for the junk food consumer satisfaction. However, all 20 components of junk food consumer satisfaction have not been retained. In this principal component analysis, only the first nine components have been retained. Eigenvalues are the variances of the variables. The first component has (9.561%) the highest Eigenvalue and variances. The next component variance is 8.332% and the third set of components had 6.951% variances and the rest of the components have the Eigenvalue is lesser than the previous components respectively.
Table No. 12 Component Matrix for the Junk Food Consumer Satisfaction

<table>
<thead>
<tr>
<th>Junk Food Consumer Satisfaction</th>
<th>Component 1</th>
<th>Component 2</th>
<th>Component 3</th>
<th>Component 4</th>
<th>Component 5</th>
<th>Component 6</th>
<th>Component 7</th>
<th>Component 8</th>
<th>Component 9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement of the junk foods telecasted in the mass media is admired to purchase.</td>
<td>-0.170</td>
<td>0.573</td>
<td>-0.521</td>
<td>-0.037</td>
<td>0.315</td>
<td>0.054</td>
<td>-0.086</td>
<td>0.021</td>
<td>-0.099</td>
</tr>
<tr>
<td>The taste and quantity of the junk food is induced to purchase again and again.</td>
<td>-0.272</td>
<td>0.436</td>
<td>0.534</td>
<td>-0.012</td>
<td>0.243</td>
<td>-0.021</td>
<td>0.214</td>
<td>-0.179</td>
<td>0.105</td>
</tr>
<tr>
<td>The package of the junk food is very colorful and induced the customer to purchase.</td>
<td>0.622</td>
<td>-0.009</td>
<td>0.187</td>
<td>0.231</td>
<td>0.071</td>
<td>0.168</td>
<td>0.014</td>
<td>0.239</td>
<td>-0.277</td>
</tr>
<tr>
<td>No side effects are enjoyed after consuming the junk food.</td>
<td>0.724</td>
<td>-0.117</td>
<td>0.044</td>
<td>0.029</td>
<td>0.022</td>
<td>-0.229</td>
<td>0.038</td>
<td>0.215</td>
<td>0.002</td>
</tr>
<tr>
<td>The availability of the product desired junk food in local retail shops is always possible.</td>
<td>-0.077</td>
<td>0.405</td>
<td>0.060</td>
<td>0.458</td>
<td>-0.390</td>
<td>0.207</td>
<td>0.106</td>
<td>0.177</td>
<td>0.071</td>
</tr>
<tr>
<td>Locally manufactured junk foods quality is better than the branded junk foods.</td>
<td>0.209</td>
<td>0.092</td>
<td>0.137</td>
<td>0.009</td>
<td>0.300</td>
<td>-0.002</td>
<td>0.450</td>
<td>0.419</td>
<td></td>
</tr>
<tr>
<td>The price of the junk foods is rationally and fairly fixed.</td>
<td>0.185</td>
<td>0.321</td>
<td>0.214</td>
<td>0.383</td>
<td>-0.329</td>
<td>-0.072</td>
<td>-0.258</td>
<td>-0.155</td>
<td>0.014</td>
</tr>
<tr>
<td>During the travel time, eating junk food and its brand name creates the majestic in public.</td>
<td>0.155</td>
<td>0.270</td>
<td>0.038</td>
<td>0.265</td>
<td>-0.278</td>
<td>-0.195</td>
<td>0.221</td>
<td>-0.389</td>
<td>0.021</td>
</tr>
<tr>
<td>During the entertainment the junk foods purchased from the market is added the joyful further.</td>
<td>0.083</td>
<td>0.218</td>
<td>0.165</td>
<td>0.055</td>
<td>0.178</td>
<td>-0.042</td>
<td>0.425</td>
<td>0.509</td>
<td>0.323</td>
</tr>
<tr>
<td>The quantity of the junk food is rationally unitized as per the economic conditions.</td>
<td>0.167</td>
<td>0.362</td>
<td>0.025</td>
<td>0.135</td>
<td>-0.012</td>
<td>0.160</td>
<td>0.331</td>
<td>-0.147</td>
<td>0.488</td>
</tr>
<tr>
<td>Most of the shops including super market, junk foods are showcased in front/nearby the billing sections to attract the customers.</td>
<td>0.166</td>
<td>0.538</td>
<td>0.468</td>
<td>0.039</td>
<td>0.336</td>
<td>0.065</td>
<td>-0.090</td>
<td>-0.075</td>
<td>0.248</td>
</tr>
<tr>
<td>Family members are desired the junk foods purchase as per the demand of the individual family members.</td>
<td>0.099</td>
<td>0.329</td>
<td>0.615</td>
<td>-0.067</td>
<td>0.236</td>
<td>-0.105</td>
<td>0.260</td>
<td>0.121</td>
<td>-0.044</td>
</tr>
<tr>
<td>The manufacturers of the junk foods are given importance to the customers’ feelings, due to that they have been collecting the feedback.</td>
<td>0.396</td>
<td>0.351</td>
<td>0.145</td>
<td>-0.234</td>
<td>-0.014</td>
<td>0.345</td>
<td>0.216</td>
<td>0.247</td>
<td>0.021</td>
</tr>
<tr>
<td>Demand and supply of the junk foods is always balanced as per the marketing environment.</td>
<td>-0.489</td>
<td>-0.042</td>
<td>-0.216</td>
<td>0.000</td>
<td>0.025</td>
<td>0.289</td>
<td>-0.139</td>
<td>0.326</td>
<td>0.237</td>
</tr>
<tr>
<td>Preferences of the junk foods from the market are interesting and easy.</td>
<td>0.325</td>
<td>-0.049</td>
<td>-0.059</td>
<td>-0.069</td>
<td>0.047</td>
<td>0.443</td>
<td>0.374</td>
<td>0.023</td>
<td>-1.08</td>
</tr>
<tr>
<td>Availabilities of the junk foods is everywhere.</td>
<td>0.281</td>
<td>-0.037</td>
<td>-0.053</td>
<td>0.235</td>
<td>0.003</td>
<td>-0.297</td>
<td>-0.330</td>
<td>-0.157</td>
<td>0.209</td>
</tr>
<tr>
<td>People like the local brand junk foods on par with the popular brands.</td>
<td>0.181</td>
<td>-0.009</td>
<td>0.052</td>
<td>0.172</td>
<td>0.263</td>
<td>-0.389</td>
<td>0.390</td>
<td>0.078</td>
<td>-2.10</td>
</tr>
<tr>
<td>Health issues against the junk food consumption are not prohibited in home as well as work spot.</td>
<td>0.160</td>
<td>-0.220</td>
<td>0.139</td>
<td>0.450</td>
<td>0.497</td>
<td>0.043</td>
<td>0.125</td>
<td>0.051</td>
<td>-0.098</td>
</tr>
<tr>
<td>During the leisure eating junk food is giving much of refreshment and reduced the stress.</td>
<td>0.110</td>
<td>-0.160</td>
<td>0.069</td>
<td>0.264</td>
<td>0.435</td>
<td>0.367</td>
<td>0.265</td>
<td>-1.64</td>
<td>0.375</td>
</tr>
<tr>
<td>Eating junk foods along with friends is giving more pleasure than the family members.</td>
<td>0.259</td>
<td>-0.079</td>
<td>-0.028</td>
<td>0.562</td>
<td>-0.276</td>
<td>0.282</td>
<td>-0.017</td>
<td>0.025</td>
<td>-1.91</td>
</tr>
</tbody>
</table>

Source: Computed Primary Data

The junk food consumer satisfaction has been contributed from the first set of component, in which ‘No side effects are enjoyed after consuming the junk food’, ‘The package of the junk food is very colorful and induced the customer to purchase’, and ‘Demand and supply of the junk foods are always balanced as per the marketing environment’ are showed as high as among the variables. But these are negatively showed in the rest of the set of components. It results that all the variables are dissatisfied at any circumstances while taking junk foods. Even though, the ‘The quantity of junk food is rationally unitized as per the economic conditions’
statement of the consumer satisfaction of the respondent for purchasing the junk food is positively placed in the last rotation of data and showed as high in the ninth set of the component. It results that the quantity of junk food is rationalized as per the economic conditions. Therefore, the junk foods are having no side effects are enjoyed after consuming the junk food, the consumers are attracted through the package of the junk food is very colorful and induced the customer to purchase and the demand and supply of the junk foods are always balanced as per the marketing environment in the junk food market are identified from the PCA analysis.

Conclusion

From the above findings and conclusions, authors have concluded that taste and quality and advertisement in mass media will improve consumer satisfaction. Despite, side effects of junk food and consumer satisfaction have affected and the difference of opinion persisted highly it is evidenced by its highest value of standard deviation. The junk foods are having no side effects are enjoyed after consuming the junk food, the consumers are attracted through the package of the junk food is very colorful and induced the customer to purchase and the demand and supply of the junk foods are always balanced as per the marketing environment in the junk food market are identified. The junk food consumer purchasing behaviour has been contributed from the first set of components, in which packaging, taste, and quality, socio-cultural impact, environmental impact are showed as high as among the variables. But these are negatively showed in the rest of the set of components. It results that the package and socio-cultural is contributed and induce the consumer to purchase the junk foods. Even though, the awareness of the respondent for purchasing the junk food is positively placed in all rotations of data and showed high in second and fourth sets of components. It results that the awareness of junk food purchasing will help to proper guidance while taking junk food. Therefore, junk foods with good packages and taste and quality will fetch the socio-cultural and environmental impacts in the junk food market that are identified from the PCA analysis. The regression analysis conceived that the advertisement will not admire the consumer in respect of junk food and locally manufactured junk foods are not better than the branded junk food is opined as correctly. Eating junk foods along with friends will not give more pleasure than the family members are identified. Thus, rationally priced and good consumer feedback of junk foods and its easy availability in the market will influence consumer satisfaction is identified.
‘Brand’ factors are highly influencing and having an impact on the dependent variable (junk food purchasing behaviour). But the factors ‘Price’ and ‘Production’ are poorly influenced by the dependent variable. It results that the advertisement will influence junk food purchasing behaviour with brand awareness. The price and production process are not influencing the junk food consumer purchasing behaviour as per the respondents' perception.

**Reference:**
Primary data collected from the respondents in the Salem District.

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