

Sri Lanka Institute of Information Technology

English for Academic Purposes - IT1080

Year 1 Semester 2



Assignment 1 – Group Project Report

SLIIT students' perspectives on fast food

Group Details

Project Title: **SLIIT students' perspectives on fast food**

Date -

Batch: **Y1S2 Malabe**

Group ID: **MLB_14.01_05**

Student Registration Number	Student Name
IT22320582	Jayasundara D.W.S
IT22305350	Rajapakshe P.H.Y.L
IT22337412	D.Rajapaksha
IT22341136	M.A.S Gunathilaka
IT22315632	R.N.D K.Rajapakshe

Terms of Reference

This report is centred on the topic of "SLIIT Students' Perspectives on Fast Food." The report is being submitted as a requirement for the BSc (Hons) in Information Technology programme to the Faculty of Computing at the Sri Lanka Institute of Information Technology in Malabe, Sri Lanka. This report is a mandatory requirement for the completion of the English for Academic Purposes (EAP 1080) course in the first year of study.

Acknowledgement

The successful completion of this report titled "SLIIT Students' Perspectives on Fast Food" is attributed to the dedicated support and contributions of several individuals. First of all, we want to express our gratitude to our parents for their constant support and inspiration during this endeavor. Additionally, we would like to thank Ms. Sucheru Dissanayake for her professional advice, inspiration, and constant supervision during the research process. Lastly, we wish to acknowledge the invaluable contributions of our friends, as well as other individuals and groups who extended their assistance, which enabled the completion of this report.

Table of Contents

Terms of Reference	1
Acknowledgement	2
Table of Contents	3
List of figures	5
Abstract	6
1.Introduction	7
2.Methodology	9
3.Data analysis and Discussion:	10
3.1. Gender involvement:	10
3.2. Analyzing the Role of Different Faculties in Fast Food Consumption:	11
3.3. Exploring Fast Food Consumption Habits Across Four Academic Years:	12
3.4. Analyzing preferences for fast food:	13
3.5. Exploring the frequency of fast food consumption:	14
3.7. Understanding the relationship between emotions and fast food consumption:	17
3.8. Exploring the preferred fast food choices:	18
3.9. Daily Fast-Food Spending:	19
3.10. Preference for fast food places:	20
3.11. Overall perspective on fast food:	21
3.12. Awareness of Fast Food's Effects on Health:	23
3.13. Knowledge of the various types of fast food-related health problems:	24
3.15. Focusing on whether students continue consuming fast food despite they aware of the health issues:	27
3.16. Facilities' Availability for Self-Preparation of Meals:	28
3.17. Reasons for fast food consumption despite knowledge of health concerns among consumers:	30
3.18. The impact of advertisement promotion on fast food consumption:	31
3.19. Comparison of advertising promotions:	32

Assumptions	33
Conclusion	34
References	35
Appendices	37

List of figures

Figure 1: Gender Involvement	12
Figure 2: Role of Different Faculties in Fast Food Consumption	13
Figure 3: Fast Food Consumption Habits Across Four Academic Years	14
Figure 4: Preferences for fast food.....	15
Figure 5: The frequency of fast-food consumption	16
Figure 6: Students' fast food consumption habits by time of day	18
Figure 7: Relationship between emotions and fast food consumption	19
Figure 8: Preferred fast-food choices	20
Figure 9: Daily Fast-Food Spending	21
Figure 10: Preference for fast food places	22
Figure 11: Overall perspective on fast food	23
Figure 12: Awareness of Fast Food's Effects on Health	25
Figure 13: Various types of fast food-related health problems	26
Figure 14: Health issues according to the questionnaire	28
Figure 15: Students continue consuming fast food despite they aware of the health issues	29
Figure 16: Facilities' Availability for Self-Preparation of Meals	30
Figure 17: Reasons for fast food consumption despite knowledge of health concerns	32
Figure 18: The impact of advertisement promotion on fast food consumption	33
Figure 19: Comparison of advertising promotions	34

Abstract

This report focuses on the perspectives of SLIIT students regarding fast food consumption. The report addresses various reasons why fast food is consumed by university students, including time constraints, menu diversity, marketing and advertising, taste preferences, socialization, and special occasions. Additionally, the report examines the components of fast food, such as salt, sugar, and chemicals, and their impact on the well-being of SLIIT students, as well as whether fast-food companies have been recognized for their contributions to university students. The report raises questions about the awareness of SLIIT students regarding the chemicals present in fast food, and the potential health risks associated with consuming it. Moreover, the report offers recommendations to fast-food corporations to promote healthier dietary choices among university students. Finally, the report delves into strategies to reduce fast-food consumption among SLIIT students and presents various reflections on the topic.

1.Introduction

In 1951, Merriam-Webster introduced the phrase "fast food." Fast food, as defined by Merriam-Webster, is defined as food that can be produced and served in a short amount of time. In general, it refers to any food that is offered to customers for takeaway and that requires minimal prep time. It is therefore primarily made for immediate availability [1].

Food is widely recognized as the primary source of energy for human beings. However, in contemporary times, fast food has become a commonly consumed dietary item. This trend has led to the establishment of numerous food industry enterprises that specialize in the production of such goods. The proliferation of fast-food consumption can be attributed to the affordability of food and snacks, as well as the effective marketing strategies employed by their manufacturers. Consequently, the consumption of meals that do not require the time-intensive preparation or structured presentation of a regular meal has become a prominent feature of modern dietary habits.

The prevalence of fast food culture among the student population at Sri Lanka Institute of Information Technology (SLIIT) is noteworthy. Fast food is a convenient and easily accessible dietary option due to its minimal preparation time and easy consumption. High amounts of fat, sugar, salt, calories, and chemicals are used in the preparation of fast food meals. Junk food is just a term for foods with few nutrients. Foods that are high in calories or high in calories but low in fiber, vitamins, minerals, or amino acids are said to be “empty calories” [2]. There are numerous health problems as a result of this. In order to enhance flavour and texture and increase shelf life, fast food is generally given a very pleasing appearance by adding food colouring and chemicals. Indeed, frequenting fast food outlets makes it more challenging to maintain a nutritious diet. Fast food frequently contains excessive amounts of calories, sodium, and harmful fat, enough for one meal each day. In addition, it typically lacks fiber, fruit, and vegetables, and is low in nutrients [3].

This study aims to investigate the extent of fast-food consumption among SLIIT students and the significance of this research is to pave the way for the development of a healthier and more efficient young society.

The outcomes of this study hold significant importance as they provide the necessary evidence to relevant student groups for promoting healthy eating habits among adolescents.

The primary objectives of this study are,

- To investigate the level of interest SLIIT students have in fast food.
- To investigate the frequency of their fast food consumption.
- To investigate their preferred fast food items and establishments.
- To identify their daily expenditure on fast food.
- To identify their awareness of the health consequences related to fast food consumption.
- To identify the advertising strategies that influence the consumption of fast food among SLIIT students.
- To gain insight into their overall perceptions of fast food.

2.Methodology

This study utilized data gathered through the "SLIIT students' perspectives on fast food" survey, which was distributed through an online questionnaire hosted on a website (with reference number provided) and disseminated via "WhatsApp" groups. The online questionnaire served as the main tool for gathering data, and a total of 104 responses were deemed appropriate for inclusion in the analysis, yielding an overall response rate of 96.14%. The study's sample was representative of all levels of SLIIT University students, from first-year students to postgraduates. The sampling process consisted of two sections, the first of which included students' gender, faculty, year, preferred fast food, and expenditure on fast food. The second section addressed topics such as students' favorite fast food places, their awareness of the health consequences associated with fast food consumption, any health issues they might have experienced as a result of consuming fast food, the advertising strategies that influence their fast food consumption, and their overall opinion on fast food.

3.Data analysis and Discussion:

Food is necessary for survival. It offers the human body the nutrition it needs. Fast food, which is readily available and simple to eat, has become a staple in modern diets. It is frequently referred to as “food away from home” (FAFH)_[4]. This information could be valuable for fast food chains and university dining services to target their marketing campaigns and services towards the student population. It could also aid in developing strategies to encourage healthy eating habits among students.

3.1. Gender involvement:

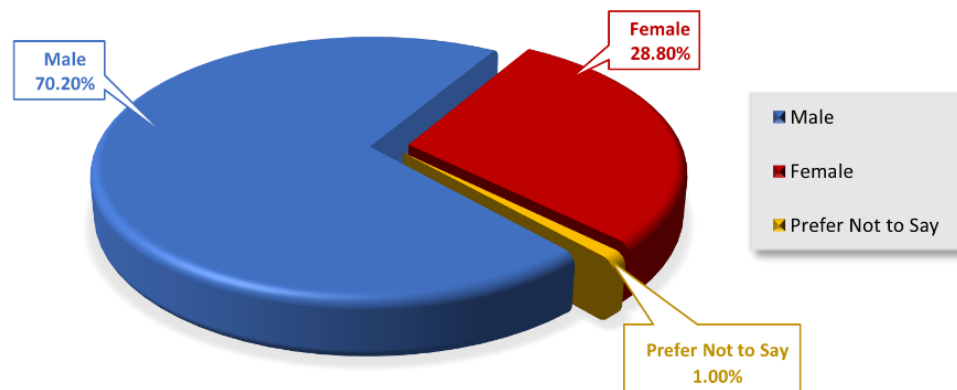


Figure 1: Gender Involvement

This study comprised 104 participants who are students at the Sri Lanka Institute of Information Technology (SLIIT). As a quantitative survey, it was important to look at how preferences have changed for each gender. According to the 104 responses the majority of the participants 73 were male students (70.2%) as compared to 30 female students (28.8%) and 1 (1%) of students preferred not to say. This was presented as a compulsory question to answer. (Refer to Figure 1).

The amount of fast food consumed by male and female college students varies significantly. The statistics show that 65.0% of male students and 41.8% of female students often eat fast food [5].

3.2. Analyzing the Role of Different Faculties in Fast Food Consumption:

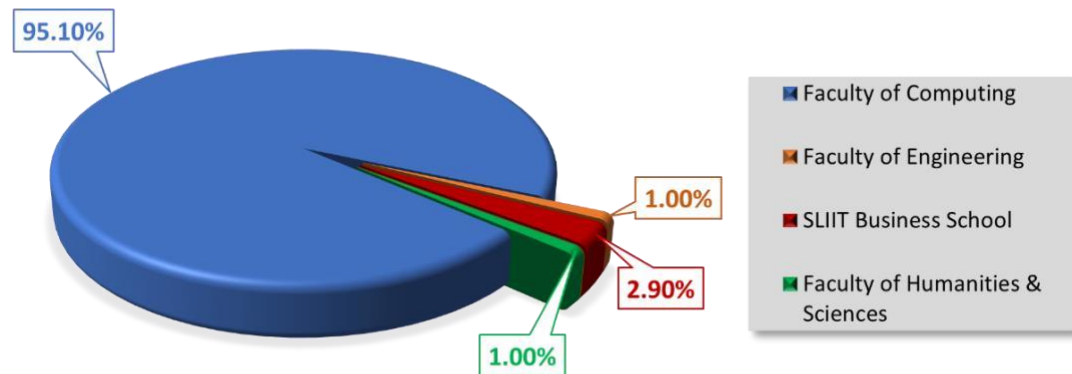


Figure 2: Role of Different Faculties in Fast Food Consumption

The pie chart represents the proportion of faculty members from five different faculties of a university who consume fast food regularly, occasionally, rarely, and never. The faculties included in the chart are computing, engineering, humanities and sciences, school of architecture, and SLIIT business school. The chart is divided into five sections, each corresponding to a particular faculty.

The computing faculty has the highest proportion of members who regularly consume fast food (95.1%), while the SLIIT business school has the second-highest proportion (2.9%). The engineering and humanities and sciences faculties have a similar percentage of members who regularly consume fast food (1% and 1%, respectively). However, the survey has received no responses from the students of the school of architecture.

3.3. Exploring Fast Food Consumption Habits Across Four Academic Years:

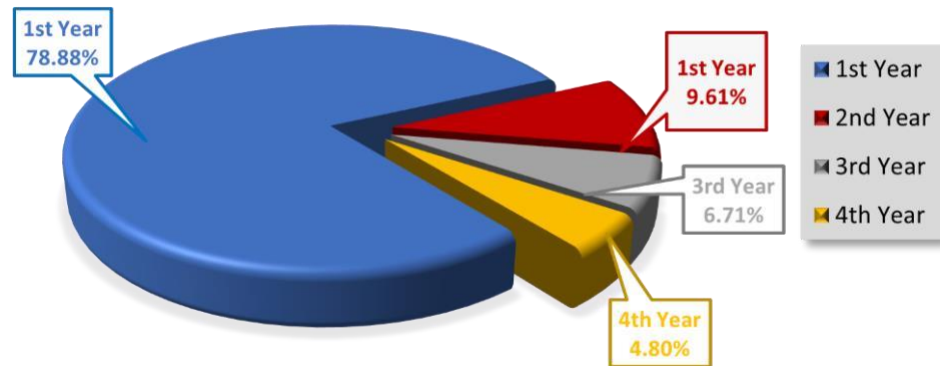


Figure 3: Fast Food Consumption Habits Across Four Academic Years

The pie chart displays the percentage distribution of fast food consumption among students from first year to fourth year. The data shows that the highest proportion of fast food consumption occurs the first academic year, with 78.8% of students reporting consuming fast food regularly. In contrast, the fourth academic year has the lowest proportion of fast food consumption, with only 4.8% of students reporting eating fast food on a regular basis.

The second and third academic years have fast food consumption with 9.6% and 6.7% of students, respectively, consuming fast food regularly. Overall, the data suggests that fast food consumption among students at SLIIT varies significantly across different academic years.

The fact that this information is based on self-reported eating behaviours raises the possibility that it may not accurately reflect the actual levels of fast food intake among students. However, the pie chart provides a helpful visual representation of the trends in fast food consumption across the four academic years.

3.4. Analyzing preferences for fast food:

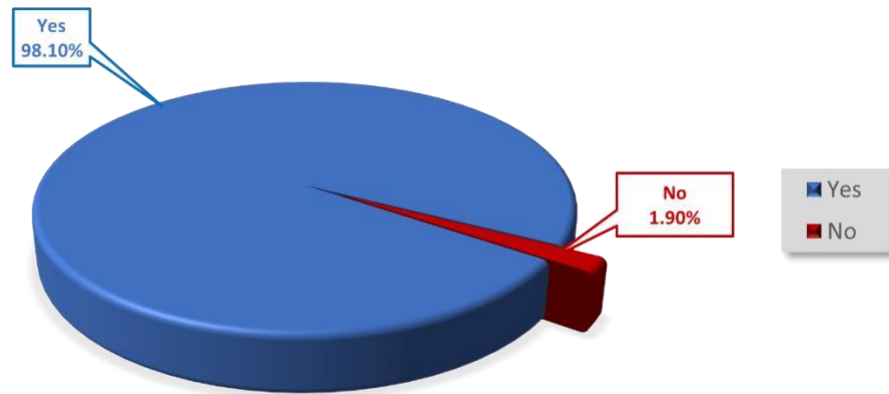


Figure 4: Preferences for fast food

The pie chart displays the proportion of students who are interested in fast food versus those who are not. The information reveals that 98.1% of students are interested in eating fast food, while only 1.9% of students are not.

The high percentage of students interested in fast food suggests that it is a popular food choice among university students. It is significant to remember that this information is centred on self-reported interest in fast food and may not accurately reflect actual consumption patterns.

Overall, the pie chart provides a clear visual representation of the proportion of university students who are interested in fast food, which could be useful for those interested in studying the eating habits of students or for those involved in promoting healthy eating on university campuses.

3.5. Exploring the frequency of fast food consumption:

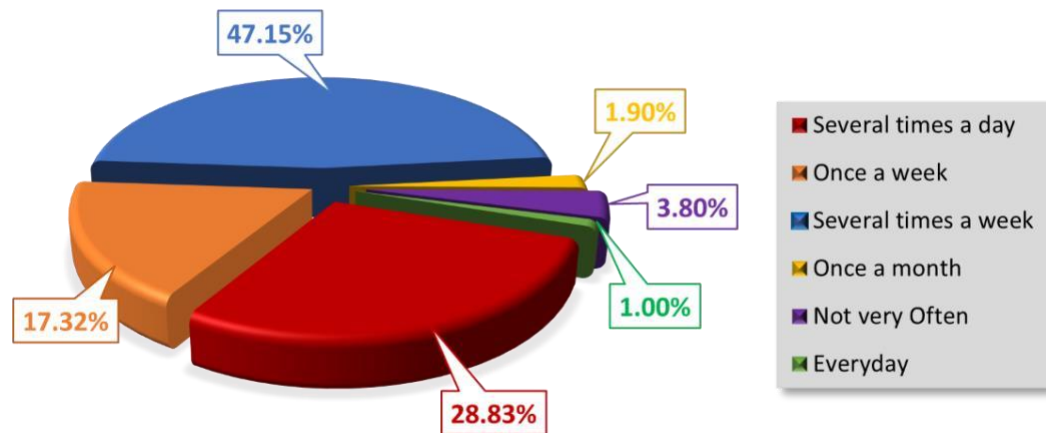


Figure 5: The frequency of fast-food consumption

The pie chart illustrates the percentage distribution of how frequently university students consume fast food, with six categories ranging from several times a day to not very often. The data shows that the majority of students, 47.15%, consume fast food several times a week, while 17.3% of students eat fast food once a week.

In addition, 3.8% of students eat fast food not very often, while 1.9% of students eat fast food once a month. Further 28.8% of students reported consuming fast food several times a day, while only 1% reported eating fast food every day.

36% of children between the ages of 2 and 19 eat fast food every day, just like adults do. Despite the focus on healthy eating among younger generations, many kids and teenagers still get the majority of their daily calories from fast food. In 2003–2004, it was 14.1%; in 2009–2010, it was 10.6%; and in 2017–2018, it increased once more to 14.4% [6].

Overall, the pie chart provides a clear visual representation of the range of fast food consumption habits among university students. The high percentage of students consuming fast food several times a week or more highlights the need for greater awareness and education about healthy eating habits on university campuses.

3.6. Analyzing students' fast food consumption habits by time of day:

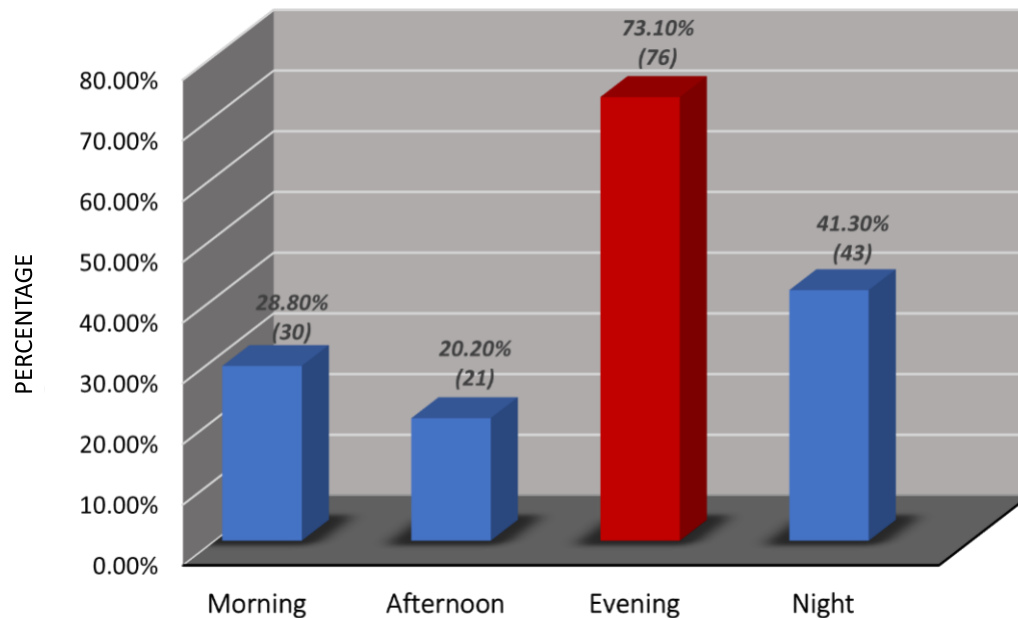


Figure 6: Students' fast food consumption habits by time of day

The morning, afternoon, evening, and night are the four groups included in the bar graph that is being shown to show when university students like to eat fast food. The graph's horizontal axis reflects the various time periods, and the vertical axis shows the proportion of students who eat fast food throughout each of those periods. The data shown on the graph reveals that the majority of students roughly 73.1% eat fast food in the evening. With 41.3% and 28.8%, respectively, of students eating fast food in the night and morning. However, only 20.2% of students choose to eat fast food at afternoon, making it the least preferred time to do so.

Overall, the bar graph offers a clear visual representation of the times of day when students are most likely to consume fast food. The high percentage of students consuming fast food in the evening highlights the need for promoting healthy eating habits and offering healthier food options during evening hours on university campuses.

3.7. Understanding the relationship between emotions and fast food consumption:

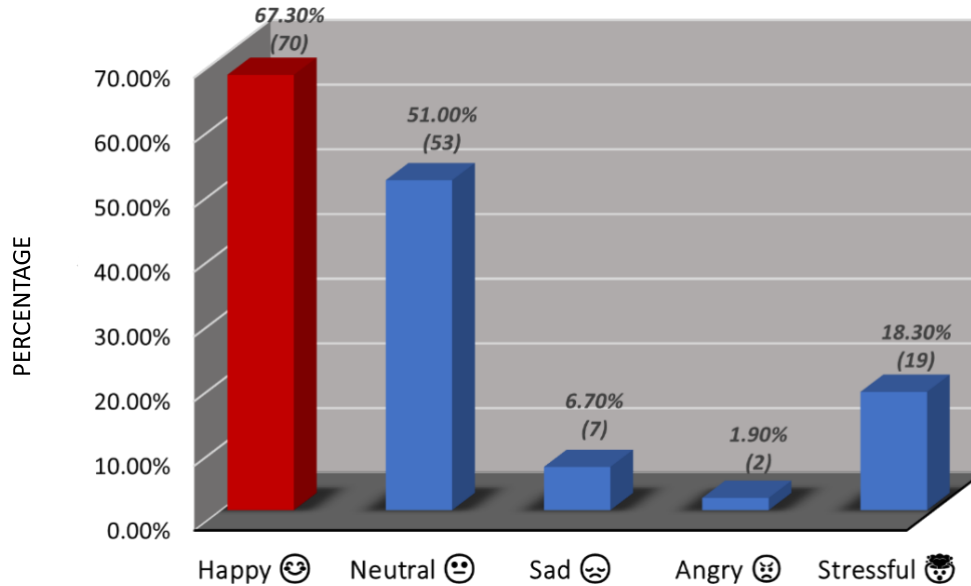


Figure 7: Relationship between emotions and fast food consumption

Data on the emotions that cause students to eat fast food is shown in a bar graph, with five categories ranging from happy to stressful. The vertical axis shows the actual feelings, while the horizontal axis shows the proportion of students who reported eating fast food in relation to each emotion. According to the research, the majority of students roughly 67.3% eat fast food when they are pleased, followed by 51% of them when they are neutral. In contrast, fewer students 18.3% said they ate fast food when they were worried, 6.7% when they were unhappy, and only 1.9% when they were angry. The study shows that the most important element influencing college students' decisions to eat fast food is their emotional well-being.

The association between feelings and fast food intake among students is generally shown visually by the bar graph. The high rate of students who eat fast food while they're happy emphasizes the need to foster healthy eating habits and provide healthier food options on campuses in order to inspire students to make better food choices.

3.8. Exploring the preferred fast food choices:

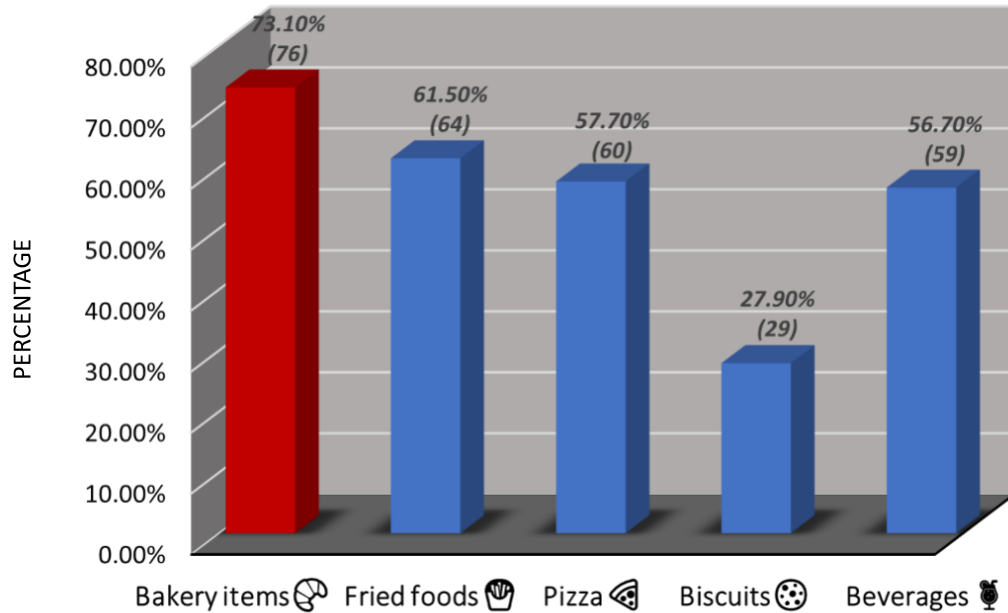


Figure 8: Preferred fast-food choices

The most popular fast food products include sandwiches, burgers, pizza, fried chicken, and hamburgers.¹ In their survey, Gupta et al. discovered that chips were the most popular junk food item (71%), followed by chocolate (14%), bakery goods (13%), soft drinks (7%), and beverages with added sugar (5%) [7].

The displayed bar graph shows how university students favour fast food across a range of categories, including baked goods, fried foods, pizza, biscuits, beverages, and other fast food items. The categories themselves are represented by the horizontal axis of the graph, while the vertical axis displays the proportion of students that chose each category. According to the data, 73.1% of college students rated bakery foods as their favourite fast food, making them the most popular option. Fried foods, chosen by 61.5% of students as a close second to bakery products after those items, came in second place behind pizza, chosen by 57.7% of students. Only 56.7% of pupils chose beverages as their preference, while 27.9% chose biscuits and 1% chose other categories.

3.9. Daily Fast-Food Spending:

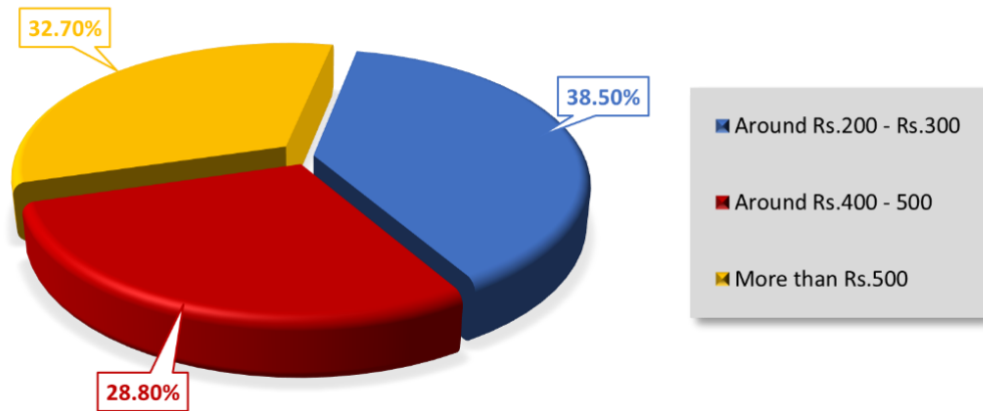


Figure 9: Daily Fast-Food Spending

The percentage distribution of how much money college students spend each day on fast food was represented in the above pie chart.

The chart includes three categories, ranging from around Rs.200-Rs.300 to more than Rs.500. The data revealed that the largest proportion of students, approximately 38.5%, spent around Rs.200-Rs.300 on fast food daily. In addition, 32.7% of students spent around more than Rs.500. On the other hand, only a minority of the students, 28.8%, reported daily fast food expenditures of around Rs.400-Rs.500. These findings suggest that a significant portion of university students are spending a moderate amount of money on fast food on a daily basis.

3.10. Preference for fast food places:

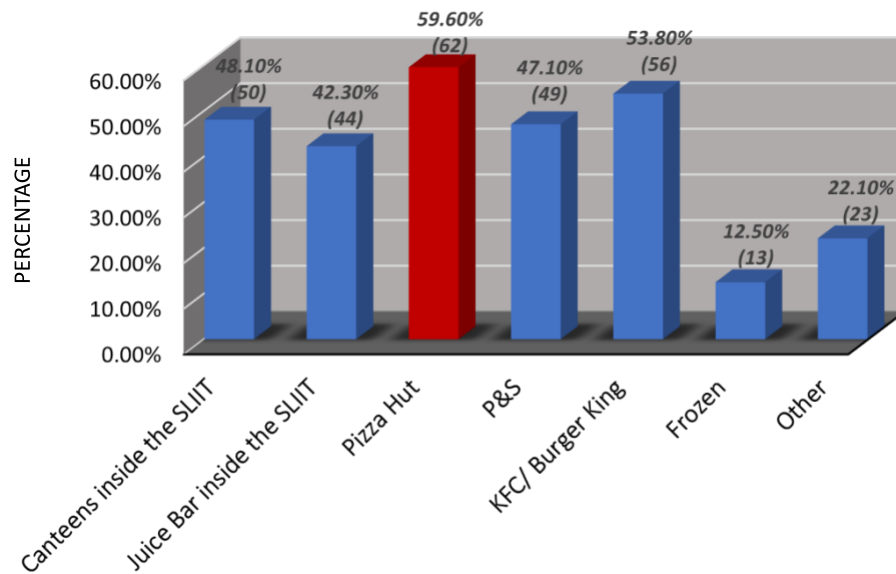


Figure 10: Preference for fast food places

The fast food restaurant business is one of the fastest-growing [8]. In the current bar graph, the most popular fast-food restaurants among college students are represented, including Canteens inside the SLIIT, Juice Bar inside the SLIIT, Pizza Hut, P&S, KFC/Burger King, Frozen, and others. The fast-food locations are represented on the horizontal axis, while the percentage of students who chose each location as their favourite is shown on the vertical axis.

Pizza Hut is the most popular fast-food restaurant among students, according to statistical statistics, with 59.6% of students choosing it as their favourite. KFC/Burger King and the SLIIT Canteens are popular, with 53.8% and 48.1% of students choosing them as their secondly and thirdly favourites, respectively. With 47.1% and 42.3% of pupils, respectively, choosing P&S and Frozen as their favourites, they are closely followed. Only 22.1% of students chose the category "other" as their favorite, making it the least popular. The bar graph shows that Pizza Hut is the most well-liked fast-food restaurant among students, followed by KFC/Burger King and the SLIIT canteens, in that order.

3.11. Overall perspective on fast food:

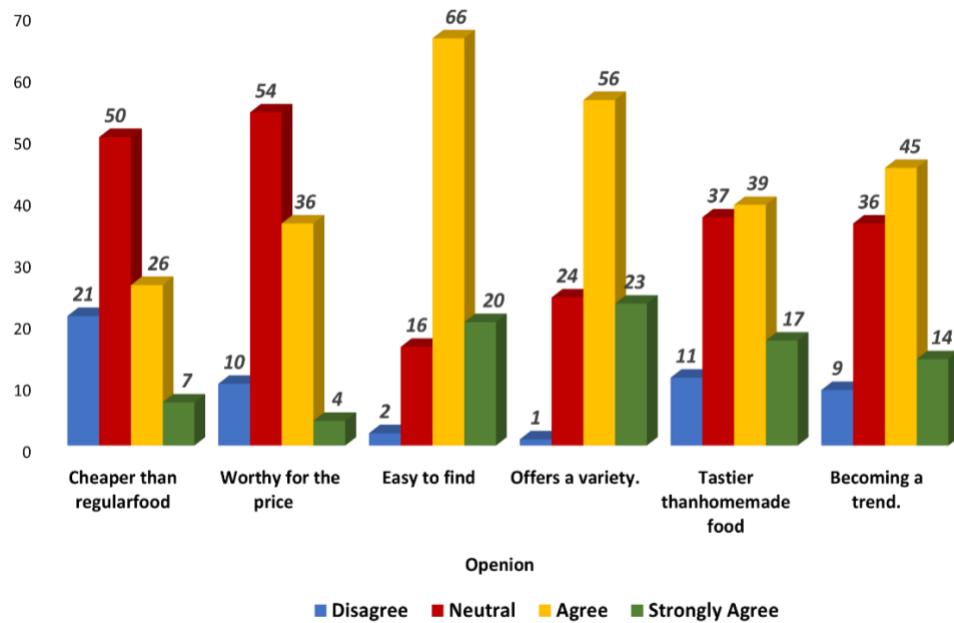


Figure 11: Overall perspective on fast food

The preferences of a group of students in relation to fast food are shown in this bar chart. A set of criteria, including price, accessibility, acceptability, variety, tastiness, and social impact, were used to conduct the survey. Several options have been provided to students to indicate their level of agreement with each opinion. The opinions on fast food are represented on the horizontal axis, while the percentage of students who chose each opinion with their level of agreement is shown on the vertical axis.

Several students who voted on the price of fast food had a neutral stance and did not say whether they were cheaper than conventional food or not in response to the results. A smaller minority of students strongly agree with the statement, whereas similarly large percentages of students agree and disagree with it. The majority of students have expressed no opinion regarding the value of fast food. Strong disagreement and strong agreement are held by lesser percentages of students, yet a significant majority of them believe that fast food is less expensive than the usual.

Virtually all of the students concur that fast food is readily available. While a very small portion of people have pushed to continue disagreeing on the issue, the statement has gained considerably similar neutral and strongly agreeing sentiments. The majority of students have shown a habit for various fast foods. Students who strongly agree with the statement and those who disagree with it have approximately similar rates of support. A insignificant minority of students disagreed with the assertion.

Comparable proportion of students expressed neutral or positive opinions about whether fast food has a superior flavor than home cooking. Significant numbers of students also have opposing and highly supportive opinions about the taste. It is interesting that the thoughts on this remark have been spread widely by the pupils.

The majority of students have opted to adopt fast food as a trend, according to the survey's final criteria. Comparatively more students have remained unconcerned about the issue, while fewer students have expressed strong agreement with the statement, either positively or negatively.

Globalization, information technology, the rapid rise of corporate entities, the establishment of private universities, an increasing pace of life, the opportunity cost of women's time, and rising income levels are the main drivers of the expansion of the fast food culture in Bangladesh [\[9\]](#).

3.12. Awareness of Fast Food's Effects on Health:

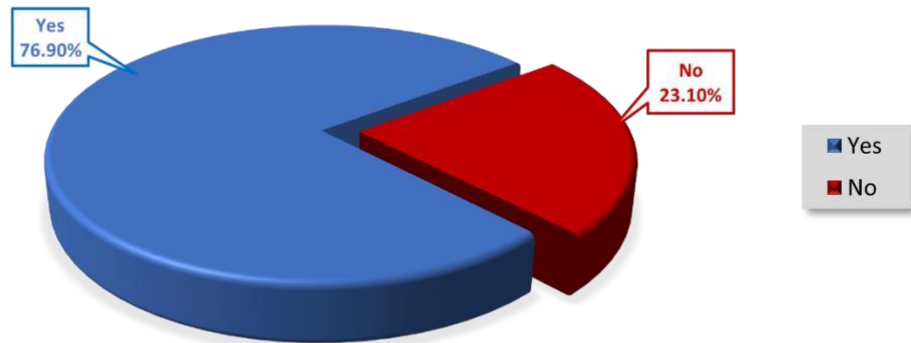


Figure 12: Awareness of Fast Food's Effects on Health

The percentage of college students who are aware of the possible health consequences of consuming fast food is represented in the pie chart. "Yes" and "No" are the only two options on the chart. The proportion of pupils in the first category who are aware of the related health issues is represented by the first, while the second category is made up of those who are not. According to the study, 76.9% of university students are aware of the potential health risks associated with eating fast food, whereas 23.1% of students are unaware of these risks.

3.13. Knowledge of the various types of fast food-related health problems:

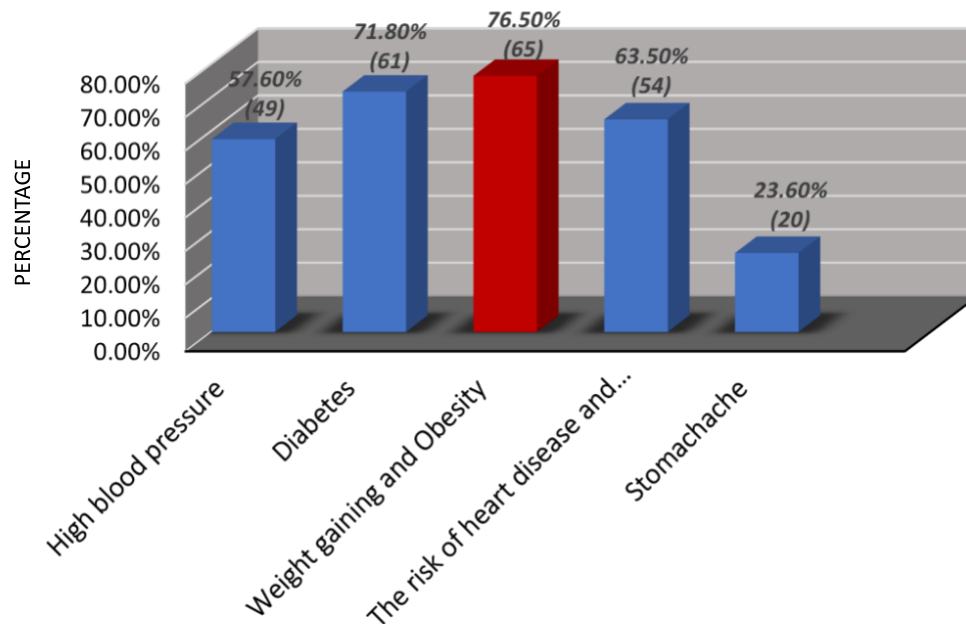


Figure 13: Various types of fast food-related health problems

The bar graph that is shown gives an overview of university students' knowledge of numerous health problems that can result from consuming fast food. The graph includes the following five categories: high blood pressure, diabetes, weight increase and obesity, danger of heart disease and stroke, and stomachache. The vertical axis displays the percentage of students who are aware of each health issue, and the horizontal axis lists the many fast food-related health problems.

According to the data given, 76.5% of the students are aware that eating fast food can lead to weight gain and obesity, which are the two health problems that are most commonly associated with it. Adults who ate fast food consumed more calories than those who didn't, but they also consumed more fat and refined sugar [10].

The danger of Diabetes, which 71.8% of students are aware of, is the second most well-known health concern. Furthermore, 63.5% and 57.6% of students are aware of both the risk of heart disease and stroke and high blood pressure, making them the third and fourth most well-known health conditions, respectively. Conversely, only 23.6% of college students are aware that eating fast food can give them a stomachache.

Fast food meals containing excess fat may make you gain weight. This could result in obesity. Obesity raises the possibility of breathing issues like asthma and shortness of breath [\[11\]](#).

In conclusion, the bar graph shows that university students are generally aware of the potential health risks related to ingesting fast food. Students are particularly conscious of weight increase, obesity, and the risk of heart disease and stroke, but less so of stomachaches, another health problem.

3.14. The health issues that students have personally:

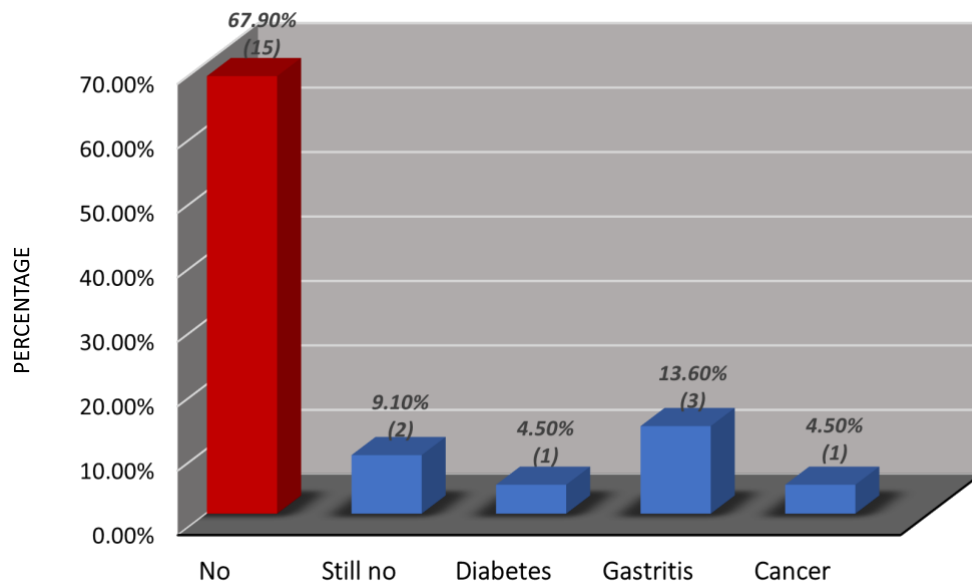


Figure 14: Health issues according to the questionnaire

The online survey used to assess college students' preferences for fast food revealed important information on the connection between fast food and health problems among the student population. The survey's findings revealed that a majority of participants had no health problems related to eating fast food. However, a tiny percentage of interviewees did confess to having fast food-related health problems, with Gastritis being the most often mentioned disease.

3.15. Focusing on whether students continue consuming fast food despite they aware of the health issues:

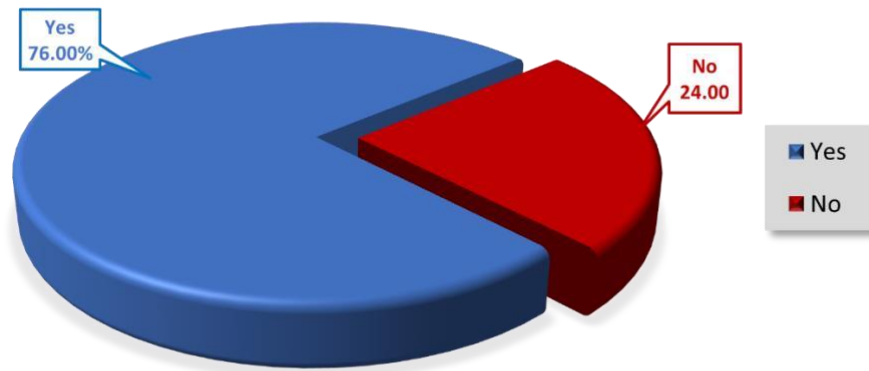


Figure 15: Students continue consuming fast food despite they aware of the health issues.

According to a 2015 study, eating fast food can occasionally have irreversible effects. Type 2 diabetes, insulin resistance, obesity, and a number of other illnesses are examples of such risky circumstances. This is due to the fact that most fast food contains a lot of calories, processed foods, trans fats, saturated fat, sugar, and salt. Additionally, it typically has little to no fiber, antioxidants, or other essential elements. [\[12\]](#)[\[13\]](#).

The current study presents a pie chart that shows fast food consumption among college students who are aware of its possible health risks. The chart has two options, "Yes" and "No," that indicate whether students continue to eat fast food despite being aware of its possible health risks. According to the study, 76% of college students still eat fast food despite knowing that it may have negative effects on their health, while the other 24% quit doing so because of these issues. The pie chart makes clear that a significant percentage of college students continue to eat fast food despite being aware of its possible health dangers.

3.16. Facilities' Availability for Self-Preparation of Meals:

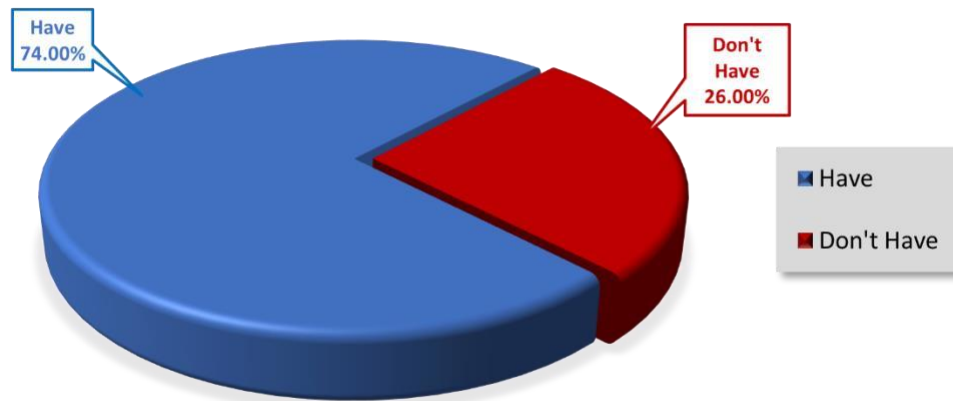


Figure 16: Facilities' Availability for Self-Preparation of Meals

Fast-food intake also differed by living situation. Overall, young adults living with their parents and/or living in a rented apartment or house appeared to have poorer dietary intake than those living on campus[14].

In the paragraph that follows, a pie chart illustrating the percentage of university students who have access to facilities for making their own meals is described. The chart has two sections labelled "Have" and "Don't have" which stand for pupils who have access to and do not have access to the required facilities, respectively.

Based on the data, the pie chart illustrates the proportion of university students who have access to facilities to prepare their own meals. The chart is divided into two categories, namely "Yes" and "No", representing students who have access to facilities and those who do not, respectively. The data indicates that 74% of university students have access to facilities to prepare their own meals, while the remaining 26% do not have access to such facilities.

The pie chart suggests that a significant number of university students have the means to prepare their own meals, while a considerable proportion of students lack access to such facilities.

3.17. Reasons for fast food consumption despite knowledge of health concerns among consumers:

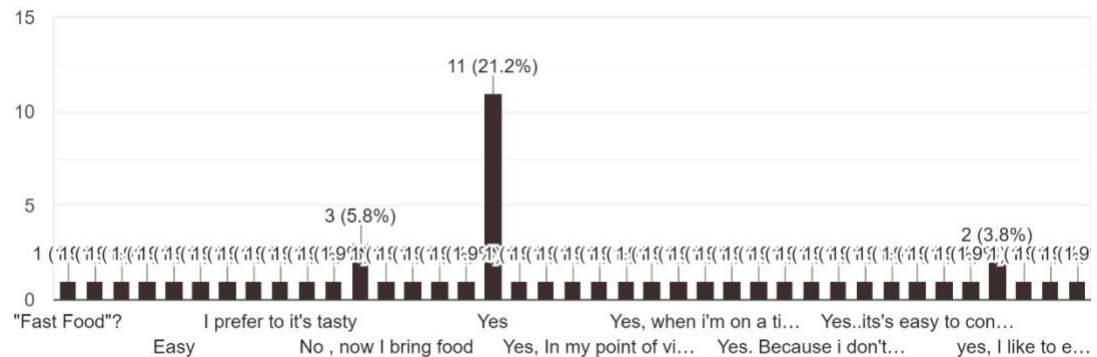


Figure 17: Reasons for fast food consumption despite knowledge of health concerns

Due to factors including price, convenience, and taste, many individuals prefer to eat fast food despite its well-known detrimental consequences on health.

In order to learn more about this subject, we conducted a survey on SLIIT asking students whether they still eat fast food in spite of knowing the dangers it poses to their health. According to the report, certain pupils continue to eat fast food despite being aware of the risks, citing factors including convenience and taste. Others, on the other hand, deliberately steer clear of fast food because they want to put their long-term health first. These variations in fast food attitudes and behaviors are impacted by a number of variables, including individual preferences, way of life, and cultural origins.

3.18. The impact of advertisement promotion on fast food consumption:

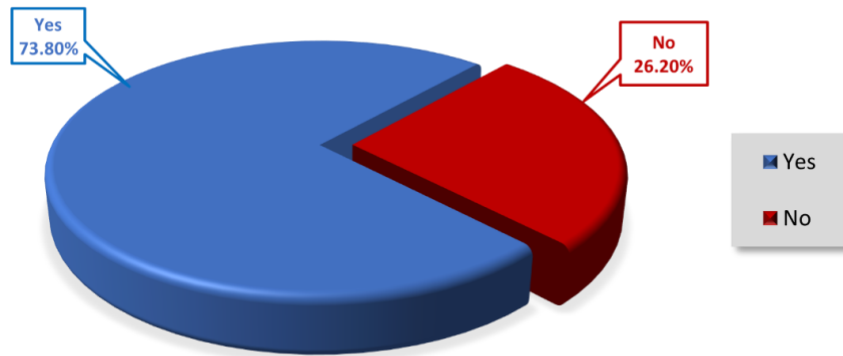


Figure 18: The impact of advertisement promotion on fast food consumption

Advertising provides a big impact in attracting people to outlets that offer junk food, especially children and adolescents. People become addicted to junk food due of clever junk food promotion, ease, and flavor [2].

The percentage of college students whose fast food consumption is influenced by advertising campaigns is shown in the pie chart. The figure shows if advertising promotions affect students' consumption of fast food in two groups, "Yes" and "No." The proportion of pupils who are impacted by advertising campaigns is represented by the "Yes" category, while the proportion who are not impacted is represented by the "No" category. According to the data, advertisements persuade 73.8% of college students to eat fast food while only 26.2% are unaffected. The pie chart therefore shows that a sizeable fraction of college students' fast food consumption patterns is significantly influenced by advertising promotions.

3.19. Comparison of advertising promotions:

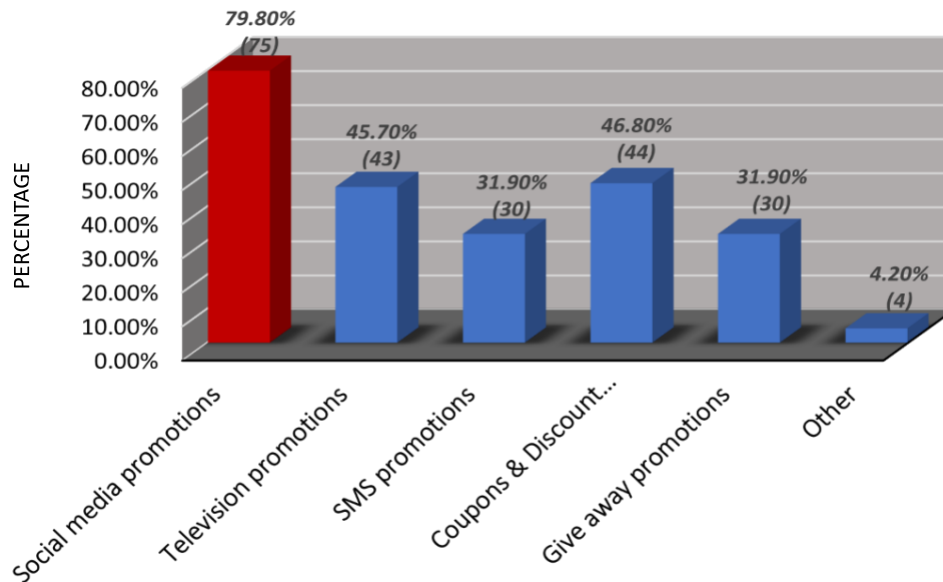


Figure 19: Comparison of advertising promotions

The impact of various promotions on the fast food consumption habits of college students is shown in the bar graph. The five types of advertising promotions shown in the graph are social media, television, SMS, coupons and discount, and giveaway promotions. The categories are represented by the horizontal axis, and the proportion of college students impacted by each promotion type is shown by the vertical axis.

According to the statistics, 79.8% of college students said that social media promotions have an influence on their decision to eat fast food, making them the most significant factor. With 43% of college students reporting that they are affected by television promotions, they came in second. Additionally, 46.8% of students are each affected by coupons & discounts promotions which have a considerable effect. Furthermore, each of SMS promotions and give away promotions have an equal impact on 31.9% of students. With only 4.2% of college students indicating that these promotions have encouraged them to eat fast food, other types of promotions had the least influence overall. The displayed bar graph provides focus on the several advertising campaigns that encourage college students to eat fast food.

Assumptions

- Several factors, such as emotions, the type of fast food, convenience, taste preferences, accessibility, and social facts, influence SLIIT students' opinions on this topic of fast food.
- The variety of factors, including time constraints, budgetary constraints, the availability of a wide range of options, advertising promotions, and the desire for quick and simple meals, students may choose to eat fast food.
- SLIIT students' perspectives on fast food are influenced by the cultural and social environment.
- SLIIT students are generally aware of the adverse effects of fast food on their health.
- As students become more aware of their health and are exposed to more health-related knowledge, SLIIT students' opinions on fast food may change over time.

Conclusion

In conclusion, this report provides a comprehensive overview of SLIIT students' perspectives on fast food. Using pie charts and bar charts, the data showed that despite being aware of the potential health problems associated with fast food, a significant number of college students continued to consume it. The majority of the students have facilities to prepare their own meals, but advertising promotions have a significant influence on their fast food consumption patterns. These findings emphasize the importance of developing interventions aimed at promoting healthy eating habits among SLIIT students and increasing awareness of the negative consequences of excessive fast food consumption.

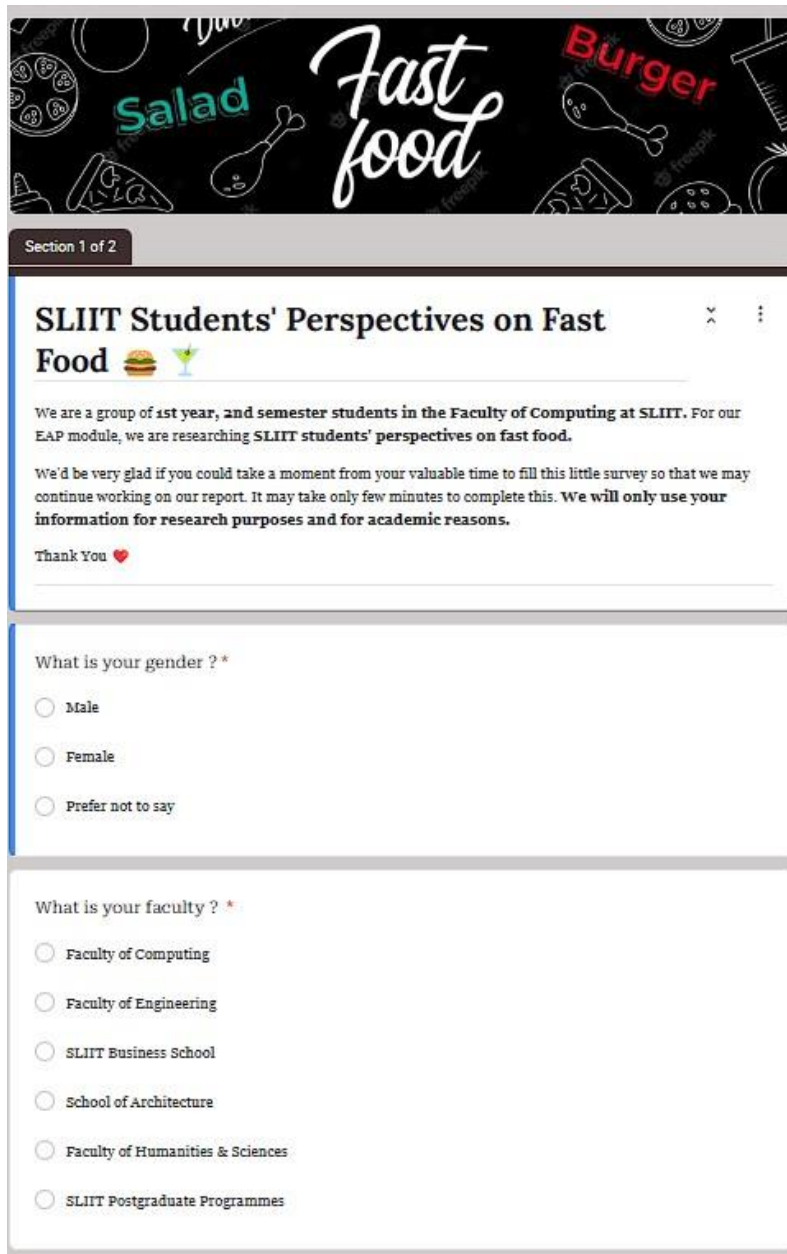
References

- [1] A. S., "Consumer choice and segmentation in the restaurant industry," *The Service Industries Journal*, 1992.
- [2] D. Ashakiran .R, "Fast foods and their impact on health," *Journal of Krishna Institute of Medical Sciences University*, 2012.
- [3] M. a. L. R. Melinda Smith, "helpguide.org," 23 February 2023. [Online]. Available: <https://www.helpguide.org/articles/healthy-eating/healthier-fast-food.htm>. [Accessed 12 4 2023].
- [4] S. U. G. Islam N, "Factors Affecting Consumers' Preferences on fast food items in Bangladesh," *J Appl Business Res.*, 2010.
- [5] J. J. a. L. D. Silva, "Fast Food Consumption and Health Status of Students of a University in Sri Lanka," *Journal of Food and Agriculture*, 2014.
- [6] "pos.toasttab.com," Toast Processing Services LLC., [Online]. Available: <https://pos.toasttab.com/blog/on-the-line/fast-food-industry-statistics..>
- [7] K. U. S. G. Gupta A, "Consumption of Junk Foods by School-aged Children in Rural Himachal Pradesh, India.," *Indian J Public Health*, p. 62, 2018.
- [8] S.-H. C. a. A. Nyam-Ochir, "The Effects of Fast Food Restaurant Attributes on," p. 19, 2020.
- [9] Farhana, "T. Fast Food Culture in Dhaka, Bangladesh," June 2013.
- [10] S. B. a. B. Vinyard, "Fast Food Consumption of US Adults: Impact on Energy and Nutrient Intakes and Overweight Status," *Journal of the American College of Nutrition*, vol. 23, pp. 163-168, 2004.

- [11] A. Pietrangelo, "www.healthline.com," 2018. [Online].Available:
<https://www.healthline.com/health/fast-food-effects-on-body>.
- [12] "MedicalNewsToday,"[Online].Available:
<https://www.medicalnewstoday.com/articles/324847> .
- [13] P. M. a. F. A. Z. Bahadoran, "Fast Food Pattern and Cardiometabolic Disorders: A Review of Current Studies," *Health Promot Perspect*, 2016.
- [14] N. I. L. D. N.-S. a. M. S. Melissa Nelson Laska, "Dietary patterns and home food availability during emerging," *Public Health Nutrition*, 20 08 2009.

Appendices:

For the purpose of researching "SLIIT students' perspectives on fast food," information was obtained utilizing a google form. The information gathered will be kept private and used only for statistical analysis.



The image shows a screenshot of a Google Form titled "SLIIT Students' Perspectives on Fast Food". The form has a header with a black background and white text that says "Fast food" in a large, cursive font. To the left of "Fast food" is the word "Salad" in green, and to the right is the word "Burger" in red. There are also small icons of a pizza, a chicken drumstick, and a burger. Below the header, the form is divided into sections. The first section is titled "Section 1 of 2" and contains the following text: "SLIIT Students' Perspectives on Fast Food" followed by a burger and a drink icon. Below this is a paragraph: "We are a group of 1st year, and semester students in the Faculty of Computing at SLIIT. For our EAP module, we are researching SLIIT students' perspectives on fast food." This is followed by another paragraph: "We'd be very glad if you could take a moment from your valuable time to fill this little survey so that we may continue working on our report. It may take only few minutes to complete this. We will only use your information for research purposes and for academic reasons." Below this is a "Thank You" message with a heart icon. The second section is titled "What is your gender ? *" and has three radio button options: "Male", "Female", and "Prefer not to say". The third section is titled "What is your faculty ? *" and has six radio button options: "Faculty of Computing", "Faculty of Engineering", "SLIIT Business School", "School of Architecture", "Faculty of Humanities & Sciences", and "SLIIT Postgraduate Programmes".

Section 1 of 2

SLIIT Students' Perspectives on Fast Food 🍔🥤

We are a group of 1st year, and semester students in the Faculty of Computing at SLIIT. For our EAP module, we are researching SLIIT students' perspectives on fast food.

We'd be very glad if you could take a moment from your valuable time to fill this little survey so that we may continue working on our report. It may take only few minutes to complete this. We will only use your information for research purposes and for academic reasons.

Thank You ❤️

What is your gender ? *

☐ Male

☐ Female

☐ Prefer not to say

What is your faculty ? *

☐ Faculty of Computing

☐ Faculty of Engineering

☐ SLIIT Business School

☐ School of Architecture

☐ Faculty of Humanities & Sciences

☐ SLIIT Postgraduate Programmes

What is your year ? *

- ☐ 1st Year
- ☐ 2nd Year
- ☐ 3rd Year
- ☐ 4th Year
- ☐ Postgraduate

Are you interested in fast food ? *

- ☐ Yes
- ☐ No

Are your close friends interested in fast food ? *

- ☐ Yes
- ☐ No

How often do you eat fast food ? *

- ☐ Several times a day
- ☐ Once a week
- ☐ Several times a week
- ☐ Once a month
- ☐ Not very Often

What time of day are you most likely to eat fast food ? *

- ☐ Morning
- ☐ Afternoon
- ☐ Evening
- ☐ Night

What kind of emotion (mood) drives you to eat fast food? *(Multiple choices)* *

- ☐ Happy 😊
- ☐ Neutral 😐
- ☐ Sad 😞
- ☐ Angry 😡
- ☐ Stressful 😫

What is your favorite fast food ? *(Multiple choices)* *

- ☐ Bakery items (Fish buns, Cakes etc.) 🍞
- ☐ Fried foods (Samosa , French fries etc.) 🍟
- ☐ Pizza 🍕
- ☐ Biscuits 🍪
- ☐ Beverages 🥤
- ☐ Other...

How much money do you usually spend on fast-food daily ? *

- ☐ Around Rs.200 - Rs.300
- ☐ Around Rs.400 - 500
- ☐ More than Rs.500

After section 1 Continue to next section



Section 2 of 2

SLIIT Students' Perspectives on Fast Food 🍔 🌱

Description (optional)

Which one is your favorite fast-food place(s) ? *(Multiple choices)* *

- ☐ Canteens inside the SLIIT
- ☐ Juice Bar inside the SLIIT
- ☐ Pizza Hut
- ☐ P&S
- ☐ KFC/ Burger King
- ☐ Frozen
- ☐ Other...

Select your opinion about the following statements about fast food. *

	Disagree	Neutral	Agree	Strongly Agree
Cheaper than regul...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Worthy for the pri...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Easy to find.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Offers a variety.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tastier than home...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming a trend.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Are you aware of the health issues which may be caused by fast food ? *

- ☐ Yes
- ☐ No

If yes, then what are you aware of ? *(Multiple choices)*

- ☐ High blood pressure
- ☐ Diabetes
- ☐ Weight gaining and Obesity
- ☐ The risk of heart disease and stroke
- ☐ Other...

If you have any health issues name them.

Short answer text
.....

Would you still consume fast food even when you are aware of the health issues *
?

- ☐ Yes
- ☐ No

Do you have facilities to prepare your own meals?

- ☐ Have
- ☐ Don't have

If you have, do you still consume fast food?(**Yes/No**) Then, what's the reason for that?

Short answer text
.....

Do advertising promotions drive you to eat fast food ?

- ☐ Yes
- ☐ No

Do you have facilities to prepare your own meals?

- ☐ Have
- ☐ Don't have

If you have, do you still consume fast food?(**Yes/No**) Then, what's the reason for that?

Short answer text

Do advertising promotions drive you to eat fast food ?

- ☐ Yes
- ☐ No

Then what are the types of advertising promotions ?

- ☐ Social media promotions
- ☐ Television promotions
- ☐ SMS promotions
- ☐ Coupons & Discounts promotions
- ☐ Give away promotions
- ☐ Other...

Rate this survey.

- ☐ Very Good 😄
- ☐ Good 😊
- ☐ Neutral 😐
- ☐ Bad 😞
- ☐ Very Bad 😡