

THE INFLUENCE OF FAST-FOOD CONSUMPTION ON THE OUTGROWTH OF NON-COMMUNICABLE DISEASES WITH SPECIAL REFERENCE TO THE COLOMBO DISTRICT

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Fast food has mainly contributed to increasing Non-Communicable Diseases (NCDs) and it is estimated that more than 65 percent of today's population is suffering from NCDs. Therefore, the objectives of this study are, first, to identify the reasons for the high consumption rate of fast foods, and second, to identify the consequences and influences of fast foods consumption on an escalation of NCD. This study used an exploratory research design and a qualitative approach. The study was conducted at Bandaranayke Memorial Ayurvedic Research Hospital in Nawinna and Borella Ayurveda Teaching Hospitals. NCD patients and NCD clinic doctors were the two main groups used in the data collection procedure. Purposive sampling was used to select fifteen NCD patients and ten Ayurvedic doctors to collect the primary data through semi-structured interviews. The data were analysed by using content analysis. The fast food has become a popular concept in Sri Lanka. However, it consists of high amounts of harmful ingredients, and repeated oil use leads to NCDs. The patients have eaten fast food because it was convenient, available, tasty, and busy at work; they disliked homemade food; traditional food was neglected; and social media advertising. Frequent high consumption of fast food destroys people's physical and mental health and leads to NCDs. On the other hand, the consequences of NCDs affect people's disabilities, employee productivity and labour force, financial waste, and family members' lives etc. Therefore, reducing fast food consumption and promoting traditional food consumption can prevent the consequences of NCDs.

Keywords: Consumption, fast food, non-communicable diseases