

Impact of Fast-Food Consumption on Overweight Among Young Adults in Sri Lanka

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Abstract

The study aims to find out how fast-food consumption affects the overweight problem among young adults. A cross-sectional study was carried out on 100 young adults aged 15 to 29 years living in Kiriella village in Ratnapura District, Sri Lanka. Information regarding fast-food consumption level, occupation, height, weight, and other relevant facts were obtained using an online questionnaire. Both descriptive and inferential statistics were used to analyze the data. The overall fast-food consumption was 44% and 56% of males and females respectively. 17% of A/L students and 27% of university students consumed fast food at a high level. Overweight was detected among 19% of A/L students, 28% of university students, and 3% of employers. Being overweight was determined to be strongly associated with fast-food consumption. Overweight which was detected as 50% among young adults was statistically significant and highly associated with their occupation. Gender was not statistically associated with being overweight. However, the study revealed that fast-food consumption among young adults is noticeably associated with being overweight.

Keywords: fast-food consumption, obesity, overweight, young adult

1. Introduction

Food is considered one of the basic requirements of humans. Each culture in the world has its own identity regarding food, which has evolved through a continuous journey from their ancient period, subjecting too many changes (Sri Lankan Food Culture, 2021). Each country has a significant style or a pattern of food consumption until we meet the word “fast food”. The indigenous diet of Sri Lanka has been there for many years. Sri Lankan healthy food patterns and eating habits were replaced by foreign desires as a result of the globalization of Multinational corporations (Nirmani et al., 2017). The current society has been used to fast-food consumption with their busy lifestyles (Nirmani et al., 2017). For the convenience of buying and consumption, people are moving toward the fast-food industry. At present, school children tend to have fast food for their breakfast and lunch especially due to the busy schedules of mothers and extra classes (Nirmani et al., 2017). The busy lifestyle that Sri Lankan young adults spend has been a common reason for this vast usage of fast food. Some of the most popular fast-food items in the world are Burgers, Pizza, French fries, Muffin, Fried chicken, and Doughnuts. But in South Asian countries, especially in Sri Lanka, pastry, rolls, wade, roti, pizza, and buns are the most popular fast-food items (Jayasinghe & De Silva, 2014).

Current society is at high risk of getting Non-Communicable Diseases (NCD) (WHO, 2017). NCDs are highly frequent, and they are identified as not passed directly from

one person to another. Obesity/overweight problem has become one of the major causes of NCDs (WHO, 2017). An increase in the high consumption of foods that are rich in fat, sugar, and salt is recognized as a major reason for the rise of NCDs (Mohammadbeigi et al., 2019). Fast foods occupy a prominent place among foods that are high in flour, sugar, and salt. Some NCDs discussed in this study: diabetes, heart disease, and cancer are known to be caused as a result of high fast food consumption (WHO, 2017). According to the World Health Organization (WHO) annual report 2017, overweight and obese are on the rise among Sri Lankan children at 5-6%, as well as adults nearly 30% (WHO, 2017). The danger in this situation must be taken into high consideration; being overweight in their childhood can have severe long-term effects in adulthood.

As a result, healthcare providers, policymakers, researchers, and society as a whole have paid attention to overweight and obesity-related non-communicable diseases. According to the WHO (2017), of the adults aged 18 years and above, 39% were overweight while 13% were obese. Obesity-related issues are more common in the South Asian populations, which have a lower BMI and Waist Circumference (WC). Sri Lanka is a developing country in South Asia with a lower-middle-income status. Being overweight seems to be very common here and obesity among adults is 25.2% and 9.2% respectively (Katulanda et al., 2010). Accordingly, it is confirmed that young adults are at a high risk of becoming obese and overweight due to continuous fast-food consumption.

With the highly competitive education system prevailing in Sri Lanka, children are very busy lives, especially Advanced Level (A/L) students, undergraduates, and employees. This busyness of them has made a severe impact on a healthy lifestyle. Young adulthood, the age 'between' 15-29 is an important stage of the human life cycle, where the human body and mind are developing well. It is very important to have a healthy and nutritious diet with proper meals during that age (Katulanda et al., 2010). Consumption of foods high in flour, sugar, and salt during the growing ages can have a bad effect on body weight (Medicine Net, 2021). As young adults turn to fast food, they are moving away from healthy eating habits. A/L students are inclining toward fast food consumption after school and when they attend extra classes on weekends. University students often stay in hostels away from home; therefore, they have started to turn to fast food. As a result, overweight and obesity can be seen rising among young adults in Sri Lanka.

Some researchers (Al-Otaiba & Basuny, 2015; Goon et al., 2014; Jayasinghe & De Silva, 2014; Nawaz et al., 2020) have studied overweight and obesity problems among university students. Some researchers have studied the overweight and obesity problem among school children (MGR Medical University, 2021). But researchers have not given adequate attention to this issue related to young adult populations. In the Sri Lankan context, no sufficient empirical evidence is available in the literature relating to the young adult population's health. Therefore, this study mainly focuses on how fast-food consumption affects overweight among young adults in Sri Lanka.

2. Theoretical Background

Ashakiran (2012) defined fast food as empty-calorie food. Fast food is any food that can be prepared and served fast and is usually associated with being less priced and less

nutritional (Ashakiran, 2012). If a food can be cooked and dished up swiftly it can be defined as fast food (Yahya et al., 2013). Fast food is referred to as any kind of food that can be quickly prepared and saved at a low price (Kaur, 2014). Fast foods are defined as fast, simple, and low-cost alternatives for homemade foods, by the National Institutes of Health. Pizza, burgers, macaroni, chana masala, palak paneer, masala poori, and fried rice with sauce and other ingredients are some items coming under fast food.

Most researchers define sugar, white flour, trans fat, and salt as the dimensions of fast food. But Ashakiran and Deepthi (2012) show different dimensions like polyunsaturated fat, and numerous food additives such as monosodium glutamate and atrazine. Some of the researchers consider calories as a key dimension of fast food. Thus, including all the characteristics stressed in different definitions, fast food can be defined as which contains salt, sugar, white flour, and food flavors, contain no body-friendly nutrients, and is quickly and easily prepared foods.

“Overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health” (WHO, 2017). Obesity is defined as a BMI greater than or equal to 25 in adults while overweight is defined as a BMI greater than or equal to 30 in adults. BMI is the most appropriate population-level indicator of overweight and obesity situation. It is a technique for determining whether or not someone is overweight or obese. Overweight or obesity refers to a body weight that is higher than what is considered normal or healthy for a certain height. Obesity, on the other hand, is caused by an excess of muscles, bones, or water in the body. Obesity can also be defined as having an excessive amount of body fat. If a person's weight is more than 20% over the ideal body weight that person is considered obese person. Obesity is a medicine-needed condition in which a person's body fat has accumulated to the point where it is harmful to his life. Being overweight or obese refers to having more body fat than its optimally healthy. Overweight or obesity is described as a weight that exceeds what is considered healthy for a person of a particular height. Thus, including all the characteristics stressed in different definitions, overweight/obesity can be defined as inadequate body weight for height of a person or BMI is greater than or equal to 25 situations.

2.1 Hypotheses

Jayasinghe and De Silva (2014) have conducted a study of fast-food consumption and the health status of university students and they have found that 7% of female students were overweight and 2% were obese. But 12% were overweight male students. Arya and Mishra (2017) studied the junk food impact on adolescent health and they showed that over-consumption of junk food affects the obesity problem. Mohammadbeigi et al. (2019) studied fast food intake and the frequency of overweight/obesity prevalence among students and they have found that fast food consumption is associated with abdominal obesity but not with general obesity. There is a high chance of getting obese for the children who have fast food shops around their schools and for the people who have fast food places in their residential areas (Nawaz, 2020). The same research done by Currie et al. (2010) expressed that caloric intake of fast food is at least one size larger for students than for mothers, given the small travel cost for adults. Al-Otaibi and Basuny (2015) found that overweight/obesity is associated with fast food consumption of university female students. Goon et al. (2014) say there is an increasing trend of

obesity among university students. The same result has been observed by Bowman et al. (2003) related to the children in the United States; they have the risk of increasing obesity with fast food consumption.

Arya and Mishra (2013) recommended nutritional counseling for the intake of healthy junk food like sprouted pulses, sprouted tikki, vegetable samosa, and wheat noodles with lots of vegetables. Jayasinghe and De Silva (2014), and Al-Otaibi and Basuny (2015) recommended that introducing health education programs to promote a healthy lifestyle and healthy eating habits among university students will help to control the issues. Katulanda et al. (2010) recommended that there is a need for public health intervention as a solution to the obesity problem in Sri Lanka. Thus, some scholars study the relationship between fast-food consumption and overweight. Literature shows that researchers have not studied the same, particularly in the young adults in Sri Lanka.

Fast-food consumption and overweight: Availability of fast food is a risk of obesity. Obesity/overweight is strongly linked to the frequency of fast-food consumption (Al-Otaibi & Basuny, 2015). Consumption of fast food has been linked to abdominal obesity (Mohammadbeigi et al., 2019). In Sri Lanka, the middle-aged population is at a high risk of subjecting to obesity or overweight (Katulanda et al., 2010). Alfawaz (2012) found there is a positive high relationship between university study level and understanding of why fast food is unhealthy. The study shows that university students who eat fast food regularly are increasingly becoming obese (Goon et al., 2014). The present study has assumed that a positive impact of fast-food consumption is there on the overweight/obesity problem. Thus, it is hypothesized that fast food consumption has a positive impact on the overweight/obesity of young adults in Sri Lanka.

H1: There is a positive impact of fast-food consumption on the overweight problem among young adults.

Gender and overweight: A study was done by Sapkota and Neupane (2018) showed boys were significantly more overweight (15%) than girls (10.2%) among 1000 college teenagers. Jayasinghe and De Silva (2014) conducted a study of fast-food consumption and the health status of university students and they found that among female students 7% were overweight and 2% were obese. 12% were overweight male students. The study done by Mohammadbeigi et al. (2019) was based on high school adolescent girls and the result was there is no association between BMI & junk food consumption. Al-Otaibi and Basuny (2015) found that overweight/obesity is associated with fast food consumption of university female students. Katulanda et al. (2010) showed female sex is associated with obesity. Obesity and overweight were observed in 25% of female respondents (Kaur, 2017). Males consumed slightly more fast food than females (Alfawaz, 2012). Therefore, it is hypothesized that gender was associated with the overweight/obesity of young adults in Sri Lanka.

H2: There is an association between gender and overweight of young adults in Sri Lanka

Occupation and their overweight: According to the study done by Yahya et al. (2013) college and university students are more likely to visit and eat outside their homes, with a preference for fast-food restaurants. Al-Otaiba and Basuny (2015) found that overweight/obesity is associated with fast food consumption of university female

students. Goon et al. (2014) said that there is an increasing trend of obesity among university students. The prevalence of fast-food consumption and overweight/obesity is high among students (Mohammadbeigi et al., 2019). A study done by Jayasinghe and De Silva (2014) showed that 54% of university students consumed fast food. A fast-food restaurant within a tenth of a mile of a school is linked to a 5.2% increase in obesity prevalence among 9th-grade students (Bowman et al., 2003). Obesity is on the rise among university students who take fast food regularly (Goon et al., 2014). Thus, it can be hypothesized for this study that occupation is associated with the overweight of young adults in Sri Lanka.

H3: There is an association between the occupation of young adults and their overweight.

Fast food consumption level and overweight: Obesity was shown to be linked to the frequency of which students who consume fast food two or more times per week were more likely to be obese (OR 2.2; 95% CI 1.3-3.9) (Goon et al., 2014). Arya and Mishra (2013) studied the junk food impact on adolescent health and they showed the final result as over-consuming junk food affects the obesity problem. MGR Medical University (2021) considered the low-level fast-food consumers, moderate level fast-food consumers, and high-level fast-food consumers among school children to examine their obesity situation. Fast food intake was high with a frequency of 1-2 times per week (Alfawaz, 2012). Obesity/overweight was found to be highly associated with the frequency with which students ate fast food two or more times per week (Al-Otaiba and Basuny, 2015). In this study, it is hypothesized that fast food consumption levels would be associated with overweight/obesity.

H4: There is an association between fast-food consumption level and the overweight situation of young adults in Sri Lanka.

3. Methodology

The ontology of this study is objective, philosophy is positivism, and the mode of inquiry is quantitative. The study collected primary data using the survey method. The multi-stage sampling method is applied to select the sample. Since it was hard to collect data from all young adult populations in Sri Lanka, the study randomly selected Rathnapura District first and then randomly selected Kiriella Divisional Secretariat (DS) division out of 17 DS divisions in Rathnapura district in Sri Lanka. Then collected data from 100 young adults in the Kiriella DS division. The data was collected through a structural questionnaire via an online google form.

In this study, the independent variable is fast-food consumption. The fast-food consumption of young adults was measured using three constructs. The first one is under demographic factors such as occupation, age, and gender. Occupation is categorized into three categories like A/L student, university student, or employer. The second one is the level of fast-food consumption. It is categorized as Low level, Moderate level, and High level. The dependent variable of this study is overweight. The overweight/ obesity situation is measured using BMI (Al-Otaibi & Basuny, 2015). Then categorize them into “Underweight”, “Normal weight”, “Overweight”, or “Obese”. For that, respondents’ weight (in kg) and height (in feet and inches) were collected through the questionnaire and calculated BMI using $[(\text{weight}(\text{kg})) / (\text{height} \text{ [(m)]}^2)]$ the

formula. If BMI was between 25-29.9 categorized them into the overweight group and if BMI was 30 or above categorized them into the obesity group. The individuals were identified as overweight/obese ones or not, based on the above criteria.

To examine the impact of fast-food consumption and the overweight/ obesity problem, descriptive and inferential statistics were used. The mean, median, mode, and standard deviation were used as descriptive statistics. Here, the dependent variable was categorical and it had more than two levels (underweight, normal weight, overweight and obese). Therefore, the Ordinal Logistic Regression model was performed to identify the impact between fast food consumption and the overweight/ obesity problem. Chi-square goodness of fit test was used to identify the association between gender, occupation, and level of fast-food consumption with overweight/obesity conditions. A 5% significance level was considered an alpha level. The data were analyzed using SPSS version 21 and MINITAB 17 statistical software packages.

4. Results and Discussion

A total number of 100 young adults were selected as the sample size and all of them had responded as they were fast-food consumers. Out of 100 respondents, 44 were males and 56 were females. Compared to the frequency female (56%) respondents consume fast food more frequently than male (44%) respondents. Table 1 shows the 12% of young adults were low fast-food consumers, 40% were moderate fast-food consumers and 48% were high fast-food consumers. The mean level of fast-food consumption was 2.36 ± 0.689 (Mean $\pm$ SD). Most young adults consume fast food at a high level (the mode of food consumption level is 3).

Table 1: Fast food consumption level of the young adults in Rathnapura district

	Frequency	Percent	Valid Percent	Cumulative Percent
Low	12	12.0	12.0	12.0
Moderate	40	40.0	40.0	52.0
High	48	48.0	48.0	100.0
Total	100	100.0	100.0	

Source: Sample survey data (2022).

Table 2 shows that, among young adults, 9% were underweight with < 18.5 BMI, 41% had normal body weight with 18.5- 24.9 BMI, 33% were overweight with 25-29.9 BMI and 17% were obese with equal or greater than 30 BMI. The results showed that 50% (33%+17%) of fast-food consumers were overweight and obese. The mean weight category of the young adults was 2.58 ± 0.878 (Mean $\pm$ SD).

Table 2: Weight category of young adults according to their BMI

	Frequency	Percent	Valid Percent	Cumulative Percent
Underweight	9	9.0	9.0	9.0
Normal	41	41.0	41.0	50.0
Overweight	33	33.0	33.0	83.0
Obese	17	17.0	17.0	100.0
Total	100	100.0	100.0	

Source: Sample survey data (2022).

Table 3 shows among 100 young adults 32% were A/L students, 57% were University students and 11% were employers. According to that result, most of the respondents were university students. Occupation of the young adults in the Rathnapura district can vary somewhere between 1.79 ± 0.624 (Mean $\pm$ SD).

Table 3: Occupation of the young adults in the Rathnapura district

	Frequency	Percent	Valid Percent	Cumulative Percent
A/L student	32	32.0	32.0	32.0
University student	57	57.0	57.0	89.0
Employer	11	11.0	11.0	100.0
Total	100	100.0	100.0	

Source: Sample survey data (2022).

Table 4 shows that most of the young adults preferred to consume fast food for dinner (55%). Moderately consuming fast food for lunch (27%) and low level for breakfast meal (18%).

Table 4: Fast food consumption time of the day

Food having time	Frequency
Breakfast	18
Lunch	27
Dinner	55

Source: Sample survey data (2022).

Table 5 shows the most preferable fast-food item (58%) of the young adult was another category. The less preferable fast-food item (8%) was pizza. Some of them consume fish buns, pastry, and vegetable roti.

Table 5: Young adults most preferable fast-food items

	Frequency	Percent	Valid Percent	Cumulative Percent
Fish buns	12	12.0	12.0	12.0
Others	58	58.0	58.0	70.0
Pastry	16	16.0	16.0	86.0
Pizza	8	8.0	8.0	94.0
Vegetable roti	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Source: Sample survey data (2022).

Under the ordinal regression method, assumptions were satisfied. Model fitting information showed there is a significant difference between the baseline model to final model ($P < 0.05$). To get a clear understanding of fast-food consumption and

overweight/obesity independent variables should be in the model. Data was having the goodness of fit to the fitted model ($P > 0.05$). Pseudo R^2 indicates the proportion of variance explained by the independent variables on the dependent variable in the fitted model is 0.736 (Nagelkerke R^2). Test of the parallel line showed location parameters (Independent variables) are the same for the response category ($P > 0.05$).

Table 6 shows the first null hypothesis acceptable under a significant P-value of the final fitted model under ordinal regression. There is a positive impact between fast food consumption and overweight/ obesity among young adults. The odds of being overweight have 11.79 times more impact from fast food consumption than obesity. The odds of being underweight have 0.002 times less impact from fast food consumption than obesity. Normal weight does not have any significant difference with fast food consumption. Overweight/obesity was found to be significantly associated with the frequency of fast-food consumption among young adults consuming a high level of fast food ($P < 0.05$). Low and moderate consumption level effects were less than compared to the high level of consumption. Overweight/obesity was detected negative impact with low and moderate fast-food consumers ($\beta = -8.529$ and -4.872). Low and moderate fast food consumption levels have 8.529 and 4.872 times less impact on overweight/obesity than high fast food consumption levels. Gender doesn't have any significant difference in the impact of overweight/ obesity (Insignificant P-value). A/L students have 1.385 times more impact on the overweight/ obesity than the employer. university students have 2.257 times more impact of overweight/obesity than their employers.

Table 6: Final parameter estimation under ordinal regression analysis

Variable		Estimate	SE	Wald test	Sig.	95% confidence interval	
						Lower bound	Upper bound
Weight category	Underweight	-6.278	1.152	29.726	0.000	-8.535	-4.021
	Normal weight	-0.963	0.873	1.216	0.270	-2.674	0.748
	Overweight	2.467	0.890	7.688	0.006	0.723	4.211
	Obesity	0	-	-	-	-	-
Fast food consumption level	Low	-8.529	1.275	44.738	0.000	-11.028	-6.030
	Moderate	-4.872	0.764	40.650	0.000	-6.370	-3.374
	High	0	-	-	-	-	-
Gender	Male	0.029	0.465	0.004	0.951	-0.883	0.940
	Female	0	-	-	-	-	-
Occupation	A/L student	1.385	0.883	2.461	0.017	0.345	3.116
	University student	2.257	0.859	6.903	0.009	0.573	3.941
	Employer	0	-	-	-	-	-

Source: Sample survey data (2022).

Table 7 shows if moderate fast-food consumption increases by 1 unit the odds of potential for overweight/obesity decrease by a factor of 0.008 after controlling gender and occupation. The odds of the potential of overweight/obesity for an A/L student is 4

times the employer's after controlling gender and food consumption level. The odds of having overweight/obese for a university student is 9.55 times the employer's after controlling gender and food consumption level.

Table 7: Exponential values for estimates

	β_1	β_2	β_3	β_4	β_5	β_6	β_7	β_8
Exp(β)	0.002	0.38	11.79	0.0002	0.008	1.03	4	9.55

Source: Sample survey data (2022).

Table 8 shows that the association between gender and overweight/obesity situation was found insignificantly with Pearson chi-square and p-value. There was no more difference between gender-wise expected values. Statistically high association between occupation and level of fast-food consumption with overweight/obesity problem. According to the crosstabulation of gender and weight category the overall prevalence of overweight was 18% and 15% male and female respectively. The overall prevalence of obesity was 8% and 9% male and female respectively.

Table 8: Hypothesis testing under Chi-square goodness of fit test

Hypothesis	Pearson chi-square	P-value	Conclusion
H_2	3.698, 3 df	0.296	There is not a significant association between overweight/obesity and gender
H_3	23.788, 6 df	0.001	There is a significant association between overweight/obesity and occupation
H_4	145.062, 6 df	0.000	There is a significant association between overweight/obesity and level of fast-food consumption

Source: Survey sample data (2022).

Table 9 shows the association between underweight and low fast-food consumers. But no association between moderate and low levels with their weight. Normal weight is highly associated with a moderate level of fast-food consumption. Overweight and obesity are highly associated with a high level of fast food consumption.

Table 9: Chi-square association between weight category and food consumption level

			Occupation			Total
			AL student	University student	Employer	
Weight category	Underweight	Count	2	3	4	9
		Expected Count	2.9	5.1	1.0	9.0
	Normal	Count	11	26	4	41
		Expected Count	13.1	23.4	4.5	41.0
	Overweight	Count	17	13	3	33
		Expected Count	10.6	18.8	3.6	33.0
	Obese	Count	2	15	0	17
		Expected Count	5.4	9.7	1.9	17.0
Total		Count	32	57	11	100
		Expected Count	32.0	57.0	11.0	100.0

Source: Sample survey data (2022).

Table 10 shows that there is highly association between A/L students and overweight. University students and overweight are also highly associated. In other words, obesity, A/L students, and university students are associated. But the employer is not associated with the weight category.

Table 10: Chi-square association between weight category and occupation

			Occupation			Total
			AL student	University student	Employer	
Weight category	Underweight	Count	2	3	4	9
		Expected Count	2.9	5.1	1.0	9.0
	Normal	Count	11	26	4	41
		Expected Count	13.1	23.4	4.5	41.0
	Overweight	Count	17	13	3	33
		Expected Count	10.6	18.8	3.6	33.0
	Obese	Count	2	15	0	17
		Expected Count	5.4	9.7	1.9	17.0
	Total	Count	32	57	11	100
		Expected Count	32.0	57.0	11.0	100.0

Source: Sample survey data (2022).

A similar result has been reported by Anuradha (2011) the consumption of fast food and the level of obesity had a positive relationship. The study conducted by Mohommadbeigi, et al. (2018) identified overweight and obesity affecting 37% (41% female vs 30% male). Obesity and fast food intake were found to have a strong link. Another study done by Nawaz, et al. (2020) identified obese and overweight students had a high rate of fast food and junk food intake. Obesity/overweight was found to be positively linked to the frequency with which students consume fast food two or more times per week (AI-Otaibi & Basuny, 2015). Mohammadbeigi, et al. (2019) found junk food consumption is linked to high salt and calorie intake and is one of the leading causes of overweight and obesity. This study found there was no significant association between gender and overweight/obesity. A similar result found (Pinnagoda et al., 2017) fast food consumption was unrelated to gender. This study found that there was a high impact on overweight/obesity among university students. The same result showed by Goon et al. (2014) that obesity is on the rise among university students who consumed fast food daily. In a study conducted by Bowman et al. (2004) fast food intake among adolescents in the United States tends to have a negative impact on nutritional quality and enhance the risk of obesity.

5. Conclusion

The result of this study proves that fast food consumption is positively associated with overweight/obesity among young adults. According to gender, there is no significant difference between overweight/obesity. Both males and females were showing approximately the same result. High-level fast-food consumers are at the risk of being overweight or obese. University students and A/L students are showing higher additions to fast-food consumption among young adults. According to the findings of this study, the majority of fast-food consumers are aware of the harmful consequences of eating fast food. Unfortunately, they are used to eating fast food frequently, ignoring their

health problems. It can cause for NCD in the future. Fast food addiction is increasing and being more common among young people, signaling a serious public health issue that requires immediate attention. The managerial level of the fast-food industry can be asked to give priority to ethically marketing their products while also being socially responsible to the future world. A young adult requires health education programs that promote healthy eating habits and lifestyles. It can be recommended to introduce new organic products that can be used as substitutes for fast food. Identifying the factors that motivate or tend people to consume fast food is very important in finding the solutions for the issues.

The data was gathered from an online questionnaire and answers were self-reported, therefore no causal links could be inferred. The study was carried out in only one DS division in the Rathnapura district. Future researchers can further expand the study with a large sample size to get more generalized results. A better study point is the association between education level and the role of fast-food consumption. It is preferable to do a quantitative study to demonstrate the level of awareness of young ladies' health and nutrition by selecting a specific region of the country based on a factor such as literacy. It will be important for young women to know about fast food, especially those who are planning to have a family living in the future.

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