Assessing the Health Implications of Fast-Food Consumption Among Adults in Raipur A Comprehensive Study

Rahul Singh

Faculty of Management Studies, The ICFAI University Raipur, Chhattisgarh

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Abstract- *With the expansion of the fast-food industry owing to urbanization and changing lifestyles, people are increasingly depending on convenient yet unhealthy food choices. This work explores health consequences related to fast food consumption by adults in Raipur, with drinking pattern, adverse health impacts and level of awareness as focal points. A thorough examination of the association between fast-food consumption and prevalence of lifestyle-related outcome such as diabetes, obesity, cardiovascular disease and mental disorder was performed. The results of this work suggest that greater attention is needed to the promotion of healthy eating habits in working people and students who are exposed most to temptation to consume ready food, because of a lack of time. The findings of the present study have important public health policy and intervention implications in the promotion of healthy eating behavior and limiting the chronic health outcomes of excessive fast-food consumption.*

*Key Words***:** *Fast Food Consumption, Nutrition, Health, Lifestyle*

1.INTRODUCTION

Fast food has grown rapidly due to urbanization, changing lifestyles, and employment pressures. Fast food is cheap and handy, but eating it often is unhealthy. High consumption of processed, calorie-dense foods has been linked to diabetes, obesity, heart disease, and mental health difficulties. Given the rise in lifestyle-related disorders, fast food's health effects must be assessed immediately. With a focus on eating habits, health risks, and levels of awareness, this research tries to evaluate the health impacts of fast-food consumption among adults. Time constraints and convenience are increasingly affecting eating habits due to the fast-food industry's quick growth, particularly among working professionals and students. The long-term implications of such food choices, however, remain a significant public health issue.

This research seeks to enlighten the extent to which consumption of fast-food increases health hazards among adults through consumer behavior, nutritional knowledge, and self-reported medical conditions. Possible solutions, including promoting healthier alternatives and raising public awareness

of balanced diets, will also be explored in this research. The findings will serve as an effective resource for the public, physicians, and legislators as they formulate strategies to mitigate the ill effects of excessive consumption of fast foods. This extensive research illustrates the correlation between consumption of fast foods and health risks and offers evidence-based recommendations for encouraging healthier food habits and general well-being.

The purpose of this study is to investigate the effects that eating fast food has on one's health, specifically by focusing on the correlation between eating fast food and issues related to mental health. It also examines socio-economic and cultural aspects that affect Indian fast-food consumption. The research also assesses public health campaigns and policy measures to reduce fast food consumption and promote healthy eating.

2. LITERATURE REVIEW

Many studies have explored fast food's implications on nutrition, health, and customer behavior. (Mahalakshmi et al., 2024) report that one-third of the world is malnourished. According to the study, low- and middle-income teens' fast-food consumption is unhealthy. The findings suggest focused public health strategies to address dietary shortfalls and fast-food health issues. (Kurniawan & Anggriyani, 2024)study how peer influence, affordability, and branding drive teen fast food consumption. Fast-food consumption was connected to obesity, high cholesterol, diabetes, heart disease, and organ damage in the qualitative study, underlining the need for greater awareness of its long-term health implications. (Bhatoolaul et al., 2024) worry about industrialization and globalization changing diets from low-calorie to high-energy-density. The study concluded that fast food causes chronic diseases, a leading cause of death. Diet-related health policies are needed since age, gender, socioeconomic status, and nutrition awareness affect consumption patterns. Fast food is poor in nutrition but rich in sugar, trans fat, salt, and additives, as (Wijaya et al., 2023) reveal. Burgers, fries, and pizza are favored more by the fact that they are cheap, tasty, accessible, and diversified, which leads to obesity.

Fast-food consumption has increased worldwide due to convenience, proximity, poverty, and food insecurity, according to (Parvin, 2022). Fast food is convenient yet causes obesity, heart disease, diabetes, and mental disorders.

The report suggests fast food nutrition research. (Priyanath & Dasanayaka, 2022)studied overweight Sri Lankan young adults and fast food. Fast-food consumption highly connected with weight gain, especially among university students, while gender did not affect obesity. (Ali Hassan et al., 2020) examine junk food's long-term health effects due to its high calorie and low nutritional content. Michael Jacobson coined "junk food" in 1972, and the paper examines trans fats and additives. Advertising encourages junk eating, exacerbating obesity, diabetes, and cardiovascular disease, say the scientists. Finally, (Agarwal & Guirat, 2017) examine Indian customers' views of unorganized fast-food chains. Taste, quality, service, and aesthetics influence client choices, according to demographics, growth factors, and purchase behaviors. Fast-food companies must grasp socio-cultural and psychological factors to attract and retain customers. These findings highlight the critical need for awareness and policy initiatives to reduce fast-food's health risks. The findings shed light on consumer behaviour, health hazards, and diet promotion tactics.

3. RESEARCH METHODOLOGY

This descriptive study examines adult fast-food health effects. The study uses primary and secondary data. A systematic questionnaire is utilized to collect primary data on food consumption habits, fast food frequency, nutritional knowledge, and self-assessed health state. Journals, government health databases, and fast-food health studies provide secondary data.

Non-probability convenience sampling targets fast-food-eating adults. A diverse sample of students, employed, and homemakers is included. Doing so ensures coverage for more people. Weighing willingness and convenience, 120 respondents were chosen. The research is done in NIT Chowpatty Raipur, Chhattisgarh, where the fast-food industry has grown, changing eating habits and lifestyle. Cronbach alpha method is used to analyze questionnaire internal consistency to assure the data validity and reliability Survey data is analyzed using SPSS Version 27 to assess fast food consumption patterns, relationships, and health effects. This study will inform health awareness campaigns and policy creation about adult food patterns and their health effects.

4. HYPOTHESIS OF THE STUDY

H_1: Fast-food consumption significantly impacts health, contributing to obesity and mental health issues.

H_2: Fast food consumption influences socio-economic and cultural factor patterns.

H_3: Public health campaigns significantly minimize fast-food consumption and encourage healthy diets.

5. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic profile of the Respondents

Demographics		Frequency	Percent
Age	Below 25	80	66.7
	26-35	32	26.7
	36-45	5	4.2
	46-55	3	2.5
Gender	Male	50	41.7
	Female	70	58.3
Occupation	Student	73	60.8
	Employed	29	24.2
	Homemaker	11	9.2
	Unemployed	7	5.8
Lifestyle	Sedentary	54	45.0
	Moderately Active	52	43.3
	Active	14	11.7

(Source: Author's own Calculation)

According to the demographic statistics, the majority of respondents (66.7%) are under 25, followed by those between the ages of 26 and 35 (26.7%), with older age groups being underrepresented. There are more females (58.3%) than males (41.7%). 60.8% of respondents are students, compared to 24.2% who work, 9.2% who stay at home, and 5.8% who are unemployed. In terms of lifestyle, just 11.7% are highly active, 43.3% are moderately active, and 45.0% are inactive. This implies that a sizable section of the population studied is made up of young students, primarily female, who have a propensity for leading fewer active lifestyles, which may have an impact on their nutritional and health decisions.

6. HYPOTHESIS TESTING

6.1 Hypothesis-1

H_0: Fast-food consumption does not significantly impact health, obesity, or mental health issues.

H_1: Fast-food consumption significantly impacts health, contributing to obesity and mental health issues.

Table 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.445[a]	.198	.192	.59795

Table 3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.442	1	10.442	29.204	.000[b]
	Residual	42.190	118	.358		
	Total	52.632	119			

(Source: Data Processed through SPSS)

Table 2 indicates that there is a moderating effect among the variables; however, the consumption of fast food has a significant adverse impact on health, leading to obesity and mental health concerns. In the Table the model is highly significant ($p < .001$), there is compelling evidence that fast food consumption negatively affects health.

6.2 Hypothesis-2

H_0: Fast food consumption does not influence socio-economic and cultural factor patterns.

H_2: Fast food consumption influences socio-economic and cultural factor patterns.

Table 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.295[a]	.087	.079	.84411

Table 5

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.995	1	7.995	11.220	.001[b]
	Residual	84.077	118	.713		
	Total	92.072	119			

Table 4 shows that R = 0.295 indicates the strength and direction of the link between fast food habits and socio-cultural features. This is crucial since it shows the relationship's direction. Fast food eating and socio-cultural characteristics are slightly positively correlated because it is a good value. Table 5 reveals that fast food consumption has a statistically significant impact on social culture ($p = 0.001$). Fast food habits significantly influence cultural patterns, this could imply changes in traditional dietary habits, lifestyle choices, or even broader social behavior due to increased fast food consumption.

6.3 Hypothesis-3

H_0: Public health campaigns do not significantly minimize fast-food consumption and do not encourage healthy diets.

H_3: Public health campaigns significantly minimize fast-food consumption and encourage healthy diets.

Table 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.224[a]	.050	.042	.87073

Table 7

ANOVAᵃ					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	4.719	1	4.719	6.224	.014ᵇ
Residual	89.464	118	.758		
Total	94.183	119			

Despite the fact that Table 7 demonstrates that the model is statistically significant, Table 6 demonstrates that the value of R is 0.224, which indicates that the link between the variables is weak. On the other hand, Table 7 demonstrates that awareness through public health campaigns and regulations does influence fast-food habits and to decrease the consumption of fast food.

7. RESULTS AND DISCUSSION

According to the results of this research, eating fast food has a major negative impact on one's health, since it is a contributor to both instances of obesity and issues related to mental health. The statistical model in Table 4 strongly suggests that frequent fast-food consumption significantly impacts health outcomes ($p < .001$). The correlation value ($R = 0.295$) shows a modest positive relationship between fast-food habits and socio-cultural features, suggesting that higher consumption changes diet, lifestyle, and social behavior. Table 5 ($p = 0.001$) shows that fast-food consumption considerably affects cultural patterns, potentially eroding traditional dietary practices and promoting convenience-based meals. Although the statistical model in Table 6 is noteworthy, the R-value of 0.224 suggests a modest link between fast-food behavior and regulatory impacts. Table 7 shows that public health efforts and policies are essential to lowering fast-food consumption. Targeted interventions, such as education and policy-driven initiatives, are needed to reduce the health risks of fast food and encourage healthier eating habits.

7.1 Implications

Fast-food consumption affects cultural diets and public health interventions. Strong statistical significance ($p < .001$) indicates that fast food negatively impacts health, including weight and mental health issues. The high-calorie, nutrient-poor character of fast-food increases lifestyle diseases, emphasizing the need for dietary changes. The study found a moderate positive connection ($R = 0.295$, $p = 0.001$) between fast-food consumption and socio-cultural traits, suggesting

that fast food undermines traditional eating behaviours convenience-driven diets replace home-cooked, balanced meals with manufactured, calorie-dense options, cultural culinary practices may decline. This alteration influences diet, social connections, and family meal customs, changing lifestyle patterns. Despite these concerns, the study shows that public health campaigns and regulations reduce fast-food consumption. Although the link between awareness and behavior change is weak ($R = 0.224$), Table 7 suggests that structured awareness programs and policies significantly affect eating habits. Educational programs, curbs on unhealthy food marketing, and policy-driven actions can help reduce fast food's health risks. Fast-food consumption creates major health and cultural concerns, but deliberate public health interventions can resist its expanding influence and promote long-term nutritional well-being.

8. SUGGESTIONS

Nutritional education for young adults and working professionals is needed to combat the detrimental effects of fast food. Awareness of fast food's long-term health effects might encourage healthy eating. Stressing the cultural value of home-cooked meals and healthy diets may also help against fast food. Targeted programs in schools and workplaces must warn against fast-food consumption and promote healthier options to improve public health. Limiting fast-food advertising, especially to children and teenagers, is necessary to reduce unhealthy food marketing. Increasing the availability and accessibility of healthy foods, especially in metropolitan areas, might also encourage healthier eating habits. To encourage long-term lifestyle changes, business wellness programs and university dining plans should be pushed. Finally, to reduce fast-food consumption and improve nutrition, public health programs must be frequently evaluated and reviewed. Enforcing these principles can reduce fast food's negative effects on health and cultural diets and reinforce public health's responsibility in promoting healthy living.

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