

A Case Study on Spreading Roots of Fast Food Over Youth

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Abstract: *Fast food's popularity among young people has had a detrimental effect on the environment, the economy, and public health. Young people, who are more prone to be influenced by peer pressure and social standards, are the target market for fast food firms' products. Obesity and other health issues have risen in tandem with the popularity of fast food. Fast food establishments frequently use low-wage labour, encourage urban development, and destroy natural resources. The fast food sector is still a significant player in the world food system, despite efforts to reduce its impact.*

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