

**IMPACT OF FAST - FOOD ON CONSUMER BEHAVIOR AMONG
THE ADVANCED LEVEL SCHOOL STUDENTS: A STUDY BASED
ON SAMMANTHURAI**

Fast-food was considered as a luxury food at the initial age. But now, it has become willy-nilly. Even though the price increases, it still consumes enough to fulfil the wishes of the children. Fast-food became very popular even in small cities due to the lifestyle of the fast-food sales outlet and aggressive marketing. The entry and subsequent victory became unavoidable. Children are disintegrating and degenerating in this mystical web. Fast-food behavior changes the daily diet and, in addition, it causes so many problems. Most importantly, it is dominating the consumption of high school students. These adolescent students suffer physically and mentally as a result of fast-food. In this study area, many children are facing so many health issues due to addiction of fast-food. Based on these problems, 150 students were chosen by random sampling method to distribute the questionnaire. Identifying the impact of fast-food on students' consumption, and identifying the land and in orders to fulfill the awareness purposes for the students. Findings and conclusions were obtained through interviews, discussions, the use of secondary data, and the descriptive study MS excel data analysis. The taste, lack of time for family and friends, self-respect, are highly significant on consumption. Furthermore, 75 students got infected by non-infectious diseases, 56 got increased obesity, and it is considered that the food is non-standard. The use is limited, and due to the negative option, it contains increased questions and it is causing exclusivity in consumer behavior. It can be considered a gibbon commodity.

Keyword: Fast-food, Consumer behavior, Consumption, Gibbon commodity.

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