

Factors Associated with Frequent Consumption of Fast Food and its Effect on Health among Fast Food Venders and School or College Going Teenage Consumer with View to Develop an Informational Booklet

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Abstract: *The consumption of different types of fast food is increasingly growing in all parts of the world, both in developed and developing countries. Because of the changes and transitions in the lifestyle and dietary habits of people, an increasing number of people from different age group, particularly adolescent and young adults, are inclined toward consumption of fast food.*

OBJECTIVE: *1. To explore the factors associated with frequent consumption of fast food among vendors and school or college going teenage consumers. 2. To assess the existing levels of knowledge on effect of frequent fast food consumption on health among school or college going teenage consumers. 3. To see the correlation between the frequent consumption of fast food among school or college going teenage consumers and its effect on health.*

MATERIALS AND METHODS: *The research approach is the most essential part of any research. The entire study is based on it. The appropriate choice of the research approach depends on the purpose of the research study that is undertaken. "Approach to research is an umbrella which covers the basis procedure for conducting research". The researcher found that Quantitative research approach is best suited, as it is a scientific investigation in which observations are made, data are collected according to a set of well-defined criteria and study.*

RESULTS: *The highest percentage of participants falls under the category of 56% (28) of the participants in socio demographic data are belongs to the age group (10-15) years and 24% (12) participants belongs to age group (15-24) years of age group and 20% (10) participants belongs to the age group of above 24 years 12-14 year age group. Knowledge 47(94%) obesity, 32(64%) Damage the tooth enamel and poor oral health, 32 (64%) Reducing the brain function or sharpness, 26(52%) reducing.*

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