



Trends of Fast Food Intake among Female College Students in Banke District

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Abstract

Fast food, characterized by its quick preparation and low nutritional value, often contains high levels of fat, salt, sugar, and calories. This study aims to examine the correlation between the socio-demographic attributes of female college students and their fast food consumption patterns. Employing a cross-sectional research design, a total of two hundred and eighty-six (N= 286) respondents were selected through a random sampling process from four distinct colleges located in the Banke district.

The findings of the study reveal that a significant majority of 83.6% of the respondents engage in fast food consumption, with 38.5% opting for solid food choices and 70.3% preferring liquid fast food options. Furthermore, 70.3% of the respondents exhibit a preference for packaged fast foods. In terms of timing, 45.1% consume fast food during the afternoon, with the least number of respondents consumed fast food during the night. In relation to frequency, 28% of the participants report consuming fast food 2 to 3 times daily, while a smaller percentage indulge in fast food consumption twice a day. Notably, this research establishes a noteworthy association between age, religion, and the educational backgrounds of respondents' fathers and mothers with their fast food consumption habits.

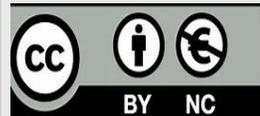
In contrast, the study does not find a significant association between various types of fast food consumption and the caste of the sampled students. Consequently, it underscores the importance of raising awareness about the potential health risks associated with fast food consumption, emphasizing the need for targeted initiatives to reduce the prevalence of such dietary choices among college students.

Keywords: *association, fast food consumption, fast food trend, frequency of eating fast food, health education*

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Introduction

Fast food encompasses quickly prepared and easily consumed foodstuff (Madan et al., 2021). The offerings are lacking of nutritional values and frequently contain increased levels of fat, salt, sugar, and calories (Bohara et al., 2021; Sivapriya & Saraswathy, 2014). The consumption of various forms of fast food is continuously raising worldwide, spanning both developed and developing nations. The powerful rush could be attributed to shifts and evolutions in lifestyle and dietary preferences. Notably, individuals from diverse age groups, particularly adolescents and young adults, are showing a growing inclination toward the consumption of fast food (Askari Majabadi et al., 2016). Fast food exhibits a diverse range of presentations in various locations, encompassing solid, packed, and liquid variations. Within this category, an extensive array of items can be found, ranging from salted snacks and confectionery to sugary desserts, along with fried fast food and carbonated beverages. Prominent examples of junk food encompass hamburgers, pizza, tacos, chips, chocolate, and soft drinks, in addition to regional preferences like Momo, Chow Mein, Kurkure, Chau-Chau, Samosa, and Chatpate (Kavle et al., 2015). It highlights that the prevalence and reasons for the global consumption of fast food, its diverse forms, and associated health concerns, which emphasizes the need for increased awareness and its impact on human health.

According to adolescent nutritional survey (2014) concerning fast food, a substantial majority of adolescents (94%) revealed a habitual consumption of fast food. This proportion exhibited a slight increase among early adolescents (93%) in comparison to late adolescents (89%). Of those individuals who had previously consumed fast, just under a quarter (22%) disclosed a daily consumption habit. Notably, the prevalence of daily fast food consumption was greater among late adolescents (25%) when contrasted with their early adolescent counterparts (20%). Furthermore, a substantial 92% of teenagers confirmed that they partake in consuming junk food at least once a week (Aryal et al., 2016).

In line with the Adolescent Nutritional Survey of 2014, Fast foods contain increased levels of

sugars and fats that can have an impact on brain functionality. An excessive intake of sugar can lead to erratic blood sugar levels, prompting the brain to crave more sustenance, ultimately resulting in overindulgence. Moreover, the digestion of large amounts of fast food becomes challenging for the body (Bhaskar & Ola, 2012). Frequent consumption of fast food brings about a range of prevalent adverse impact, including obesity, weight gain, diabetes, joint pain, and heart disease. Moreover, it can lead to irreparable harm to the body, along with feelings of confusion, depression, and an increased risk of various skin cancers. Embracing a nourishing diet and a wholesome lifestyle stands as a fundamental requirements for achieving a prolonged and vibrant life (Sharma, 2013). Unfortunately, the contemporary world has embraced a dietary pattern that yields numerous detrimental health consequences. The popularity of fast food is attributed to several factors, including its simplicity in preparation, delicious taste, time-saving nature, affordability, food advertising, extended shelf life, convenient transportability, immediate gratification, and widespread accessibility (Bhaskar & Ola, 2012). Hence, fast food becomes imperative to undertake a research endeavor titled "Trends in fast Food Consumption among Female College Students." This investigation is being conducted within the colleges situated in the Banke district.

This research is driven by two primary objectives. Firstly, it seeks to scrutinize the prevalent trends and inclinations related to fast food consumption among college female students. By doing so, it aims to gain a comprehensive understanding of their dietary choices and habits. Secondly, this study aims to investigate the correlation between socio-demographic characteristics and the patterns of fast food consumption in college female students. By delving into these aspects, the research endeavors to shed light on how factors such as age, income, and education might influence their dietary preferences, ultimately contributing to a more nuanced comprehension of this important issue.

Literature Review

The comprehensive review of relevant literature plays a crucial role in any research study. It supports researchers in delineating the research

problem, establishing objectives and research questions, selecting contemporary methods, and adopting a philosophical perspective. In this study, researchers employed a desk review approach to examine pertinent literature. A wide array of sources was consulted, including published and unpublished books, articles, dissertations, and theses, which were searched through various platforms such as Google Search, Research Gate, Academia.edu, Google Scholar, and PubMed. The literature review section presents a thematic exploration of relevant literature based on the objectives of this study.

Trends of Fast Food Consumption

Bohara et al. (2021) revealed that a majority (60.30%) of the respondents had consumed junk food within the past 30 days. This behavior was more prevalent among students from public schools (65.1%) compared to those from private schools (56.3%). The consumption of specific items showed that 58.5% of the respondents had consumed salty snacks, 57.5% of the respondents preferred by sweets. Similarly, 47% of the respondents had taken junk food at snack time (Upreti et al., 2021). Likewise, 56% of the students expressed a preference for consuming fast food rather than opting for healthier alternatives. In addition, 63% of the students consumed fast food in daily basis. In contrast, 37% of the students made a habit of consuming healthy food (Nawaz et al., 2020). The previous research findings revealed that a considerable 54% of the participants engage in daily consumption of fast food, out of which 21% reported consuming fast food more than once within a single day. Moreover, 46% of the respondents do incorporate fast food into their diet but can't be categorized as regular consumers (Jayasinghe & De Silva, 2014). Another study also demonstrates that the majority of the respondents (82.02%) had ingested junk food within the past 7 days, with 10.96% of them having consumed junk food more than three times in the previous week (Manna et al., 2023). Likewise, Althubaiti (2022) found that 42.1% of the female respondents consumed junk food at weekend. Furthermore, Merely 3% of females and 5% of males reported daily consumption of fast foods, while 38% of females and 51% of males indulged in fast food on a weekly basis (Anitha et al., 2022).

Preference of Fast Food

In terms of preferences, 43% of students displayed a daily inclination towards eating junk food, whereas a considerable 57% exhibited a daily fondness for sugary food. Likewise, 69% of the students showed a preference for fast food for dining out (Nawaz et al., 2020). Similarly, Jayasinghe and De Silva (2014) indicate that the respondents' most frequently preferred types of fast foods were "Rolls" and "Wade." Likewise, fast food was preferred by 96% of females and 94% of males. Approximately 11% of the males and 18 of the females indicated a preference for consuming fast foods during dinner. For the evening hours, 10 of the males and 40 of the females favored this time slot. A mere two percentage of both male and female respondents reported fast food consumption during the mid-morning and before bedtime (Anitha et al., 2022).

Determinants of Fast Food

Khongrangjem et al. (2018) found that a significant portion of the participants, specifically 72.5%, chose the fast food due to its delicious taste. Similarly, in periods of stress, 57% of the students desired for fast food consumption. Additionally, 48 % of the respondents consumed oily foods as a response to their cravings during stressful periods. Furthermore 70 % of the students acknowledged snacking while using a laptop (Nawaz et al., 2020). Likewise, Althubaiti (2022) revealed that the primary factors influencing their preference for junk food were its delicious taste (49.2%), the convenience of finding it at gatherings and parties (34.2%) hosted by their relatives, lack of awareness regarding the detrimental health effects of junk food (28.5%), the fast-paced lifestyle that encourages such choices (25%), the affordability of junk food (10.7%), a long standing eating habit formed since their youth (5.7%), and the convenience of quickly obtaining fast food. Furthermore, Yarmohammadi et al. (2015) observed the significant correlation existed between individuals' economic status and the level of fast food consumption. Additionally, a relationship was identified between the father's level of education and the frequency of fast food consumption. Furthermore, the study revealed a direct connection between the mother's educational background and the extent of fast food meal (2.8%).

Table 1: Summary of Previous Empirical Study Related to Fast Food Consumption

Authors/Date	Title	Methods	Major Findings
Sivapriya and Saraswathy (2014)	Study on the consumption pattern of junk food among university students	-Descriptive cross-sectional design -100 university girls' students were selected by convenient sampling technique.	All of the respondents consumed junk food.
Yarmohammadi et al. (2015)	The association between socio-demographic characteristics and fast food consumption with in high school students in Isfahan, Iran	-Descriptive- analytic study -521 high school students were selected by using multistage sampling	This study found that parent's education and income was associated with fast food consumption among respondents.
Askari Majabadi et al. (2016)	Factors influencing fast-food consumption among adolescents in Tehran: A qualitative study	Qualitative study 42 participants were purposively selected. -Semi-structure interview -Thematic content analysis	This study revealed that parents time, socio-economic status of family, attractiveness, quick access, habitual consumption and social norms were the main influencing factors of fast food consumption among adolescents.
Askari Majabadi et al. (2016)	A study to assess the knowledge and practice of fast food consumption among pre-university students in Udupi Taluk, Karnataka, India	-Cross-sectional design -Semi-structure questionnaire -Includes 160 pre-university students.	31.87% of the respondents had insufficient knowledge, 41.88 of the respondents had moderate knowledge, and 26.25% of the respondents had adequate knowledge about the effects of fast food consumption. 72.5% of the respondents consumed fast food because of the delicious taste of fast food.
Jyoti Dowarah et al. (2020)	Fast food consumption behaviour among college students- a case study in Tinsukia	-50 respondents were selected by using convenient sampling technique. -Used structured questionnaire for data collection.	Study found that If college students have more pocket money, they are more likely to consume fast food. Age also plays an important role in students' fast-food consumption behavior.
Bohara et al. (2021)	Determinants of junk food consumption among adolescents in Pokhara Valley, Nepal	- Cross-sectional research design -538 adolescents were selected by using stratified proportionate sampling technique.	The study found that higher prevalence of junk food consumption among public school participants (65.1%) compared to private school participants (56.3%). Salty snacks were the preferred choice for over half of the participants (58.7%), closely followed by sweets (57.5%).
Anitha et al. (2022)	Preference and consumption pattern of fast foods among college students	-Included 288 post-graduate both male and female students aged 18-24.	The majority of participants, encompassing both females and males, displayed a preference for fried chicken, ranking it as their top choice, followed by pizza. In contrast, the inclination for Pepsi or Coke was comparatively lower among college students when compared to alternative fast food selections.
Manna et al. (2023)	An epidemiological study on junk food consumption and nutritional status among adolescents attending Medical College and Hospital, Kolkata	- institution-based cross-sectional study -Used pre-determined semi-structured data collection forms. Included 178 students aged 10-19 years.	This study revealed that 82.02% of the respondents had taken junk food within the past week. Around 49.32% of the respondents opted for junk food consumption within their family circle (47.95%) and at their homes (47.95%).

The above mentioned factors collectively constituted the most significant influencers of students' decisions regarding junk food consumption. Furthermore, approximately 34% of the females and 57% of the males showed a preference for fast foods primarily due to their appealing taste, while 10.5% of the females and 3% of the males chose fast foods based on their affordability. Availability of fast food played a significant role, with nearly 91% of the females and 31% of the males opting for fast foods for this reason. The influence of social media on fast food consumption was observed, as 34% of the females and 13% of the males acknowledged being swayed by it. Furthermore, peer group influence emerged as a factor, with 38% of the females and 56% of the males citing it as the reason behind their preference for fast foods (Anitha et al., 2022).

Socio-demographic Characteristic and Trends of Fast Food Consumption

Jyoti Dowarah et al. (2020) found that there was a significant association between the age of the respondents and their behavior towards fast food consumption. However, fast food consumption behavior of the respondents was not associated with their gender. Likewise, Jayasinghe and De Silva (2014) found that there was significant difference between the amount of fast food consumed among male and female students. In addition, similar study found that a noteworthy correlation between the rate of fast food consumption and the family income of the respondents (Lalnunthara & Kumar, 2018).

Research Gap

An extensive literature search has been conducted for relevant literature using various online sources. While we conducted numerous research studies worldwide, the available literature specific to the Nepalese context is limited so that our study emerges to conduct in Nepal. Notably, our research has uncovered a adequate of studies examining junk food practices and associated factors, particularly within the context of higher education. The previous research has predominantly focused on school settings, which shows a noticeable gap in investigating fast food consumption patterns among female college students. Alarming trends in the escalation of fast food consumption further motivate my interest in addressing this issue. Recognizing the detrimental health implications of fast food consumption, we are compelled to explore this area through our research project titled “Trends of Fast Food Intake among Female College Students in Banke District”.

Methodology

This study involves 286 female college students from the Banke district. The research employs a quantitative approach and focuses on various aspects.

Research Design

This study adopts a cross-sectional research design, primarily focused on analyzing the consumption patterns of fast food among female college students. Additionally, it seeks to establish correlations between socio-demographic attributes of the college students and their parents, and the frequency of fast food consumption.

Population

The target population for this research consists of female students pursuing Bachelor’s degrees within the Banke district.

Sample Size

Sample size refers to the number of observations or data points selected from a larger population to be part of a research study or survey. It plays a crucial role in the accuracy and reliability of research findings.

The sample size was determined using the Raosoft Sample Size Calculator, considering a 95% confidence level, 5% margin of error, and assuming a 50% proportion of fast food consumption among undergraduate level students.

A total of 1,102 female students were present, and 286 were randomly selected as participants.

Sampling Techniques

The initial selection of four undergraduate level colleges out of a list of 31 was conducted using simple random sampling. Within these chosen colleges, a random selection process was applied to select participants who were presented in class on the day of data collection and willing to take part in the study.

Study Variables

The study primarily focuses on the consumption of fast food (female college students) and explores socio-demographic attributes of both the students and their parents as potential influencing factors.

Nature of Data

This research is quantitative in nature and used the structured questionnaire for collecting primary data.

Source of Data

Data was collected directly from the selected students within the chosen colleges in Banke district.

Data Collection Instruments

A survey questionnaire was developed based on the research objectives and relevant literature. The content validity of the questionnaire was ensured through expert consultation and a pilot survey was conducted among a representative 10% sample of college students. Subsequent revisions were made based on feedback and insights given in the pilot study.

Reliability and Validity of Data

To enhance data reliability and validity, ethical guidelines were strictly followed. Informed consent was obtained from each participant, and assurances of confidentiality, anonymity, and the freedom to withdraw from the study were provided. Rigorous data examination and organization were conducted to ensure completeness and accuracy.

Data Analysis Tools

Descriptive statistical tools were used for data analysis, utilizing SPSS version 27. The analytical techniques included frequency and percentage analysis, bivariate analysis, univariate analysis, and crosstabs to address the research objectives comprehensively. The bivariate analysis reveals

the correlation between socio-demographic factors including age, religion, caste, fathers' education, mothers' education, fathers' employment, mothers' employment, family income, and the tendencies towards consuming unhealthy food. To study whether different patterns of junk food consumption vary according to socio-demographic characteristics of the respondents bivariate frequency distribution is studied.

Results and Discussion

This section specifically addresses socio-demographic characteristics, consumption patterns, frequency, and the correlations related to the intake of fast food.

Socio- Demographic Characteristics

This section illustrates the socio-demographic profiles of the respondents and their parents including age, religion, caste, parental education and occupations, family income, and more.

The results illustrate the distribution of responses from a total of 286 participants.

groups. Examining religious affiliations, the majority of respondents (76.2%) were Hindu, 7.3% of the respondents were Buddhist. Turning to ethnic backgrounds, 29.5% of the respondents were classified as Janajati, with the lowest representation (9.8%) coming from the Dalit community (see Table 2).

Shifting to parental education, 40.2% of the participants' fathers had attained a basic education level, while the lowest percentage age (12.9%) pertained to fathers with a bachelor's degree or higher. Similarly, 38.8% of the respondents' mothers were recorded as illiterate, while 38.5% had achieved a basic education level. Notably, a mere 7.3% of mothers possessed a Bachelor's degree or igher. In terms of occupation, 49.3% of the respondents' fathers and 60.1% of the mothers were engaged in agriculture. On the other hand, 13.6% of the fathers were employed as laborers, while 15% of mothers were employed as laborers.

Table 2: Association between Socio-Demographic Characteristics of Respondents and Fast Food Consumption

Variables	Categories	Fast Food Consumption			P-Value
		Yes	No	Total	
Age of the Respondents	15-19	131 (45.8%)	29 (10.1%)	160 (55.9%)	0.001
	20-24	102 (35.7%)	12(4.2%)	114 (39.9%)	
	25-29	6 (2.1%)	6 (2.1%)	12 (4.2%)	
Religion of the Respondents	Hindu	194 (67.8%)	24 (8.4%)	218 (76.2%)	0.000
	Buddhist	14 (4.9%)	7 (2.4%)	21 (7.3%)	
	Christian	19 (6.6%)	5 (1.7%)	24 (8.4%)	
	Muslim	12 (4.2%)	11 (3.8%)	23 (8.0%)	
	Brahman	27 (9.4%)	9 (3.1%)	36 (12.6%)	
	Chhetri	63 (22.0%)	9 (3.1%)	72 (25.2%)	
Caste of the Respondents	Janajati	76 (26.6%)	9 (3.1%)	85 (29.7%)	0.090
	Dalit	20 (7.0%)	8(2.8%)	28 (9.8%)	
	Terai Cast	53 (18.5%)	12 (4.2%)	65 (22.7%)	
	Illiterate	32 (11.2%)	15 (5.2%)	47 (16.4%)	
	Basic Education Level	102 (35.7%)	13 (4.5%)	115 (40.2%)	
Fathers Education	Secondary Level	75 (26.2%)	12 (4.2%)	87 (30.4%)	0.012
	Bachelor or above	30 (10.5%)	7 (2.4%)	37 (12.9%)	
	Illiterate	89 (31.1%)	22 (7.7%)	111 (38.8%)	
	Basic Education Level	96 (33.6%)	14 (4.9%)	110 (38.5%)	
Mothers Education	Secondary Level	41 (14.3%)	3 (1.0%)	44 (15.4%)	0.007
	Bachelor or above	13 (4.5%)	8 (2.8%)	21 (7.3%)	
	Agriculture	120 (42.0%)	21 (7.3%)	141 (49.3%)	
Fathers Employment	Labor	30 (10.5%)	9 (3.1%)	39 (13.6%)	0.551
	Service	38 (13.3%)	9 (3.1%)	47 (16.4%)	
	Business	51 (17.8%)	8 (2.8%)	59 (20.6%)	
	Agriculture	144 (50.3%)	28 (9.8%)	172 (60.1%)	
Mothers Employment	Labor	35 (12.2%)	8 (2.8%)	43 (15.0%)	0.511
	Service	31 (10.8%)	3 (1.0%)	34 (11.9%)	
	Business	29 (10.1%)	8 (2.8%)	37 (12.9%)	
	below 15000	49 (17.1%)	11 (3.8%)	60 (21.0%)	
	Rs 16000-20000	65 (22.7%)	11 (3.8%)	76 (26.6%)	
Monthly Family Income	Rs 210000-30000	52 (18.2%)	6 (2.1%)	58 (20.3%)	0.377
	Rs31000 above	73 (25.5%)	19 (6.6%)	92 (32.2%)	

The largest proportion of respondents (55.96%) fell within the 15-19 age groups, while the smallest proportion belonged to the 25-29 age

In the context of family income, 32.2% of the respondents reported a monthly income exceeding 31000, whereas 20.3% of the respondents reported

a monthly income within the 21000-30000 range. The results also provides insight into the association between socio-demographic characteristics and the fast food consumption among female college students (see Table 2).

Upon investigating the connection between socio-demographic factors and fast food consumption among college girls, it was observed that the p-values resulting from the chi-square test for certain variables such as age (.001), religion (0.000), father's education (0.012), and mother's education (0.007), were all found to be less than significance level (p-value < 0.05). The results further indicate that there is association between the age, religion of the respondents, as well as the educational backgrounds of both the respondents' fathers and mothers, and their respective fast food consumption habits. However, for the remaining variables namely, caste of the respondents (0.09), fathers' employment status (0.551), mothers' employment status (0.511), and family monthly income (0.372) the calculated Values were observed to more than significance level (p-value < 0.05). Consequently, this suggests that there is no association between factors such as the employment statuses of fathers and mothers, family's monthly income, and fast food consumption among the respondents.

Fast Food Consumption

Fast food items are characterized by their swift preparation, convenient availability, reasonable cost, and popularity across various age groups. These types of foods are usually presented in generous servings and encompass substantial amounts of calories, sugar, and salt, while offering limited quantities of essential nutrients and dietary fiber.

Table 3: Description of Fast Food Consumption of the Respondents

Consume Junk Food	Frequency	Percent
Yes	239	83.6
No	47	16.4

The results show that majority (83.6%) of the respondents consumed fast food. Based on these findings, it can be inferred that there exists a lack of awareness and understanding among the participants regarding the detrimental health effects associated with fast food. Factors such as hectic lifestyles, persuasive junk food advertisements, insufficient knowledge about the health consequences of such food choices,

and inadequate regulatory measures contribute substantially to the increasing prevalence of junk food consumption (see Table 3).

Patterns of Fast Food Consumption

The popularity of fast food among students can be attributed to its enticing taste, visual appeal, and the influence of mass media. Nonetheless, the escalating prevalence of lifestyle-related health issues at a young age can be linked to the consumption of fast foods. The subsequent section outlines the diverse trends in fast food consumption.

Table 4: Description of Fast Food Consumption

Pattern of Fast Food	Responses	Frequency (n=286)	Percent
Solid Food	Yes	110	38.5
	No	176	61.5
Liquid Food	Yes	121	42.3
	No	165	57.7
Packed Food	Yes	201	70.3
	No	85	29.7

Findings shows that out of total 286 respondents, 38.5% of the respondents consumed solid food, 42.3% of the respondents consumed liquid food and 70.3% of the respondents consumed packed foods. Majority of the college girl's students had taken different types of fast food because of its availability, tasty; it is faster, peer pressure and influence of T.V advertisement (see Table 4).

Fast Food Preference

Different types of fast food preferred by respondents such as biscuit, ice-cream, donuts, chat-pat, pani-puri, pizza, momo, chaumin etc. Various forms of fast food are preferred by respondents presented as in frequency distribution (see Table 5).

Table 5: Description of Fast Food Preference of the Respondents

Fast Food Preference	Responses	Frequency (n=286)	Percent
Biscuits	Yes	79	27.6
	No	207	72.4
Ice-Cream	Yes	96	33.6
	No	190	66.4
Doughnuts	Yes	97	33.9
	No	189	66.1
Noodles	Yes	97	33.9
	No	189	66.1
Chocolates	Yes	65	22.7
	No	221	77.3
Chat-Pat	Yes	144	50.3
	No	142	49.7
PaniPuri	Yes	135	47.2
	No	151	52.8

The results show that from the overall participant count of 286, it is observed that 27.6% of respondents opted for biscuits, 33.6% preferred ice cream, 33.9% chose doughnuts, and 50.53%

went for chat-pat, 47.2% selected Panipuri, 33.9% favored noodles, and 22.7% indulged in chocolates. The primary reasons driving respondents to consume fast food were the constraints of time, lack of awareness regarding the drawbacks of fast food, the pleasure derived from its taste, its convenient preparation, family influences, among others (see Table 5).

Usual Time and Frequency of Junk Food Consumption

Junk food consumption is growing concern in the context of college girls who intend to by junk food for the easy exist of food preparation. In this context the normal time of buying junk food is their own eating time. However, the time is not only limited as mentioned above, they also buy junk food when they feel hungry. Together with that it can be said that the number of times the junk food purchased by college girls is flexible. Findings indicates that among the total of 286 female college students, the majority of participants (45.1%) opted for fast food consumption during the afternoon hours. Similarly, 18.5% of respondents preferred fast food in the morning, while 15% chose it for the evening, and a smaller proportion consumed it at night. Moreover, the data showed that 28% of participants ate fast food 2-3 times daily, 26.2% consumed it once a day, and a minority ate it twice daily.

Table 6: Usual Time and Frequency of Fast Food Consumption

Variable	Description	Number of Respondents (n=286)	Percent
Time	Morning	53	18.5
	Afternoon	129	45.1
	Evening	43	15.0
	Night	14	4.9
	Not to take	47	16.4
Frequency	2-3 times	80	28.0
	4-6 times	61	21.3
	Once a day	75	26.2
	Twice a day	23	8.0
	Not to take	47	16.4

This discovery underscores that a significant number of participants chose to consume fast food in the afternoon due to its prioritization, personal preference, ease of preparation, and possibly as a result of not bringing lunch from home (see Table 6).

Location of Fast Food Consumption

Generally, the locations of fast food are situated near by markets, big cities and densely populated area but college girls can buy junk foods as their

eating time, tiffin time at college and market visit. In practice college girls buy junk foods in a group and share it them selves. Out of total 286 respondents, 44.1% of the respondents bought fast food from the local shop, 24.5% of the respondents brought fast food from the market, 9.8% of the respondents brought to home by parents 5.2% of the respondents brought fast food in street food seller. Similarly, fast food was consumed by 16.8% of the participants at school, while 15% opted for it on the road. Similarly, 31.1% of respondents chose to consume fast food at home, and 20.6 % indulged in fast food while commuting between school and home (see Table 7).

Table 7: Location of Taking and Consuming Fast Food

Place	Location of taking	Frequency(n= 286)	Percent
Place to buy	local shop	126	44.1
	From the market	70	24.5
	brought to home by parents	28	9.8
	others (Street food seller)	15	5.2
	Not to bring	47	16.4
Place to take	School	48	16.8
	Road	43	15.0
	Home	89	31.1
	On the way to school and home	59	20.6
	Not to take	47	16.4

Bivariate Analysis

The consumption of junk food are mainly associated with age, religion, caste, father's and mother's education of college girls,, father's and mother's employment of college girls,. But the result did not the association between all of them. The researcher used Chi-square test to identify whether there is any significant association between these above mentioned demographics and consumption of junk food by college girls. Data analysis shows that there is high level consumption of packed food, solid and liquid food among the respondents, however chi-square test shows there is association between religion of the respondents and packed food consumption. Likewise, there is association between mothers' education, family monthly income and liquor food consumption among respondents. However there is no association between other socio-demographic variables naming, age, caste, fathers' education, fathers' employment, mothers' employment and patterns fast food consumption among respondents (see table 8).

Table 8: Description of the Association between Socio-demographic characteristic of the Respondents and Patterns of Fast food consumption

Socio-demographic Variables	Categories	Packed food		P-value	Solid Food		P-value	Liquid Food		P-value
		Yes	No		Yes	No		Yes	No	
Age	15-19	112	48	0.069	66	94	0.485	67	93	0.859
	20-24	84	30		39	75		48	66	
	25-29	5	7		5	7		6	6	
	Hindu	164	54		89	129		97	121	
Religion	Buddhist	12	9	0.002	5	16	0.383	6	15	0.460
	Christian	16	8		9	15		10	14	
	Muslim	9	14		7	16		8	15	
	Brahman	22	14		14	22		14	22	
Caste	Chhetri	54	18	0.232	26	46	0.803	29	43	0.810
	Janajati	64	21		37	48		40	45	
	Dalit	16	12		9	19		10	18	
	Terai Cast	45	20		24	41		28	37	
Father Education	Illiterate	28	19	0.237	14	33	0.072	15	32	0.179
	Basic Level	87	28		38	77		46	69	
	Secondary Level	60	27		39	48		40	47	
	Bachelor or above	26	11		19	18		20	17	
Mother Education	Illiterate	73	38	0.081	41	70	0.213	48	63	0.035
	Basic Level	84	26		42	68		47	63	
	Secondary Level	33	11		22	22		23	21	
	Bachelor or above	11	10		5	16		3	18	
Fathers Employment	Agriculture	105	36	0.505	53	88	0.875	57	84	0.179
	Labor	26	13		16	23		12	27	
	Service	31	16		20	27		25	22	
	Business	39	20		21	38		27	32	
Mother Employment	Agriculture	123	49	0.807	71	101	0.484	78	94	0.505
	Labor	28	15		14	29		18	25	
	Service	25	9		10	24		11	23	
	Business	25	12		15	22		14	23	
Family Income	below 15000	43	17	0.447	19	41	0.452	17	43	0.009
	16000-20000	57	19		27	49		27	49	
	210000-30000	59	16		24	34		28	30	
	31000 above	201	33		40	52		49	43	

Discussion

The present study found that the majority of the respondents consumed fast food. Likewise, the results of the present study indicate distinct fast food consumption pattern across three categories: solid food, liquid food, and packed foods. This study found that the high prevalence of packed food consumption among college girls students. This study demonstrate a significant portion of the participants favor solid food options, while a slightly larger portion leans towards consuming liquid food choices. These findings align with the Shami and Fatima (2017). They had conducted the study entitled “Trends of fast food consumption among college girls”. They found that all respondents (100%) used to consume fast food. 72% students choose cold drink with their fast food whereas, only 1% consumed tea 14% snakes and juice and 4% used to consume salad. In comparison, the present study categorizes fast food consumption into the dimensions of solid food, liquid food, and packed foods, providing a

more comprehensive breakdown of consumption patterns. Despite the variation in methodology and the scope of categorization between the two studies, a common thread emerges in both: the prevalent consumption of fast food among college girls. The differences in the findings could stem from variations in sample size, cultural preferences, regional differences, and shifts in dietary habits over time. These studies collectively underscore the significance of understanding and addressing the dietary choices of college students, particularly in the context of fast food consumption.

The present study reveals that a large portion of respondents prefer having fast food during the afternoon, followed by a notable number in the morning and evening. Fast food consumption at night is the least common choice. Additionally, a substantial number of respondents consume fast food multiple times a day, with the majority falling into the 2-3 times a day category. This is followed by those who consume it once a day, and the smallest group consumes fast food twice a day. In

different studies, it was found that fast food was a weekly indulgence for 52.8% of teenage girls and 60.9% of young adult girls. Additionally, 25.2% of adolescent girls and 20.3% of young adults had fast food twice a week or even more frequently. Overall, a significant 79.1% of the surveyed population included fast food in their diets at least once a week (ALFaris et al., 2015). Comparing the two studies, it is evident that the timing and frequency of fast food consumption can significantly differ based on the demographics of the population under study. The present study participants demonstrated a diverse pattern of consumption throughout the day, with varying frequencies of intake, while the second study focused on weekly consumption among adolescent and young adult girls. These variations underscore the importance of considering specific demographics and cultural contexts when analyzing and interpreting fast food consumption behaviors.

The present study demonstrates that association between the respondents' age, religion, and the educational backgrounds of their fathers and mothers with their fast food consumption habits. Nevertheless, no significant association was observed between variables such as the employment status of the parents, family monthly income, and the respondents' fast food consumption behaviors. Yarmohammadi et al. (2015) had found that there was association between elevated parental education levels and income with the consumption of fast food among high school students. Likewise, another investigation similarly discovered based on statistical correlation analysis, there was no discernible link between the perception of fast food being detrimental to health and the frequency of fast food consumption among college girls (Shami & Fatima, 2017).

The study demonstrates a clear relationship between the religion of the respondents and their consumption of packed foods. Similarly, reveals an association between mothers' education, family monthly income, and the consumption of liquid foods among the respondents. However, no significant associations were found between various other socio-demographic variables namely age, caste, fathers' education, fathers' employment, mothers' employment and the patterns of fast food consumption among the respondents. Hatta et al. (2022) were reported that there were no

noteworthy associations identified between fast food consumption and gender, age, or educational level of the respondents. Those two different contextual studies found distinct connections between socio-demographic characteristic and trends of fast food consumption. The reason could be difference in study sample, distinct study area, distinct study tools, researchers' research skills and distinct study methods.

Conclusion

Fast foods are characterized by their poor nutritional content, abundant saturated fats, and their convenience in preparation and consumption. These mentioned attributes contribute to detrimental health effects among consumers. This study found that dominant proportional (95.8%) of the respondents used to take junk food. This comprehensive exploration of fast food consumption habits among female college students underscores the multifaceted nature of dietary preferences and their underlying influences. The findings highlight the importance of tailored interventions that address specific factors contributing to these consumption patterns, particularly in terms of education, income, and religious backgrounds. Recognizing the factors is essential for promoting informed dietary choices and fostering healthier lifestyles within this demographic. In this research's perspective, this paper serves as a pathway to comprehending trends, patterns, and the frequency of junk food consumption, along with its interrelation with various socio-demographic variables and believe that, this paper is applicable to every reader who reads this paper.

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