

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.*

Keywords: Food and Beverage Industry, fast food, Supply Chain management, Consumer Behavior

I. INTRODUCTION

The new jet era requires concepts, relationships, and lifestyles to change, and eating habits are no exception. [1]. The new culinary adage, "Junk Food," has taken the role of healthy, nutrient-dense meals. Junk food is a universal phenomenon in the context of global economics [2]. Consumption of meals that don't require the structure or preparation of a traditional meal has evolved as a result of the accessibility of cheap junk food and snacks and marketing techniques adopted by manufacturers of such items. Every ethnicity and age group appear to have been affected, and the newest performers on stage are young people who are now attending school. [3]. 75% of Americans eat supper at home, according to a poll by the Institute of Food Technologists, core. Fast food, delivery meals and takeaway from restaurants and grocers make up nearly half of those meals.

Delis. In India, 34.52 percent of survey participants in 2018 reported eating fast food fewer than once a week. Our condition of health is greatly influenced by how we eat and what we eat. Food homogeneity has extended around the world, and the developing world is seeing rapid expansion in this sector. It has fundamentally altered how people throughout the world eat. This evolving fast-food trend is not exclusive to India. The fast food sector in India is expanding by 40% annually. According to statistics, India spends 2.1% of its yearly total spending on fast food, ranking 10th in the world.

II. LITERATURE REVIEW

The need for time-saving goods is rising in response to today's busy lifestyles. Fast food is arguably one of the most obvious instances. The need for time-saving goods is rising as more people lead busy lives. Undoubtedly, the fast food industry is a good example. For the majority of the past 20 years, fast food spending has grown at a faster rate than any other food-out-of-home market groups. Consumer expenditure on fast food has increased steadily since 1982. The amount of money consumers spent at fast food restaurants climbed annually, and so did the share of fast food purchases made away from home.

III. METHODOLOGY

The scientific technique for the acquisition urine information based on empirical observation and logical reasoning is referred to as research methodology. In the current world, any sort of organisation must have a systematic supply of information paired with nike ratio analysis in order to make smart decisions with the least amount of risk. In this competition, research methodology is critical for this family-owned company unit. The matter is particularly pertinent in the current setting, and especially to this firm. Globalisation has increased competitiveness, and it is now necessary for every firm to examine its financial status in order to prepare for future growth. This project consists of two phases.

Data collection from financial statements includes annual reports, balance sheets, and profit and loss statements.

Analysis of obtained data using ratio analysis techniques, followed by interpretation of these ratios to reach a conclusion. Furthermore, a system of recommendation needs to be produced based on all of these factors.

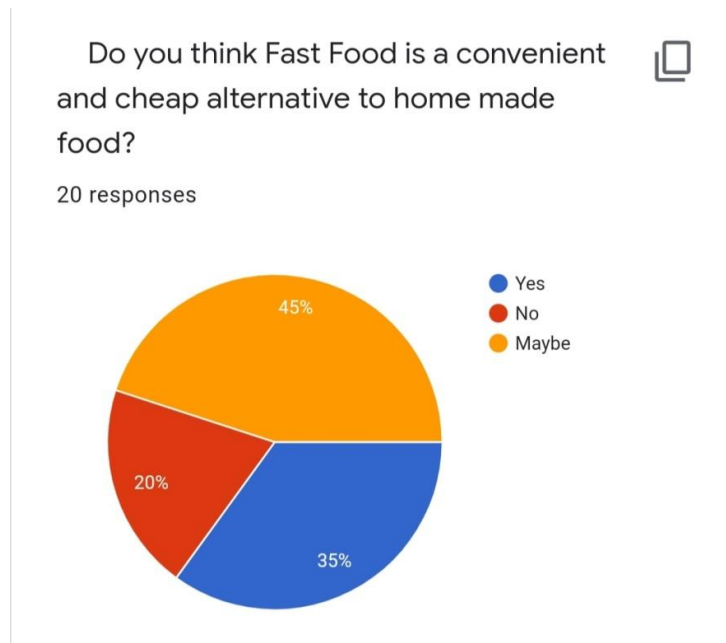
Data Collection: Using all three strategies, the researcher will collect primary data for this study. ie Questionnaire Method Unstructured direct interview

A supplementary questionnaire will be developed and distributed to relevant personnel. The estimated number of respondents is ten. Unstructured interviews and conversations will be performed to gain a better understanding of the company's operations. These interviews may offer further information regarding the financial position of the firm. The researcher is now working with the same businesses; he will have the opportunity to see all of the proceedings. The researcher is now working with the same businesses, and he will have the opportunity to witness all of the company's activities and operations. As a result, all three strategies will be employed to efficiently capture primary data.

The following study years are considered: 2007-08, 2008-09, and 2010-11.

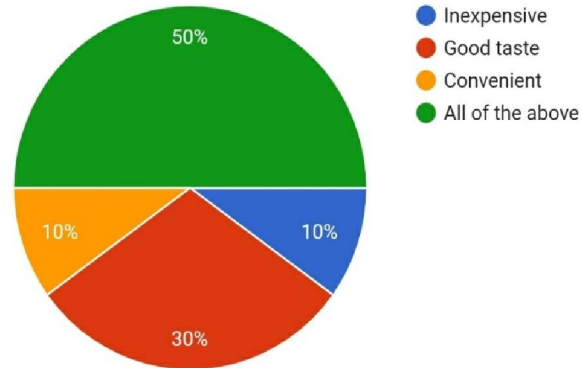
IV. FINDINGS

These are some picture responses of questions taken from public survey



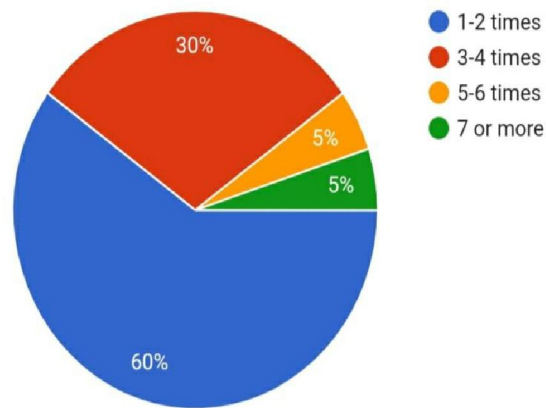
Why is fast food so popular?

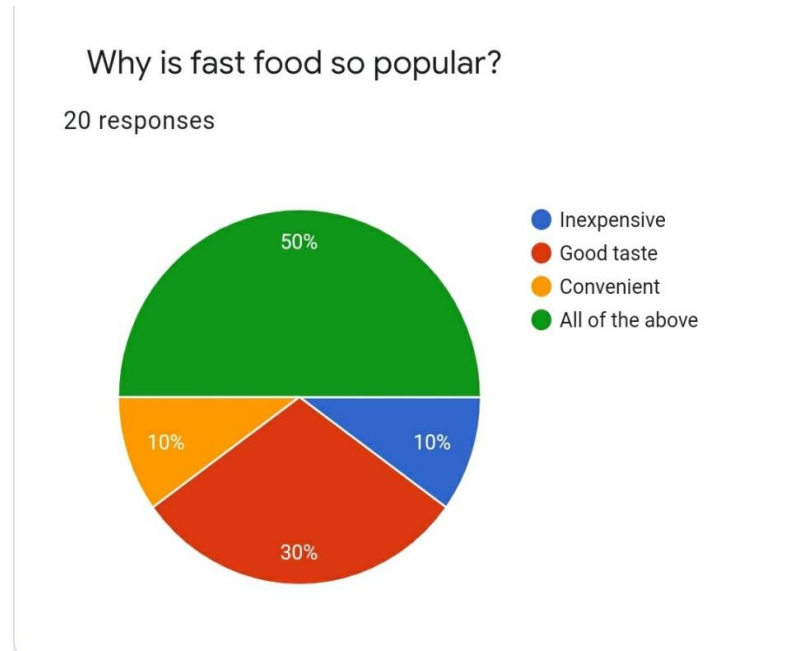
20 responses



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

20 responses





V. CONCLUSION

To summarize, while fast food tastes delicious and eating it occasionally is OK, eating it too frequently may result in health concerns such as obesity or diabetes. The difficulties produced by fast food are mostly due to its excessive sugar, salt, and fat levels. Sugar, salt, and fat levels are too high for the body to tolerate, causing issues. This problem has several established solutions:

Eat no quick food. However, this may result in a desire to eat fast food. This might lead to binge eating if the person is unable to stop eating. Binge eating is bad for your health. Eat every now and again. This method has been tried and tested.

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