

DETERMINANTS OF FAST-FOOD CONSUMPTION AMONG TEENAGERS (A STUDY BASED ON ADVANCED LEVEL STUDENTS IN COLOMBO DISTRICT)

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Abstract

In today's world of urbanization, modern concepts, technological advancements, and changing lifestyles, fast food consumption is increasing at an alarming rate. In such kind of situation, the primary objective of this study is to determine the factors influencing the consumption of fast food among Advanced Level students in the Colombo district. By using the structured questionnaire, primary data were gathered from 240 students chosen from Colombo district which has the highest representation of Advance Level students. The two-stage cluster sampling method was utilized as the sampling technique. To achieve the research objectives, data were analyzed using descriptive analysis and binary logistic regression. According to descriptive analysis, 59% of students belonged to the high fast food consumption level and the remaining 41% belonged to less fast food consumption level. The Binary Logistic Regression emphasized that employment of parents, advertising motivation, type of fast-food outlet, and the effect of tuition classes were significant variables for fast food consumption among students.

Keywords: *Advanced Level Students, Advertising Motivation, Binary Logistic Regression, Fast Food Consumption, Parents' Employment*

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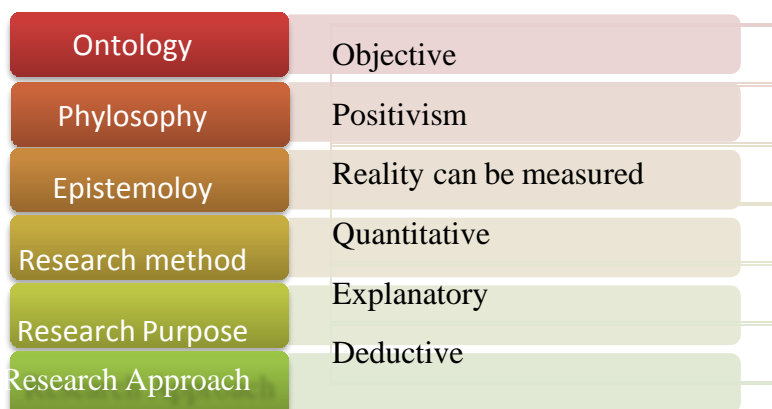
Introduction

Food that people intend to consume quickly and easily is typically referred to as "fast food" (Huzar, 2021). The concept of fast food consumption was first popular in Western countries, but it has since spread to Asian countries such as Sri Lanka. In today, there are various negative attitudes towards excessive fast food consumption, leading to health imbalances and non-communicable diseases. Considering the Colombo District of Sri Lanka, the food landscape has gradually diversified with time and the people living in Colombo have a wide range to choose cuisines because there are many types of restaurants and outlets on every street (Pinnagoda, et al., 2017) hence this study is based on the Colombo district. Another basic fact is that most fast-food industries have been concentrating on the youth community intending to develop long-term clients by promoting fast food consumption at a young age. Within such kind of situation, the research problem of this study is determining the factors that contribute to fast food consumption among teenagers in Colombo district.

Materials and Methods

Figure 1:

Research Design



Source: Sample Survey 2022

According to this study, the population has included all A/L students from government schools in the Colombo district and it represents 44,974 students (Statistic Branch of Ministry of Education, 2020). Using the two-stage cluster sampling method, the Colombo district was divided into educational zones and divisions. The prior sample size calculator was used to decide the sample size and 240 students were selected as a sample. This study was mainly based on primary data collection methods and required data obtained through a

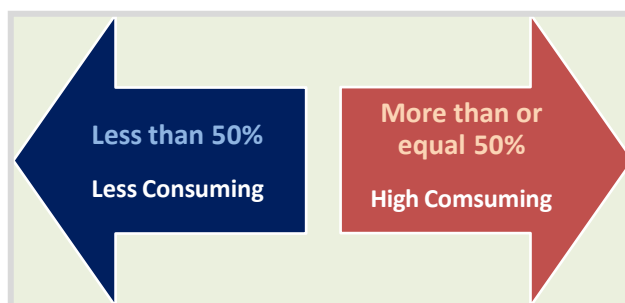
structured questionnaire. According to this study, descriptive analysis, chisquared analysis, one-way ANOVA, and binary logistic regression were used as the data analysis techniques by using SPSS software.

In this study, the independent variables were identified into five categories. As demographic factors gender, grade, and residential area, as social factors peer influence, employment of parents, trends and tuition classes, as behavioral factors amount of pocket money, type of fast food, type of fast food outlet, amount spends on fast food consumption, as marketing strategies advertising motivation, promotions and discounts, as an attitude toward fast food taste, quality, brand image, cleanliness of outlet, appearance or the interior design of outlet and convenience identified as dimensions coming under the independent variables.

The dependent variable was consisted with binary responses and it measured by using the 0-100 scale which represents the percentage of fast-food consumption. Students who mention more than or equal to 50% level of consumption were considered high-consuming, and students who mention less than 50% level of consumption were considered less-consuming.

Figure 2:

Way of Measuring Dependent Variable



Source: Sample Survey 2022

Results and Discussion

According to descriptive analysis, among the students who participated in the study, the highest percentage of 58% was represented by females and 42% was represented by males. Considering the living area of the students, the highest percentage of 62% of students participated from urban areas. 59% of students have indicated their fast-food consumption level as 50% or more than 50% and only 41% of students have indicated that their consumption level is less

than 50%.

After identifying the association between dependent and independent variables by using chi-square analysis and one-way ANOVA and after checking the multicollinearity, the researcher has selected five variables to fit the model but in the best model only four variables remain. Based on the results obtained through best fitted binary logistic regression, parents' employment, type of fast-food outlet, advertising motivation, and the effect of tuition were significant on fast food consumption. The best-fitted model was given below.

Table 1:

Final Binary Logistic Regression Model

Parameter	B	S.E.	Wald	Df	Sig.	Exp(B)	Refer.
Employment of Parents			38.459	4	0.000		Strongly Disagree
Strongly Agree (1)	2.069	1.008	4.211	1	0.04	7.916	
Somewhat Agree (2)	1.319	1	1.739	1	0.187	3.74	
Moderate (3)	-0.588	1.008	0.34	1	0.56	0.555	
Somewhat Disagree (4)	-1.197	1.016	1.388	1	0.239	0.302	
Type of Fast-Food Outlet			17.995	2	0.000		School Canteen
Local Outlet (1)	2.35	0.586	16.065	1	0.000	10.49	
Foreign Outlet (2)	1.73	0.499	12.019	1	0.001	5.638	
Advertising Motivation			18.045	4	0.001		Strongly Disagree
Strongly Agree (1)	2.094	1.015	4.253	1	0.039	8.115	
Somewhat Agree (2)	2.006	0.979	4.197	1	0.041	7.435	
Moderate (3)	1.513	0.987	2.351	1	0.125	4.539	
Somewhat Disagree (4)	-0.2	1.051	0.036	1	0.849	0.819	
Effect of Tuition			10.791	4	0.029		Strongly Disagree
Strongly Agree (1)	0.699	0.717	0.951	1	0.330	2.013	
Somewhat Agree (2)	0.863	0.716	1.453	1	0.228	2.369	
Moderate (3)	-0.617	0.865	0.509	1	0.476	0.54	
Somewhat Disagree (4)	-0.957	0.903	1.124	1	0.289	0.384	
Constant	-3.602	1.514	5.659	1	0.017	0.027	

Source: Sample Survey 2022

The findings of the best fitted model as follows.

- When all other determinants were constant, students who strongly agree, somewhat agree, moderate and somewhat disagree with the statement that working parents encourage fast food consumption have respectively **17.8%**, **9.2%**, **1.5%** and **0.8%** chance of falling into the high fast food

consumption level compared to students who strongly disagree with the statement.

- When all other determinants were constant, students who visit local outlets and foreign outlet for fast food consumption have respectively **22.2%** and **13.3%** chance of falling into a high level of fast-food consumption level compared to students who visit the school canteen for fast food consumption.
- When all other determinants are constant, students who strongly agree somewhat agree, moderate and somewhat disagree that fast food consumption is influenced by advertising have respectively **18.1%**, **16.9%**, **11%** and **2.2%** chance of falling into a high level of fast-food consumption compared to students who strongly disagree that fast food consumption is influenced by advertising.
- When all other determinants are constant, students who strongly agree that attending tutoring classes influences the consumption of fast food have respectively **5.2%**, **6.1%**, **1.5%** and **1.1%** chance of falling into the high fast food consumption level compared to students who strongly disagree that attending tutoring classes influences the consumption of fast food.

Conclusions and Recommendations

Achieving the primary objective of the study, parent's employment, type of fast-food outlet, advertising motivation, and the effect of tuition were determined as the factors affecting fast food consumption. Furthermore, when considering the percentage of falling into high fast food consumption level was increased when the level of agreement that employment of parents, advertising motivation, and attending tuition classes influence fast food consumption was increased. Another finding was that, students visiting local outlets for fast food consumption leads to high fast food consumption level than students visiting foreign outlets for fast food consumption.

As the recommendations, parents can prepare nutritious meals for their children whenever possible even if parents are employed. Furthermore, parents can prevent students to consume fast food while attending tuition classes.

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