PERCEPTION OF INDIAN YOUTH TOWARDS FASTFOOD

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ABSTRACT

India is a developing country comprises of 350 million young people aged around 18–25 years representing 35 percent of the country's population. The fast food industry in India has envisaged with the changing lifestyles of young Indian. The perception and thinking of youth on fast-food preference is seems to be varied elders. However the food habits of youngsters are becoming affected by many factors such as environment at home, educational environment, availability and accessibility to fast food providers and social environment in their surroundings. In addition to emergence of traits on independent eating habits, nutritional, education, divergence of food preferences at home and also at fast food outlets along with the ambience for socializing their visit and liking on fast food outlets. The young Indian consumer has passion to visit fast food outlets for their fun and enjoyment but home food is the best alternate choice. They feel homemade food is better than food served at fast food outlets. Because they give highest priority for taste and quality (nutritional values) followed by ambience and hygiene. Primarily, it seems to be gaining acceptance from Indian youth becoming part of their life. Keeping in view on Indian habits and changing preferences towards food consumption, the study has focus on the factors affecting the perception of Indian youth towards preference and consumption of fast foods.

KEY WORDS: Consumption, Habits, Fast-Food, Perception Preference, Nutritional and Significance.

REFERENCES


