



# Fast Food Consumption Behaviour of Young Generation

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## Abstract:

*Fast food has become part of the lives of millions of people all over the world. Fast food is food which can be prepared and ready very quickly, due to busy work schedules, hectic lifestyle, globalisation etc. Adults are not the only one who enjoying fast food but children, adolescents and older as well. The aim of this paper was to study the fast food consumption behaviour of young generation in relation to their consumption reasons, location, awareness and family income.*

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**Keywords:** *Fast food, Health, consumption, Location, NHI, lifestyle*

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## 1. Introduction

Food is the basic need of human life. People survive by taking nutritional food. In India certain daily food items are really helping the body and mind to grow. Absent of nutritional food bring different disease. There are varieties of food items in India but today the choice of young people regarding food items have undergone many changes. Young people in India prefer fast food such as Pizza, Berger, Panipuri, Vadapav, Sandwich etc, such choice of young people is not determined by nutritional value of such food items. It depends merely on the present food market young and old people are very much fond of such type of fast food items.

Easily prepared processed food served in snack bars, hotels, restaurants and college or school canteen as a quick meal or to be taken away. A fast-food restaurant. Fast food is a mass produces food that is prepared and served very quickly and easily. As compare to other food dishes the fast food is typically less nutritionally valuable. While any meal with low preparation time can be considered fast food, typically the term refers to food sold in a restaurant, hotels or store with precooked ingredients. frozen or preheated, and served to the customer in a packaged from take-out/take-away.

Fast food restaurants are traditionally discriminated by their ability to serve food via a drive-through. Outlets may be stands or kiosks, which may not provide shelter or seating, [1] or fast food restaurants (also known as quick service restaurants). Franchise operations that are part of restaurant chains have standardized foodstuffs shipped to each restaurant from central locations.

In the 1860s, fast food began with the first fish and chip shops in Britain. Drive-through restaurants were first popularized in 1950s in United States. The term "Fast food" was recognized in a dictionary by Merriam-Webster in 1951.

According to the National Institutes of Health (NHI), fast foods are quick alternative to home-cooked meals. They are also high in saturated fat, sugar, salt and calories.[1] Eating too much fast food has been connected to, among other things, obesity, colorectal cancer and high cholesterol.

The traditional family dinner is increasingly being replaced by the consumption of takeaway, or eating "on the run". As a result, the time invested on food preparing is getting lower and lower, with an average couple in the United State spending 47 minutes and 19 seconds per day on food preparation in 2013 (<https://en.wikipedia.org>).

Fast food is hot food, such as hamburgers and chips, that you obtain from particular types of restaurant, and which is served quickly after you order it. (<https://www.collinsdictionary.com>).  
Negative Effect of Fast food-The Most Common Disadvantages of Fast Food:

Anyone who comes to fast food thinks it was a choice which is not benefit to young health. But busy work, or time saving...are the reasons to take young to the snack time. There is nothing secret when young generation consume fat, salt, sugary snacks. Comparing with the normal meal even if young generation are considering methods of how to gain weight, fast food is consumed long time will negatively affect the physical and mental to young generation health. Following are 6 negative effects of fast food on body.

1. Cause Excess Energy and Weight
2. Affect Insulin and Type 2 Diabetes
3. Contribute to Depression and Addiction
4. Cause Obesity and Cardiovascular Disease
5. Increase Risks of Digestive Diseases
6. Cause Skin, Joint, and Bone Problems

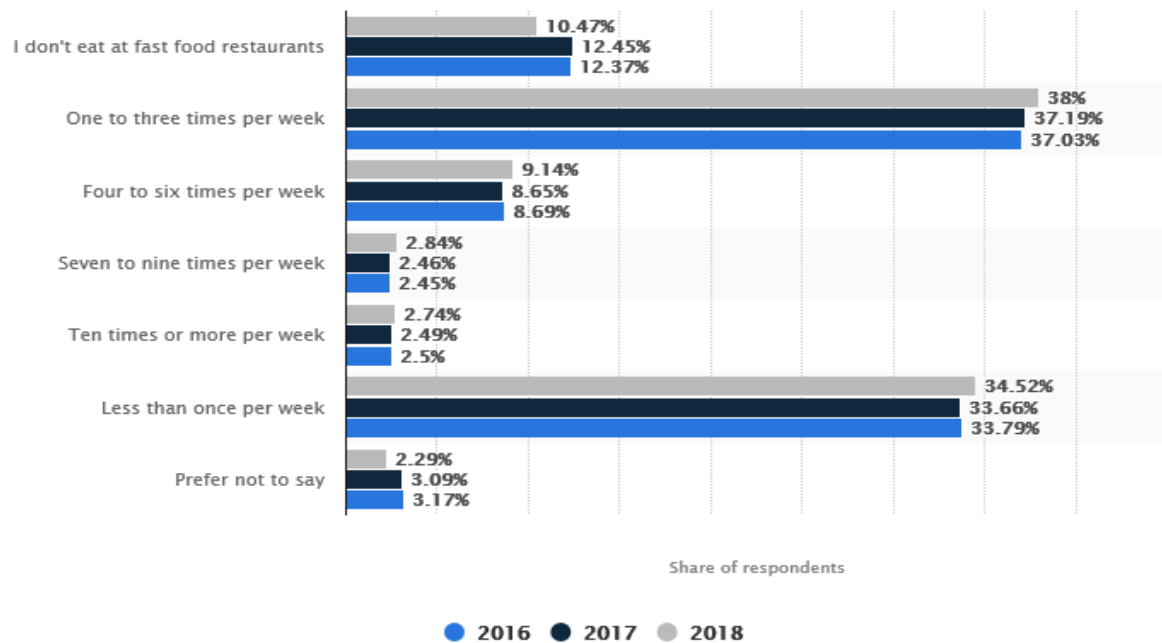
## 2. Fast Food Consumption Behaviour of Young in India

A report by Ernst and Young (2007-08) reveals that 54% of the Indians are aged below 25 years. According to Narang (2010) India has the youngest population profile in the world. The youth market is significant to Indian marketers and retailers due to its huge size and spending power. Unlike in the western countries most of the Indian youth still depend on their parents while pursuing their education or they are single with an employed status in private or Government organizations. In both the cases, it is found that the youngsters enjoy significant amount of disposable income either in the form of pocket money or in the form of salary. It should also be noted that these individuals are free from the burden of serious financial or family commitments unlike their older counterparts. This lifestyle influences the consumption pattern of these young consumers who are always on the lookout for the enjoyment aspect of life. According to (Juxt Indin Generation study, 2010) for 25% of the Indian youth, their favourite outdoor entertainment activity is hanging out with their friends. 16% of the youth like to visit their relatives/neighbours, whereas 15% of them enjoy spending their watching movies at cinema hall and 10% of the youth, eating out is their favourite outdoor entertainment. Much of the retail boom in India could be attributed to the young consumers.

Young Indian consumers 53% of disposable income is spent on 'eating out', clothes 16%, soft drinks and ice cream 14% and snacks/confectionary 7%. This is closely followed by spending on accessories including footwear, belt, wallet and jewelry (7% of disposable income). A meagre 5% is spending on education which would be mostly taken care of by parents of these youngsters.

Organized fast food service sector in India Busy lifestyles of people and dual-working families with children have provided the perfect platform for fast food companies to flourish, which offer quick meal solutions. As a result, the fast food industry has witnessed tremendous market growth rate. Fast food companies are opening up new outlets in international markets triggering their growth opportunities. The association of fast food with the United States of America may change owing to the increasing global acceptance and consumption of fast food, with McDonald's alone serving 46 million people worldwide each day. The liberalization of India economy in 1991 set a platform for fast food industry to grow in India as multinational fast food chain set up their outlets either jointly with Indian partners or independently. Aggressive marketing tactics by fast food organizations have resulted in increasing popularity of fast food in smaller towns in India and the inevitable entry of more fast food players. With the faster expansion of fast food chains like McDonald's, KFC, Subway, Pizza Huts and others across the country, there has been an extremely rapid change in diet not just in Delhi and Mumbai, but in smaller towns too.

## In India-average fast food consumption per week in 2016-2018



### 3. Review of Literature

Farah Sheikh written the article - "Fast food vs. home cooked meals" reveals that Fast food can please your taste buds and is convenient alternative to home meals due to our hectic lifestyles. However, fast food does no good other than loading you with calories. So, let's compare fast food vs. home cooked meals in terms of their nutrition and side effects and see how they stand against one another.

"Factors influence fast food consumption behaviours of middle school student in Seoull" (2011) reveals that fast food use was examined by frequency of consumption, days when it was used often, people with whom the students used fast foods, the purpose of its use, and the places where it was often used. - Fast food was defined as pizza, fried chicken, hamburgers, French fries, or doughnuts. The frequency of fast food use was analysed for each food category.

Aysha Karmat, Baig Munazza (2012) written the article - "Review of trends in fast food consumption" reveals that age classification of people that were surveyed, sample was divided into 4 age groups, people between 15-25 age were 70%, 25-35 were 16%, 35-45 were 6% and 45-55 were 8%. They were surveyed and their preferences were analysed. Fast food consumption is particularly high among young adults.

S.Parshita Saxena (2017) written the article - "Indian fast food: top 10 chaat recipes" reveals that walk around any street in North India and you'll find vendors lined with a variety of street preparations like Aloo Chaat, Papdi Chaat or the famous Dahi Bhailla, Chaat. These are easy to prepared and are loved by all. Straight from the streets of north india, chaat now famous all over the world. It is believed that chaat was born in the royal kitchen of Emperor ShahJahan. According to legend, when the Mughal emperor fell ill, he was instructed by his Hakim to consume foods that are light on the stomach but high on spices so as to strengthen his immunity.

### 4. Statistical analysis

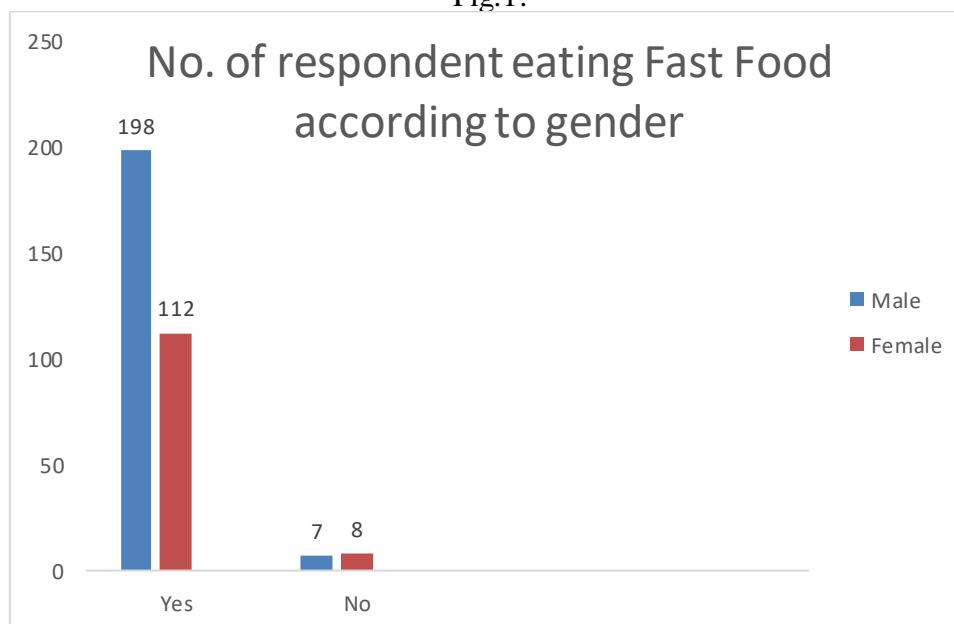
The nature of research is analytical and empirical study. The survey on "Fast food consumption behaviour of young generation" is conducted by taking a sample size of 320 from the population of young people. The survey is conducted in Ahmedabad. Convenience sampling is done. The data collected by issuing the questionnaires tool is loaded in the SPSS and data analysis is processed.

Statistical techniques like frequency and descriptive statistics is used to analyse the data. Pie charts, bar charts are used to summarise and interpret the data. The hypotheses are framed according to the objectives of the study statistical techniques such as chi-square independent of attributes and goodness of fit are used to test the significance of the hypotheses. The hypotheses framed are tested at 5% significance level to reject or accept the hypotheses accordingly.

**Table 1: No. of respondent eating Fast Food according to gender**

Gender	Eating Fast food		Total
	Yes	no	
Male	193	7	200
Female	112	8	120
Total	305	15	320

Fig.1:



From Table 1 shows that there are 305 respondents who are eating fast food out of which 193 are males and 112 are females. Whereas, there are 15 respondents who are not eating fast food out of which 7 are males and 8 are females, due to various reasons like high cost, do not like fast food etc. From the above table the result is as follow:

$H_0$  : There is no relation between Gender and consumption of fast food.

Chi-Square Tests

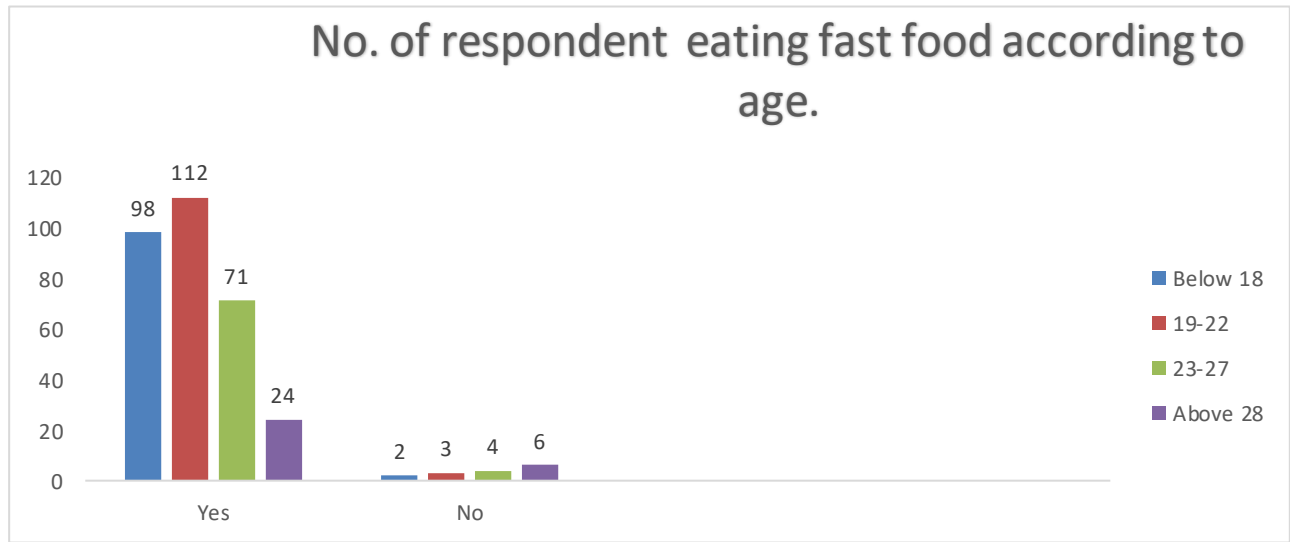
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.683	1	.194		
Continuity Correction	1.049	1	.306		
Likelihood Ratio	1.625	1	.202		
Fisher's Exact Test				.274	.153
Linear-by-Linear Association	1.678	1	.195		
N of Valid Cases	320				

Since the p-value is 0.194 which is more than 0.05. So we accept the Null Hypothesis. We concluded that there is no relation between Gender and consumption of fast food.

**Table 2: No. of respondent eating fast food according to age**

Respondent	Age				Total
	Below18	19-22	23-27	Above 28	
Yes	98	112	71	24	305
No	2	3	4	6	15
Total	100	115	75	30	320

Fig. 2:



From Table 2 shows that there are 305 respondents who are eating fast food out of which 98 are below the age of 18, 112 belong the age group 19-22, 71 belong the age group 23-27 and 24 respondents are above 28. Whereas there are 15 respondents who are not eating fast food out of which 2 are below the age 18, 3 belong the age group 19-22, 4 belong the age group 23-27 and 6 respondents are above 28. From the above table the result is as follow:

Ho: There is no relation between Age and consumption of fast food.

Chi-Square Tests

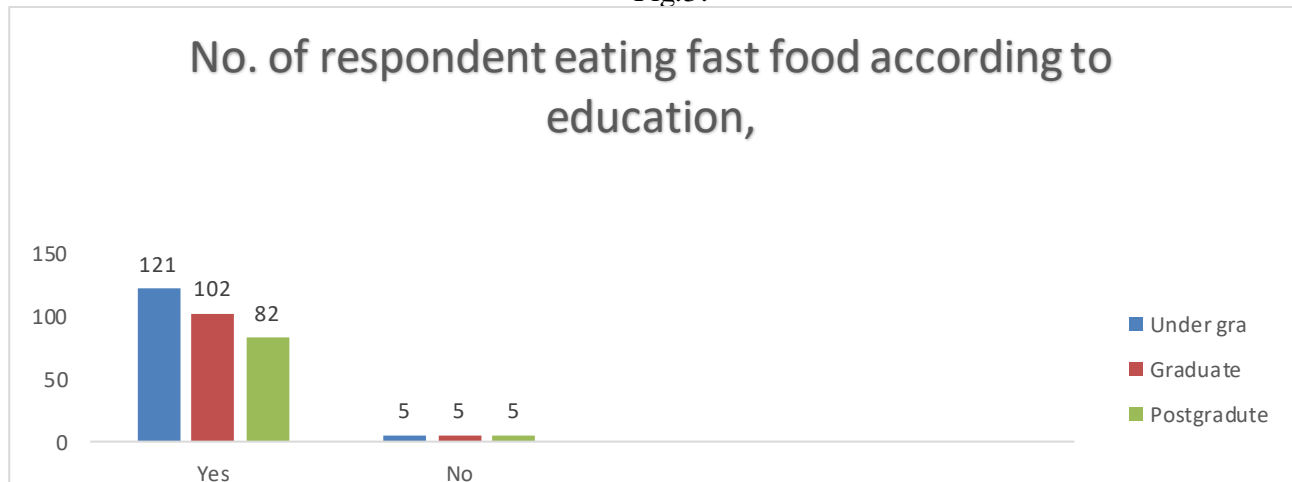
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.543	3	.000
Likelihood Ratio	12.430	3	.006
Linear-by-Linear Association	11.706	1	.001
N of Valid Cases	320		

Since the p-value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that there is relation between Age and consumption fast food.

**Table 3: No. of respondent eating fast food according to education,**

Education	Respondent		Total
	Yes	No	
Undergraduates	121	5	126
Graduates	102	5	107
Postgraduates	82	5	87
Total	305	15	320

Fig.3:



From Table 3 shows that there are 305 respondents who are eating fast food out of which 121 are under graduate, 102 are graduate and 82 are postgraduate Whereas there are 15 respondents who are not eating fast food out of which 5 are under graduate, 5 are graduate and 5 are postgraduate.

From the above table the result is as follow:

Ho : There is no relation between Education and consumption of fast food.

Chi-Square Tests

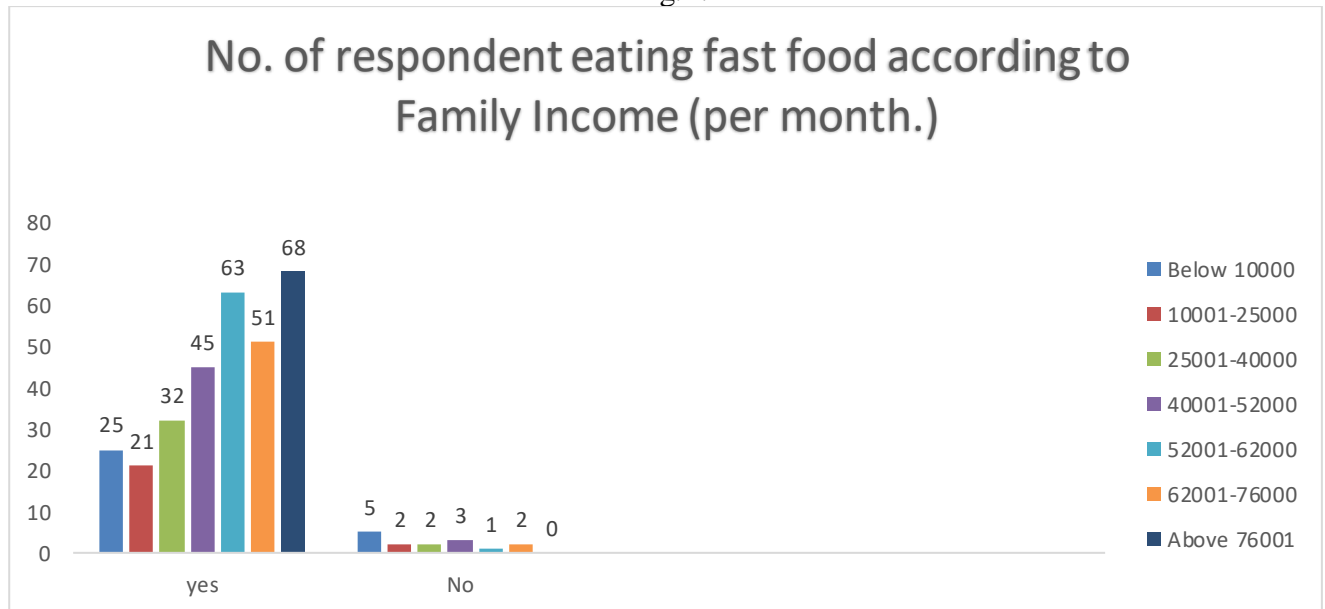
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.949	2	.139
Likelihood Ratio	6.535	2	.038
Linear-by-Linear Association	2.261	1	.133
N of Valid Cases	320		

Since the p-value is 0.139 which is more than 0.05. So we accept the Null Hypothesis. We concluded that there is no relation between Education and consumption of fast food.

**Table 4: No. of respondent eating fast food according to Family Income (per month.)**

Family Income (per month)	Respondent		Total
	Yes	No	
Below 10000	25	5	30
10001-25000	21	2	23
25001-40000	32	2	34
40001-52000	45	3	48
52001-62000	63	1	64
62001-76000	51	2	53
Above 76001	68	0	68
Total	305	15	320

Fig.4:



From Table 4 shows that there are 305 respondents who are eating fast food which are belong to different family income (per month) group. Where below 10000 is lowest family income (per month) group and above 76001 is highest family income (per month) group. Moreover, there are 15 respondents who did not eating fast food.

From the above table the result is as follow:

Ho : There is no relation between Family Income( per month) and consumption of fast food.

Chi-Square Tests

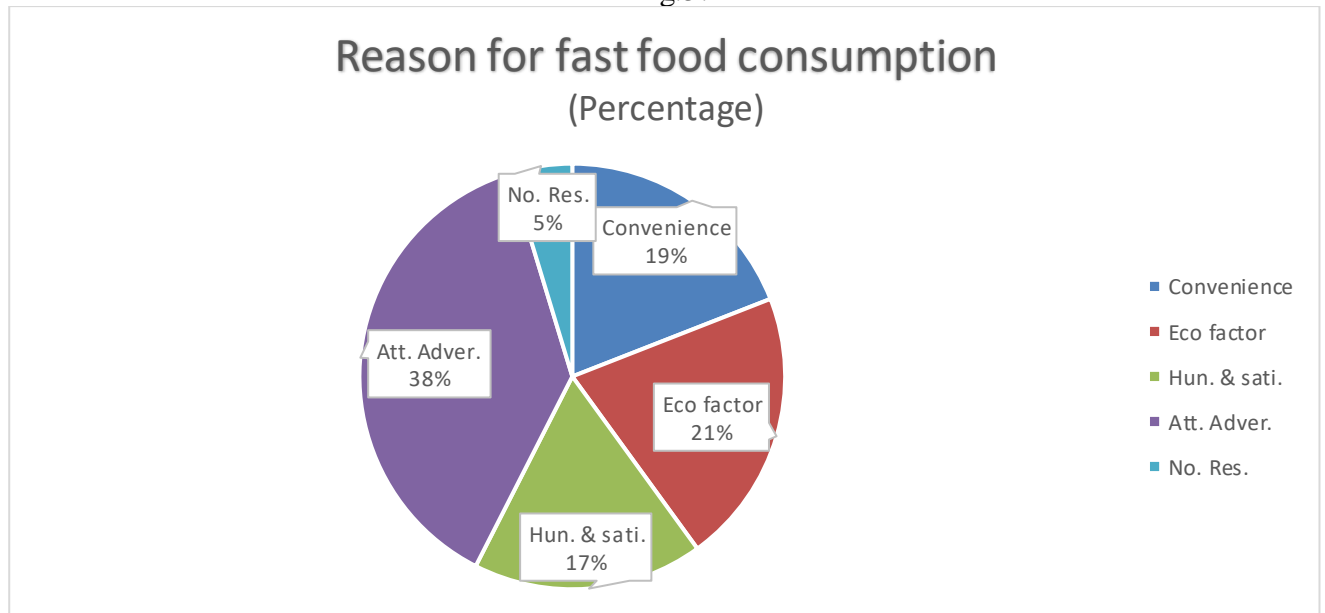
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.676	6	.016
Likelihood Ratio	15.479	6	.017
Linear-by-Linear Association	12.635	1	.000
N of Valid Cases	320		

Since the p-value is 0.016 which is less than 0.05. So we reject the Null Hypothesis. We concluded that there is relation between Family income (per month) and consumption of fast food.

**Table 5: Reason for fast food consumption**

Reason	No. of respondent	Percentage
Convenience	61	19.06
Economical factor	67	20.94
Hunger & satiety	56	17.5
Attractive advertisement	121	37.81
No. response	15	4.69
Total	320	

Fig.5:



From Table 5 shows that responses of respondents about their reason for consuming fast food. Majority of the respondents consume fast food for attractive advertisements factor (37.81%). The least percent of respondents consume fast food for hunger and satiety factor (17.5%). Whereas there are 15 (4.69%) respondents did not eat fast food due to various reason.

From the above table the result is as follow:

$H_0$ : The proportion of various reason of consumption of fast food is same.

Test Statistics

N	320
Chi-Square	89.563
df	4
Asymp. Sig.	.000

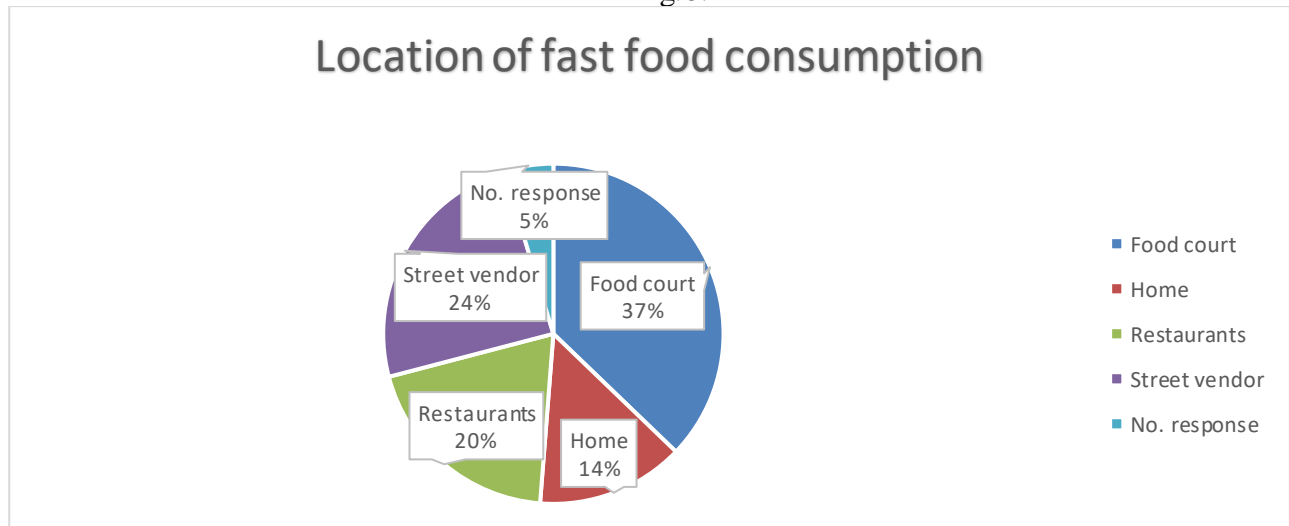
Since the p value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that the proportion of various reason of fast food consumption of young generation is not same.

**Table 6: Location of fast food consumption**

Location	No. of respondent	Percentage
Food court	119	37.19
Home	45	14.06
Restaurants	63	19.68
Street vendor	78	24.38
No. response	15	4.69
Total	320	



Fig.6:



From Table 6 shows the responses about the locations of fast food consumption. As depicted in the table majority of the respondents consume fast food at Food court (37%). Whereas, the least percent consume fast food from home (14.06%).

From the above table the result is as follow:

$H_0$ : The proportion of various location of consumption of fast food is same.

Test Statistics

N	320
Chi-Square	93.500
df	4
Asymp. Sig.	.000

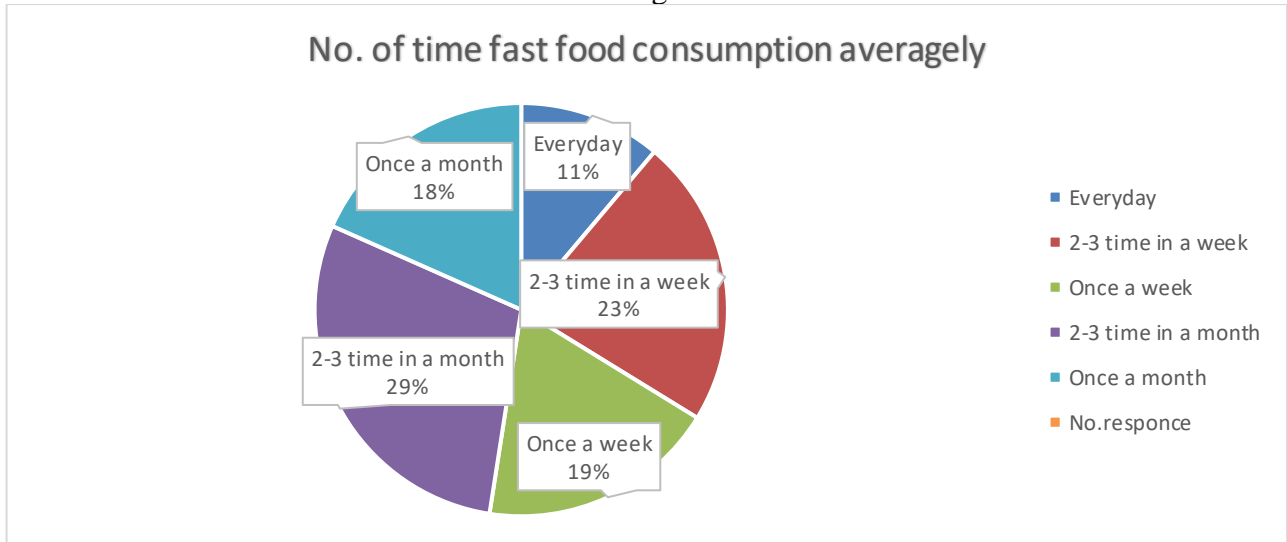
Since the p-value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that the proportion of various location of fast food consumption of young generation is not same.

**Table 7: No. of time fast food consumption averagely**

Fast food consumption	No. of respondent	Percentage
Everyday	34	10.63
2-3 time in a week	69	21.56
Once a week	57	17.81
2-3 time in a month	89	27.81
Once a month	56	17.5
No. response	15	4.69
Total	320	

From Table 7 shows the respondents of fast food consumption. As represent in the table majority of the respondents consume fast food 2-3 time in a month (27.81%). Only 10.63% of the respondents in the study mentioned that they consume fast food every day.

Fig.7:



From the above table the result is as follow:

$H_0$ : The proportion of various time of consumption of fast food is same.

Test Statistics

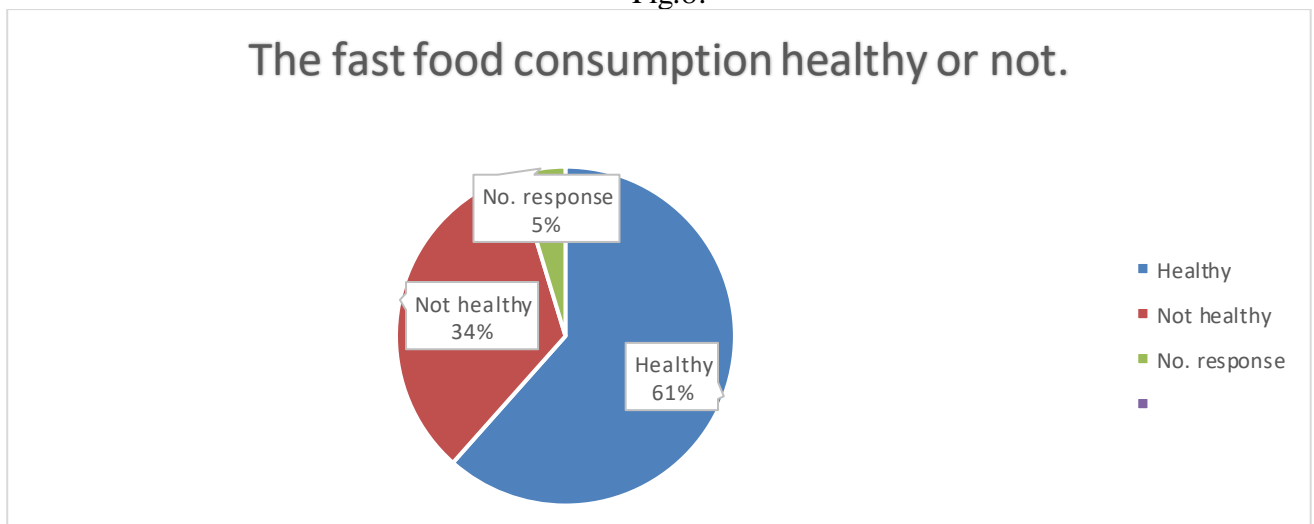
N	320
Chi-Square	63.400
df	5
Asymp. Sig.	.000

Since the p-value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that the proportion of various time of consumption of fast food is not same.

**Table 8: The fast food consumption healthy or not**

Response	No. of respondent	Percentage
Healthy	197	61.56
Not healthy	108	33.75
No. response	15	4.69
Total	320	

Fig.8:



From table 8 show that about 61.56% of the consumers agree that fast food is not good for health and remaining 33.75% disagreed with this statement.

From the above table the result is as follow:

$H_0$ : The consumption of fast food is healthy

Test Statistics

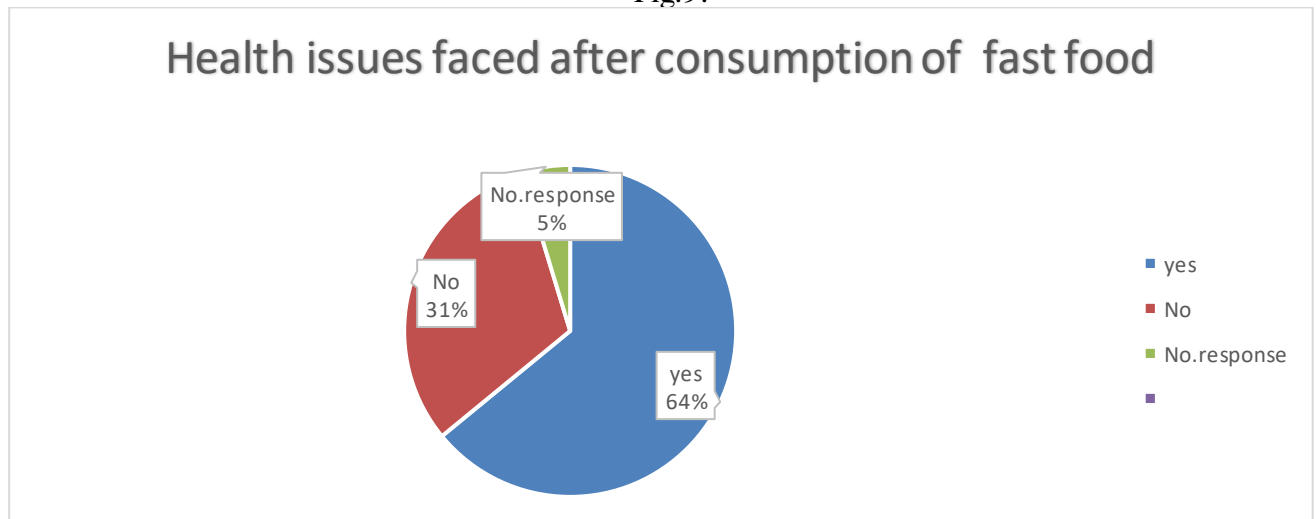
N	320
Chi-Square	155.294
df	2
Asymp. Sig.	.000

Since the p-value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that the consumption of fast food is not healthy.

**Table 9: Health issues faced after consumption of fast food**

Response	No. of respondent	Percentage
Yes	205	64.06
No	100	31.25
No. response	15	4.69
Total	320	

Fig.9:



From table 9 shown that about 64% of the respondents are agree to issues health problem after consumption of fast food and remaining 31% of respondents are disagree to issues health problem after consumption of fast food.

From the above table the result is as follow:

$H_0$ : The proportion of health issues faced after consumption of fast food is same.

Test Statistics

N	320
Chi-Square	169.844
df	2
Asymp. Sig.	.000

Since the p-value is 0.000 which is less than 0.05. So we reject the Null Hypothesis. We concluded that the proportion of health issues faced after consumption of fast food is not same.

## 5. Conclusions

Day by day fast food has been become an important component of the dietary pattern for young generation. Fast food is convenient and tasty though prepared with less time and low nourishing or unhealthy ingredients. Ingredients that are artificial, high in sugar and fat are not advisable to eaten on regularly basis. Eating these ingredients regularly can cause to health problem like obesity, heart disease, diabetes and cancers. Fast food companies are targeting young generation through great promotion strategies, delicious recipes, giving discounts and attractive advertisement. They are unaware of it.

They should not eat fast food regularly, lasting several days to reduce the negative effects of fast food on their body. A traditional meal with a variety of fresh foods, fruits will bring to them good health, better look and also help to prevent diseases due to poor diet. Avoid fast food, settle for good Health.

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