



Youth Influenced by Fast-Food

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ABSTRACT

Purpose: - This article's goal is to examine college students' dietary preferences and the factors that influence them.

Methods: - The publication contains both qualitative and quantitative investigations. Primary data came from Parul University students in Vadodara, while secondary data was gathered from a range of books, periodicals, and articles. This research involves a total of 100 pupils. The frequency and percentage approach is used to draw conclusions from the quantitative data.

Findings: - According to the report, college students prefer to consume current cuisine. 48% eat fast-food 3 times a week and 12% daily remaining 40% eat 2 to 4 time in month. 64% prefer vegetarian food. The factors that determine whether or not someone will pick or like a food include things like good flavour, nutritious, hygienic, affordable, high-quality, and convenient food.

INTRODUCTION

Healthy wholesome foods have been replaced by the new food mantra - JUNKFOOD! Since independence, the Indian way of life has changed significantly. Food and taste have followed the same change trend. Because food is such an important part of one's life. It is said that some people eat to live and others live to eat. Our plates have changed as a result of the industrialization of the food business; whereas formerly fresh food made up the majority of our meals, processed food now does. College students' food preferences differ depending on their culture, family background, society, and style of life. The availability of time, self-control, discipline, society, cost, budgetary constraints, and other factors have all been demonstrated to have an impact on students' eating habits. Fast food is what college students seem to eat the most, according to observation.

When asked many students would agree that eating healthy food is important for the healthy lifestyle but they fail to do so. College students typically have unpredictable eating patterns, a poor intake of vegetables and fruit, and a preference for fast food, which results in a number of health issues for this generation.

College students have easy access to quick meals, whether it is at the cafeteria on campus or in the neighbourhood. Quick and affordable. It's simple to grab and eat for students who are running about all day. Fast food outlets outside of campus provide large portions of food at affordable prices, which appeals to hungry students on a tight budget.

As an alternative, cafeterias might make it just as simple to grab and go from nutritious alternatives as from less healthy ones. There are a few methods to counter the pizza, burgers, and fries, including pre-packaged salads, fruit and vegetables, hard-boiled eggs, and protein packs. Bottled water is more likely to be chosen over bottled soda and other sweetened beverages when it is placed close to the pay register. This little change will dramatically enhance the eating habits of college students.

Consumption of Fruits and Vegetables is Low

Youth these days prefer eating outside then home which is freshly prepared and healthy on counter to that they eat junk food. College students frequently consume less fruits and vegetables than adults. Some people might not have grown up eating them or, if they did, they aren't "forced" to eat them any longer if they don't want to. These meals frequently fail to become a regular part of college students' eating habits despite their freedom of choice. They pay more at fast food restaurants and are less enticing and simpler to eat than the cafeteria options.

LITERATURE REVIEW

According to the article "Fast foods and influence on their health" by Ashakiran and Deepthi.R, junk food is just a calorie-free food. Foods that are high in calories but low in fibre, vitamins, minerals, proteins, or other micronutrients are considered empty calories.

According to the article "Review of Trends in Fast Food Consumption" by Aysa Karmat and Baig Munazza, the sample was divided into 4 age groups based on the age of the respondents. Those aged 15 to 25 made up 70% of the sample, followed by those aged 25 to 35, 16%, 35 to 45, and 6%, and those aged 45 to 55. Their tastes were canvassed and examined. Consumption of fast food is especially prevalent among young individuals.

The article "reason people eat junk food instead of healthy food" reveals that despite the fact that frequent consumption of junk food is linked to chronic diseases like high blood pressure and obesity, many people still favour junk food sources over their better health, more wholesome whole food alternatives.

Fast food is the definition of immediate pleasure, according to the editorial staff's piece on the benefits and drawbacks of the meal. Don't you think it's always worth it to wait a few minutes for hot, properly salted fries? Some would frown in displeasure, while some would go to war over this. Let's face it, fast food has both benefits and drawbacks, so if you're going to argue for one side or the other, you may as well be able to back it up with some evidence.

According to S. Parshita Saxena's article, "Indian fast food: top 10 chaat recipes," if you go down any North Indian street, you'll see sellers lining up with a range of street foods including Aloo Chaat, Papdi Chaat, or the well-known Dahi Bhalla Chaat. Everyone like making them since they're simple to do. Chaat, a dish that originated on Indian streets, is now well-known worldwide. Chaat is thought to have originated in Shah Jahan's imperial kitchen. According to folklore, when the Mughal emperor became unwell, his Hakim advised him to eat light on the stomach but heavy in spice meals to boost his immune.

BACKGROUND OF THE STUDY

Youth Food Stall Consumption: A Research Paper. When comparing fast food and organic foods, there is a specific note of fast-food intake. Youth these days are unaware of the healthy intakes for their healthy life style. So, despite the belief that eating "unhealthy" foods like ice cream or chocolate gives you more pleasure and helps your mental health, this may not be the case. Overall, during the study period, a total of 100 response were collected.

Research methodology

In the present study, we looked at the eating feeling of delight and fulfilment felt in-the-moment, in-real-time, and in-life, using google form. Specifically, participants were asked to record their food choice, and how regularly they prefer eating out side. The research article employs the analytical research methodology. This paper places more emphasis on secondary sources. The research paper uses secondary sources of information, which are articles from research journals.

Sources of Data:

1. Initial study The majority of the information is gathered by observations, , in-person and telephone interviews postal questionnaires, surveys, focus groups, case studies etc.

Here we have used a survey using Google forms of Questionnaires for Data Collection.

2. Secondary research

1. Reports
2. Journals
3. Magazines

OBJECTIVE

- The purpose of this research is to look at the factors that influence college students' food preferences.
- To research how children are growing ever more attracted by fast food.

Research questions

- If there has been a rise in young people's fast-food consumption?
- What time-span do they eat out?
- What youth prefer eating?

Reason for growth in the consumption of fast-food

Reasonable: - Cost Fast food is a common choice for young people since it is inexpensive. Several restaurants allow consumers on modest budgets to take advantage of the discounts by offering value meals or dishes for as little as 50rs to 100rs.

Extreme Convenience: - Convenience is more important to consumers than price, and fast-food restaurants with drive-thru windows offer a convenient way to get food quickly.

Appetite and Taste: - Fast food establishments frequently serve indulgent foods like cheese- and meat burgers and french fries. Although these menu items are delightful and filling, they are frequently high in fat, sodium, and sugar.

Successful Marketing Initiatives: - Fast food companies spend a lot of money attracting customers with advertisements for their meals, and the strategy is effective. Fast food businesses draw in children by offering toys and dishes that are specifically geared at this demographic. Advertising has audiences for children, teenagers, and adults. To attract diners, they might also leverage well-liked sporting and media events or advertising promotions.

Top food industry providing fast-food-

1. It's Domino's-

Domino's is a pizza chain in India owned by Jubilant Food works. It provides fast food of good quality, such as the deluxe veggie, paneer makhani, peppery paneer, and double cheese Margherita. It is available in 230 cities all over the country and offers great deals all year long.

2. Pizza Hut-

Pizza Hut has been around since 1958 and is known for Italian-American cuisine, Pizzas like the, chicken pepperoni, chicken exotica, paneer soya supreme, tandoori paneer, country feast, veggie Italiano, triple chicken feast and smoked chicken are among the delectable options offered. They have launched 10 new varieties of their renowned pan pizzas. making it the most delicious pizza in the world. The company has seen a rise in the number of orders for delivery and takeout, making it popular across the country. Customers can use a Pizza Hut coupon to buy more pizza online.

3. McDonald's-

McDonald's is an American fast-food chain that has been around since 1940. It offers milkshakes, burgers, wraps, chicken dishes, fries, desserts, and breakfast foods. Some Indian items on their menu include the McAloo Tikki Burger, the Dosa Masala Burger, the Veg Maharaja Mac, and the Chicken Maharaja Mac. On the McDelivery website and app, you can also get delivery to your door.

4. KFC-

KFC, the second-largest restaurant chain, is best known for its fried chicken. In India, they have 350 locations and altered their normal menu to accommodate Indian preferences. They offer items like, Chicken Zinger, Hot & Crispy Chicken, Krushers, Rice Bowlz, Fiery Grilled Bucket and a 5-in-1 Meal Box. They also offer a vegetarian menu with rice dishes, sides, and wraps. They have recently improved their vegetarian options by using Indian spices and cooking methods.

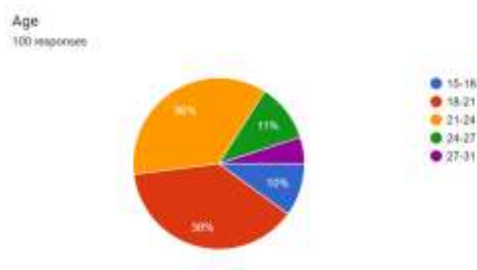
5. Burger King-

Delicious meals and hamburgers are what Burger King is famous for. Some of the best items from the fast-food restaurant are the Frozen Coke, Bacon King Jr. Chicken Club Salad, Whopper, Chicken Nuggets, Pancake Platter, Fully Loaded Biscuit, Quarter-Pound King, Crispy Chicken Club, Big King XL, Crispy Chicken Tenders Frosted Frozen Coke, and, Double Cheeseburger.

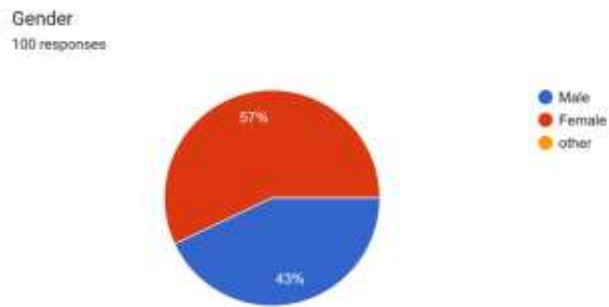
Is prevalent in several Indian cities and is growing in popularity. They deliver to your house and conduct business online as well.

Result and data analysis:

Population Statistics:

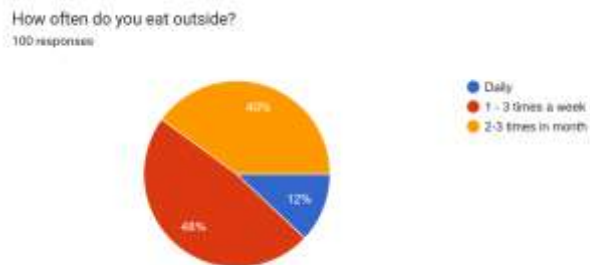


As the chart illustrates, 38% of the population are in the age group of 18 – 21, 36% are in the age group of 21- 24, 11% are in the age group of 24-27, and 5% in the age group of 27-31

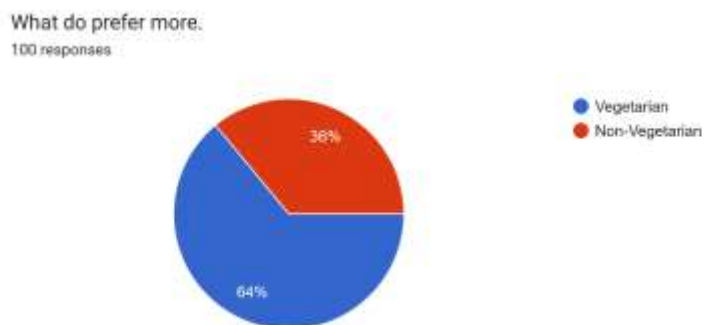


Demographic Details:

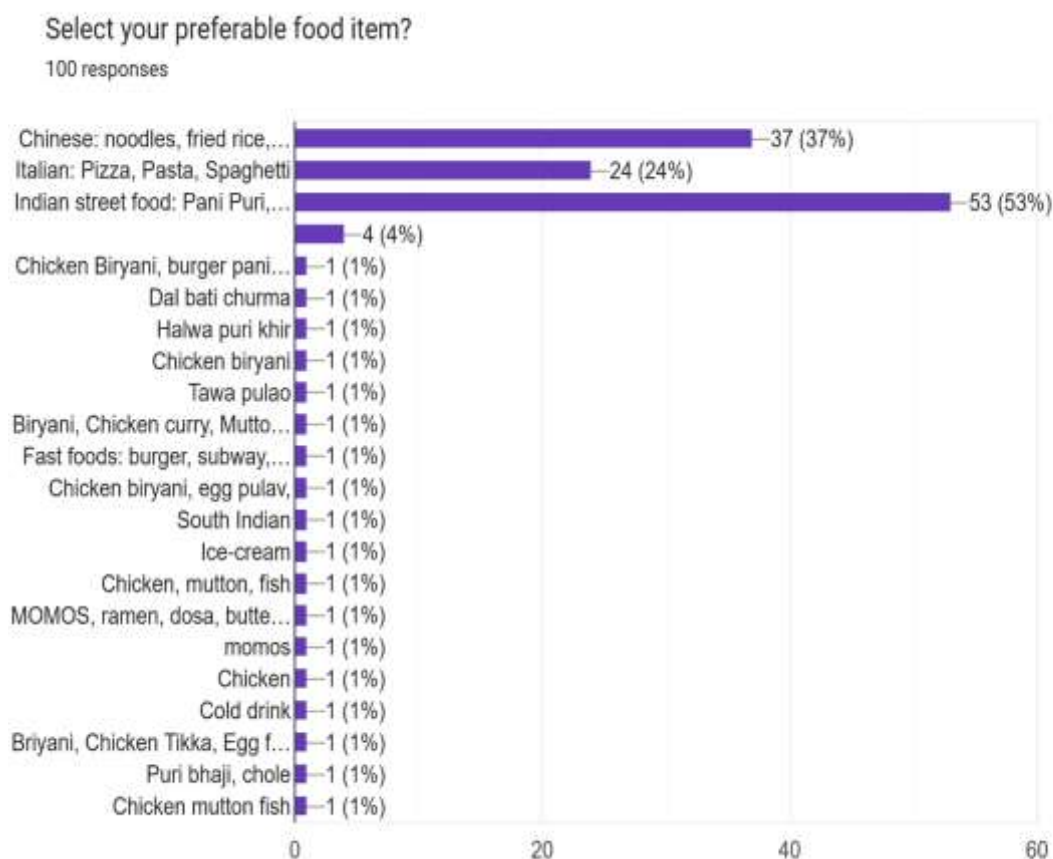
In the gender illustration it shows that there are 57% female eat out and 43% male.



In this illustration, it is shown that 48% people eat 1-3 times a week out, 40% 2-3 times in month, and 12% eat daily.



In this illustration it is shown that 64% people like vegetarian food and 36% people like non-vegetarian food.



As depicted in this chart one can see, most of the population i.e. 53% prefers to eat Indian street food, then comes the Chinese cuisine (37%). 24% of the population likes to eat Italian dishes. Other products were also highly purchased and mentioned by respondents such as Momo's, chicken, chicken biryani, cold drink etc.

Conclusion

No doubt! our Indian cuisine is the best. According to the research we have found that 18 – 24 is the age group who eats more out. There is more ratio of women eating outside than men, hence we can say there are more foodie women. The ratio states that there is more vegetarian has been done here. The interpretation says that 48% population eat fast-food 1 to 3 times a week, 40% eat 2 to 3 times in month and 12% eat daily. So according to the report we can say that intake of fast-food is incredibly increasing day by day among the youth.

According to the study's findings, the majority of respondents liked modern cuisine. Their fondness for contemporary cuisine may be due to the evolution of the food industry and changes in cuisine. The key determinants of food choices include good flavour, nutritive food, society, culture, healthy food, sanitation, good quality, and cost of food. The results of the current study are important for the caterers who serve college and university students. They will find it useful in selecting the menu for their cafeteria.

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