

A Case Study on Spreading roots of Fast Food Eating Habits Over Youth in India

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Abstract: *The spread of fast food to youth has led to negative impacts on public health, the economy, and the environment. Fast food companies market their products to young people, who are more likely to be influenced by peer pressure and social norms. The rise of fast food has been linked to a corresponding increase in obesity and other health problems. Fast food restaurants often employ low-wage workers, contribute to urban sprawl, and deplete natural resources. While efforts have been made to curb its influence, the fast food industry continues to be a major force in the global food system.*

Keywords: Fast Food

I. INTRODUCTION

The Change of Concepts, relationships, lifestyles are transformed to accommodate the new age and eating habits too is no Exception . Healthy nutritious foods have been replaced by the new food mantra – JUNK FOOD! In the context of world economy, junk food is a global phenomenon [2]. The Availability of junk food and snacks at low prices And marketing strategies adapted by Manufacturers of such foods has triggered an Evolution wherein, consumption of foods that Require neither the structure nor the Preparation of a formal meal. It seems to have Engulfed every age; every race and the newest Entrants on stage are children, school going in Particular. [3].According to a survey by the Institute of Food Technologists, 75% of Americans are eating their dinners at home, Nearly half those meals are fast foods, delivered, or taken out from restaurants or grocery

Delis. In 2018, 34.52 percent of respondents in India stated they eat fast food less than once per week. The way in which we eat, and what we eat, is of vital importance to our state of health. With the global spread of food uniformity, its Rapid growth is occurring in the developing World. It has radically changed the way people Eat all over the world. India is no exception to this changing fast-food Trend. India's fast-food industry is growing by 40 percent a year. Statistics place India in 10th Place in fast food per capita spending figures With 2.1% of expenditure of annual total Spending. According to the National Sample Survey Organization (NSSO) survey in the year 2005 released by the Delhi government, people Living in Delhi spend Rs. 371, on an average, On processed food and beverages per month. They spend Rs. 290 on vegetables and around One-third of it on fruits. The total value of junk Food consumed in India in 2003 was about Rs. 41,000 crore; of which, rural areas accounted For a little over Rs. 22,000 crore, as published In an article in news paper by Sudhanshu Ranade In Business Line on

II. FINDINGS

1. Why is fast food so popular?
2. How often do you eat fast food on weekly basis?
3. Do you think fast food is convenient and cheap alternative to home-made food?
4. What is the first think that comes in your mind when you think of the word fast food?

III. RESEARCH METHODOLOGY

Research methodology refers to the scientific procedure for the son urine knowledge based on empirical observation And logical reasoning It is imperative that any type of organization in the present environment and systematic supply of information coupled with ratio analysis for making sound decisions which involve minimum risk. In this contest research Methodology plays very important role for this family owned business unit. The topic is very relevant in present context and in particular to this company. Globalization has increased the competition and it has become

essential for every business to evaluate its financial position to plan a future growth This project includes following two steps

Collection of data from the financial statement is annual reports, balance sheet and profit and loss account For the referred period

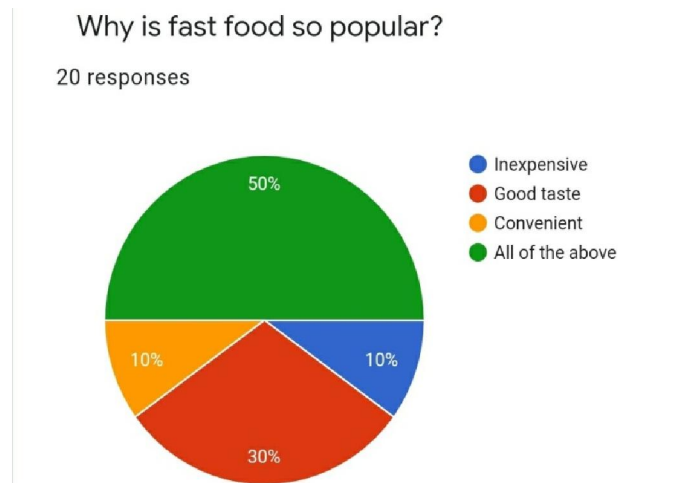
Analysis of the collected data by using ratio analysis techniques and then interpretation of these ratios the draw the conclusion. Further based on all these things scheme of suggestion is to be prepared

(c)Data Collection: The researcher will collect the primary data for this project by using all the three methods ie. Questionnaire Method Direct unstructured Interview, Observation Method Method

A separate questionnaire will be designed and served to people holding key positions. The approximate number of Respondents is 10. For additional insight into the affairs of the company unstructured interviews and discussions will be conducted. These Interviews may reveal additional information about company’s financial position. The researcher is presently working with the same firms he will get chance to observe all the proceeding and functioning of the company. So, all the three methods will be used effectively to collect primary data,

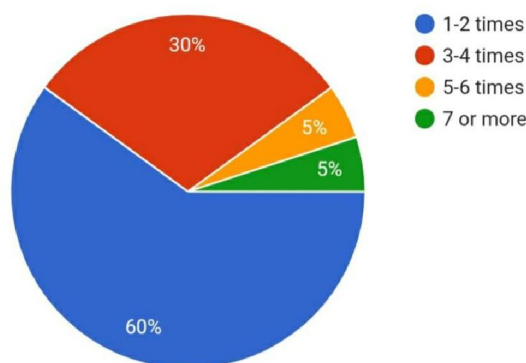
For the above mentioned study period of years i. 2007-08, 2008-09, 2010-11 is considered

These are some picture responses of questions taken from public survey



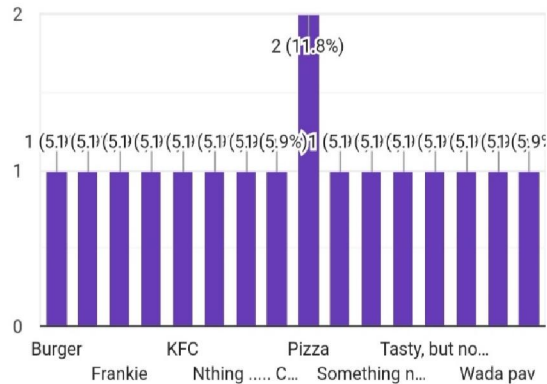
How often do you consume fast food on a weekly basis?

20 responses



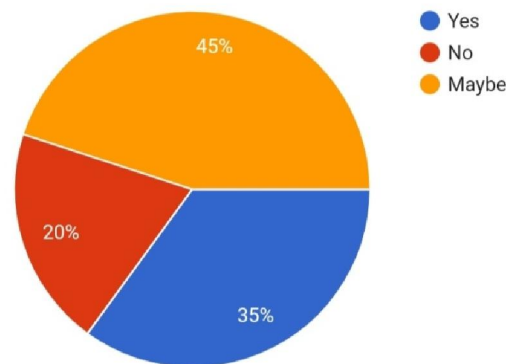
What is the first thing that comes to your mind when you think of the word "fast-food"?

17 responses



Do you think Fast Food is a convenient and cheap alternative to home made food?

20 responses



IV. CONCLUSION

So, in conclusion, although fast food tastes good and eating it once in a while is fine, eating fast food too frequently may result in health problems such as obesity or diabetes. The problems caused by fast food are mainly in the high sugar, salt and fat content in it. The amounts of sugar, salt and fat are too much for the body to handle, and so cause problems. There are some existing solutions to this problem:

Don't eat fast food. However, this may cause a craving or wish to eat fast food. That could lead to binge eating when the person cannot stop themselves from eating it. Binge eating harms the body. Eat once in a while. This solution has been tried and tested and it works. Many people do this, however, if you do not realise that you are eating it too frequently, there is still a chance of you getting health problems.

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