A STATISTICAL STUDY ON FASTFOOD CONSUMPTION PATTERN AND IT'S EFFECT ON HEALTH



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INTRODUCTION:-

Food is the basic need of human life. People survive by taking nutritional food. In India certain daily food items are really helping the body and mind to grow. Absent of nutritional food bring different disease. There are varieties of food items in India but today the choice of young people regarding food items have undergone many changes. Young people in India prefer fast food such as Pizza, Berger, Sandwich etc, such choice of young people is not determined by nutritional value of such food items. It depends merely on the present food market young and old people are very much fond of such type of fast food items.

Fast Food is the term given to the food that can be prepared and serve very quickly. Any meal with low preparation time can be considered to be fast food.

Some definition of fast food are

Definition 1. Fast food have been defined by Bender and Bender (1995) as "general term used for a limited menu of foods that lend themselves to Production line techniques; suppliers tend to specialize in products such as hamburgers, pizzas, chicken, or sandwiches".

.Definition 2. In Data Monitor's (2005) survey the fast food market is defined as the sale of food and drinks for immediate consumption either on the premises or in designated eating areas shared with other foodservice operators, or for consumption elsewhere.

.Definition 3. As per "the free dictionary" fast food is "inexpensive food, such as hamburgers and fried chicken, prepared and served quickly".

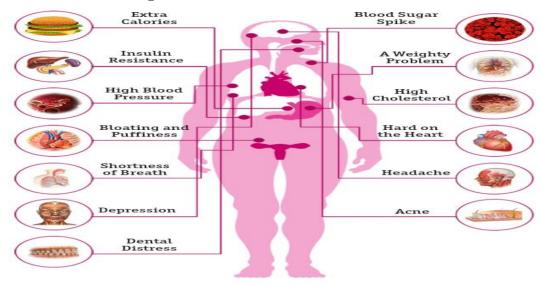
Definition 4. According to Merriam-Webster online dictionary fast food is "designed for ready availability, use, or consumption and with little consideration given to quality or significance".

According to the National Institutes of Health (NHI), fast foods are quick alternative to home –cooked meals. They are also high in saturated fat, sugar,

salt and calories. Eating too much fast food has been connected to, among other things, obesity, colorectal cancer and high cholesterol.

Harmful effect of fast food on health:

- Regular Consumption of Fast Food is one of the leading factors responsible for Obesity.
- Consumption of soft drinks has been associated with excess weight gain and an elevated risk for the development of type 2 diabetes.
- High cholesterol resulting from Fast Food puts undue strain on the liver, causing long term damage to this essential organ.
- Fast Food diet is a major cause of heart diseases.
- Research has suggested that diets high in fat may also impair essential brain functions, like concentration and memory.
- Fast Food is grossly filled with refined foods, sugars and salts. If you have high blood pressure or cholesterol, it is probably one of the worst things you can have.
- Fast Food don't provide you with any essential nutrient even though they can be very much sufficing, you feel weakened.
- Lack of vital oxygen, nutrients and proteins particularly can stale your brain cells temporarily.
- Effect shows in diagram



OBJECTIVES OF THE SURVEY

- 1. To compare the trends of Fast Food consumption according to age, gender, financial status and different courses .And find out there have any relationship between consumption o fast food and them.
- 2. To find out the reasons for the consumption of Fast Food among different categories of the students. And which reason most preferred to eat fast food.
- 3. To find out which is the most preferred Fast Food amongst students.
- 4. To find out which is the most preferred place and time for the consumption of Fast Food amongst students.
- 5. To find out an average amount of money that students spend on Fast Food.
- 6. To check the awareness about health-risks caused by the consumption of Fast Food amongst students.

DATA DESCRIPTION:

I have collected my data from all of the students from B A general BA (H) B.Sc general/ B.Sc(H),in Haldia Govt. College. And they are the group of 17-24 aged people. I've gathered 87 students data.

METHODOLOGY:

Here I use some statistical method to analysis the data. The Statistical Method is a technique used to obtain analysis and prepare the numerical data. Statistical methods simplify unwisely masses of complex data by processes of classification, tabulation, stigmatization, possibilities from the nature of the data available. It deals with all aspects of data including data collection in terms of the design of surveys and experiments.

On the basis of collected data to draw different conclusions and inferences, the following Statistical Procedures are adopted:

- 1. Tabulation of data by using Frequency Tables and Cross Tabulation.
- 2. Graphical Representation.
- 3. Testing of Hypotheses by applying the following suitable test:
- i) Chi-square(χ 2) Test.
- ii) Test for proportion(Z-test for the equality of two proportions)

1. Tabulation of data by using frequency table:

Tabulation is a systematic and logical presentation of data such that it is easily understandable and comparable. It attempts to furnish the maximum information in the minimum possible space without sacrificing the quality and usefulness of data. The basic objectives of tabulation are to summarize the information in such a fashion that it can be easily analyzed compared and interpreted.

When we have Nominal scaled variable in a Survey, we cannot use statistical analysis parameter like Mean, Standard Deviation and some of the advanced techniques of analysis. But analysis of such data can always be done through Frequency Tables.

2. Graphical representation:

Graphical Representation can be thought of as a way to obtain a "first look" at a group of data. It does not provide a definitive interpretation of the data, but can lead to an intuitive "feel" for the data.

However, this "first look" can be deceiving because the human mind wants to classify everything it views based on something it already knows. This can lead to an erroneous first impression that can be hard for a researcher to dismiss, even as evidence mounts that it may be wrong.

Keep in mind that the purpose of graphical methods is simply to get a first look at the data without drawing conclusions. It can, however, lead to hypotheses that guide further investigation.

3. Testing of hypothesis:

I) chi square(χ 2) test of independence :

Tests of Statistical Hypotheses called Chi-Square Tests. A test of this sort was originally proposed by Karl Pearson in 1900, and it provided one of the earlier methods of Statistical Inference.

It is used to test the independence of two attributes through contingency table. The data was tabulated in the form of r x c tables.

According to Prof. R.A Fisher the following conditions must be satisfied for the validity of the chi-square test.

- a. The sample observation should be independent.
- b. Constraints imposed upon the observations, if any should be linear.
- c. Expected or Observed Frequency should not be less than 5.
- d. The Total Frequency should be reasonably large, say more than 50, it means that sample size is large enough.

Hypothesis:

Ho:Two Variables are Independent.

H₁:Two Variables are not Independent.

Test statistics:

The chi-square test statistic is given by:

$$\chi_2 = \sum_i \sum_j (O_{ij} - E_{ij})^2 / E_{ij}$$

Where,

which follows chi-square distribution under the null hypothesis with the degree of freedom(r - 1) \times (c - 1).

Where,

r = no. of rows.

c = no. of columns.

 O_{ij} = Frequency observed in (i, j)th cell.

 E_{ij} = Expected frequency calculated in (i, j) th cell.

$$E_{ij} = (n_i \times n_j) / n$$

Where, n_i=Total frequency of ith row.

n_j =Total frequency of jth column.

n = Total no of observation.

II) Test for proportion (Z-test for the equality of two proportions):

We have two random sample of size n_1 and n_2 respective proportion p_1 and p_2 calculated .

Hypothesis:

 $H_0: p_1=p_2$

 $H_1: p_1>p_2 \text{ or } p_1< p_2$

Test statistics:

$$Z = \frac{p^{1} - p^{2}}{\left\{p(1-p)\left(\frac{1}{n^{1}} + \frac{1}{n^{2}}\right)\right\}}$$

where,

$$P = \frac{p^1 n^1 + p^2 n^2}{n^1 + n^2}$$

Analysis and result:

DATA SUMMERIAZATION, TABULATION AND GRAPHICAL REPRESENTATION:

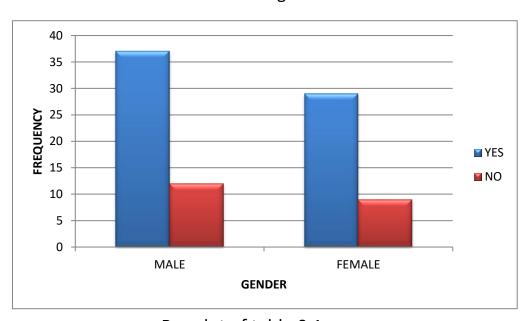
IN THE FOLLOWING FREQUENCY TABLES AND BAR GRAPHS THE STUDENTS ARE CATEGORIZED ACCORDING TO GENDER, AGE, FAMILY-TYPE, LIVING PLACE, FOOD HABIT, AND TOTAL FAMILY INCOME. THE OBSERVATIONS HAVE ALSO BEEN SUMMARIZED BELOW.

1. Frequency of students eating fast food. (According to gender)

(Table:- 0.1)

Response			
	Gender		
	male		female
yes		37	29
no		12	9
total		49	38

Table 0.1 shows 66 students who eating fast food out of 38 female and 49 males and 21 student are not eating fast food.



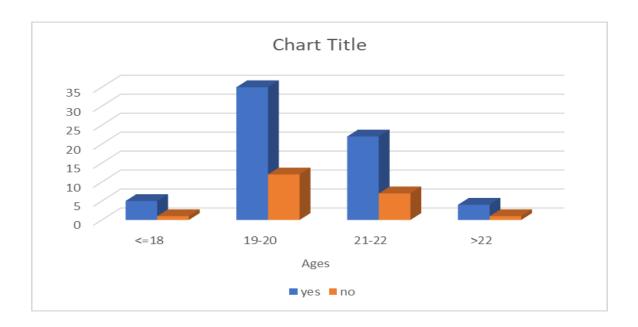
Bar plot of table 0.1

2. Frequency of students eating fast food. (According to ages)

(Table:- 0.2)

	Ages							
Response	<=18		19-20		21-22		>22	
yes		5		35		22		4
no		1		12		7		1
total		6		47		29		5

Table 0.2 shows that there are 66 students who are eating fast food out of which 5 are 18 or below the age of 18, 35 belong to the age group 19- 20, 22 belong to the age group 21-22 and 4 students are above 22. Whereas, there is 21 student is not eating fast food.

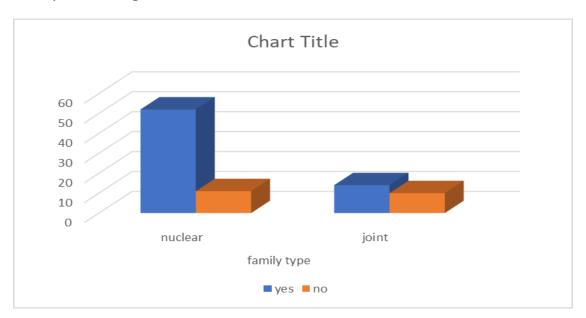


3. Frequency of students eating fast food.(According to family type)

(Table:- 0.3)

Response	family typ	ре
	nuclear	joint
yes	52	14
no	11	10
total	63	24

Table 0.3 shows that there are 63 student belongs from nuclear family 24 belongs from joint family.Out o them 52 student from nuclear family 14 student from joint family are eating fast food.



4. Frequency of students eating fast food.(According to living place)

(Table:- 0.4)

Response	living pla	ce
	village	city
yes	36	30
no	17	4
total	53	34

Table 0.4 shows that there are 53 student belongs from village 34 belongs from city.Out of them 36 student from village 30 student from city are eating fast food.

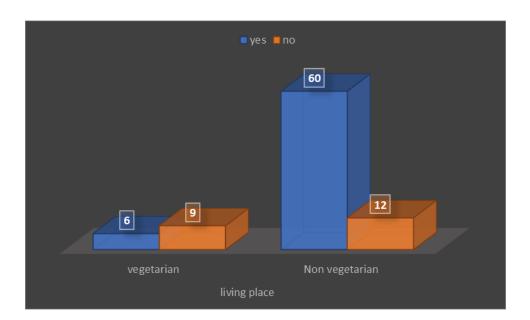


5. Frequency of students eating fast food.(According to food habit)

(Table:- 0.5)

Response	living place	
·	vegetarian	Non vegetarian
yes	6	60
no	9	12
total	15	72

Table 0.5 shows that there are 72 student are vegetarian 15 student are non vegetarian. Out of them 60 vegetarian student 6 non vegetarian student are eating fast food.

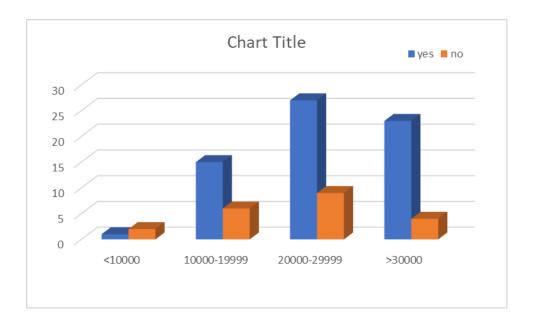


6. <u>Frequency table of students eating fast food(According to family income)</u> <u>And corresponding bar diagram :</u>

(Table:- 0.6)

		Family income					
Response	<10000	10000- 19999	20000- 29999	>30000			
yes	1	15	27	23			
no	2	6	9	4			
total	3	21	36	27			

Table 0.6 shows that highest fast food eater comes from 20000-29999 family income range.

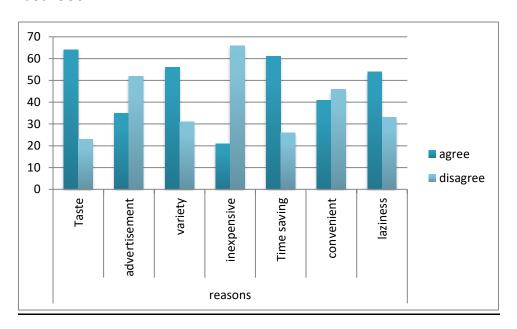


Frequency table and corresponding bar charts for different reasons that student selects:

(Table:- 0.7)

				reasons			
response	Taste	advertisement	variety	inexpensive	Time saving	convenient	laziness
agree	64	35	56	21	61	41	54
disagree	23	52	31	66	26	46	33

Table 0.7and its bar plot shows that taste is the most preferred reason for eating fast food

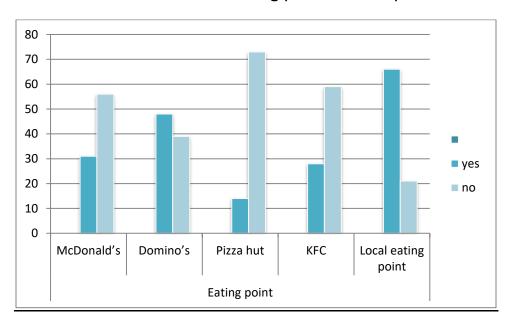


Frequency table and corresponding bar charts for different places that student prefer to eat fast food:

(Table:- 0.8)

	Eating point				
Response	McDonald's	McDonald's Domino's Pizza hut KFC Local eating point			
yes	31	48	14	28	66
no	56	39	73	59	21

Table 0.8 shows that local eating point is most preferred eating point.

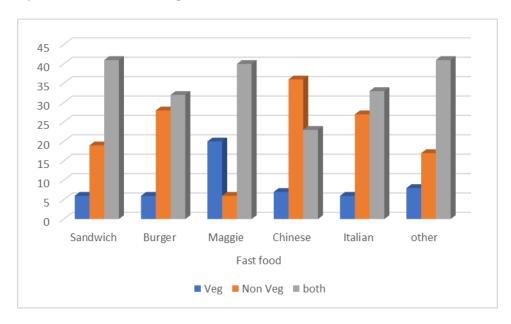


Frequency table and corresponding bar charts for different fast food that student prefer to eat:

(Table:- 0.9)

	Fast food					
Response	Sandwich	Burger	Maggie	Chinese	Italian	other
Veg	6	6	20	7	6	8
Non Veg	19	28	6	36	27	17
both	41	32	40	23	33	41

I plot table 0.9 and get student most like to eat Chinese non veg .



Frequency table and corresponding pie charts for where student prefer to eat fast food more:

(Table:- 0.10)

location	frequency	percent
home	18	20.68965517
eating point	16	18.3908046
both	32	36.7816092
No response	21	24.13793103



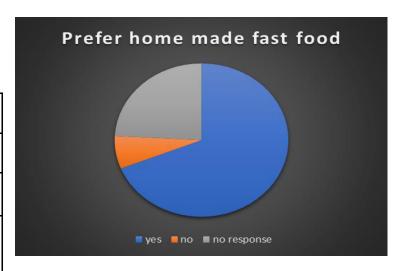
Table 0.10 shows 32 student wants to eat home as well as eating point

Pie plot of table 0.10

Frequency table and corresponding pie charts for prefer to eat homemade food :

(Table: 0.11)

Response	frequency	percent
yes	60	68.96551724
no	6	6.896551724
No response	21	24.13793103



pie plot of table 0.11

Frequency table and corresponding pie charts for preference of home delivery:

(Table:- 0.12)

Response	frequency	percent
yes	54	62.06897
no	12	13.7931
no response	21	24.13793

Table 0.12 shows 54 student preferred home delivery



pie plot of table 0.12

* Frequency table and corresponding pie charts for what time usually student eat fast food:

(Table:- 0.13)

Times	Response
before 12 noon	16
12pm-3pm	0
3pm-6pm	8
6pm-9pm	60
after 9pm	28

Table 0.13 shows 6pm to 9pm is most preferred eating time of students.

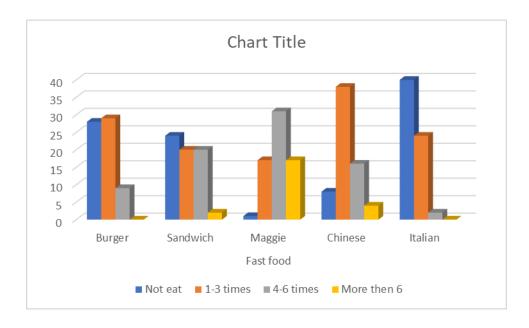


Frequency table and corresponding bar charts for different fast food who many time students eat in one month:

(Table:- 0.14)

	Fast food				
Response	Burger	Sandwich	Maggie	Chinese	Italian
Not eat	28	24	1	8	40
1-3 times	29	20	17	38	24
4-6 times	9	20	31	16	2
More then 6	0	2	17	4	0

Table 0.14 shows maggie is most eating food in one month

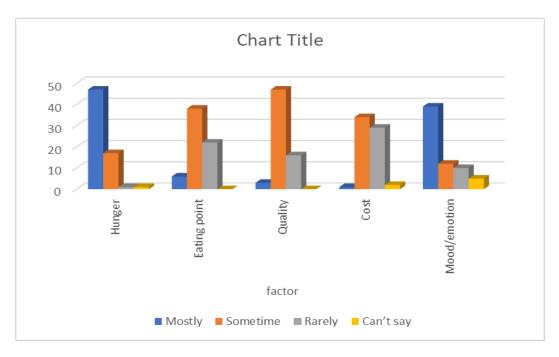


Frequency table and corresponding bar charts for which factor influence the selection of fast food:

_(Table:- 0.15)

	factor				
Response	Hunger	Eating point	Quality	Cost	Mood/emotion
Mostly	47	6	3	1	39
Sometime	17	38	47	34	12
Rarely	1	22	16	29	10
Can't say	1	0	0	2	5

Table 0.15 shows mostly hunger is influence to eat fast food.



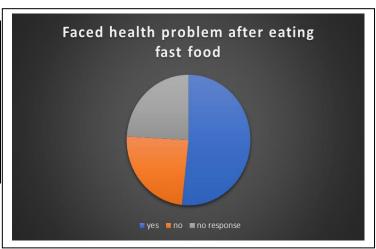
Frequency table and corresponding pie charts for student faced health problem after eating fast food:

(Table:- 0.16)

faced health problem	frequency	percent
yes	45	51.72414
no	21	24.13793
no response	21	24.13793

Table 0.16 shows 45 student faced

Health problem after eating fast food.

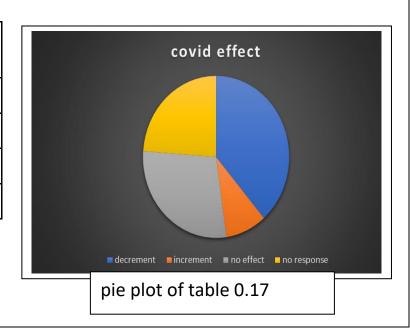


Pie plot of table 0.16

Frequency table and corresponding pie charts for how change the consumption of fast food after COVID:

(Table:- 0.17)

COVID effect		
fast food eating	frequency	percent
decrement	34	39.08046
increment	8	9.195402
no effect	25	28.73563
no response	21	24.13793



Testing of independence:

Test 1:

H₀: The consumption of fast food independent of gender.

 H_1 :The consumption of fast food not independent of gender.

	value
Pearson chi-square	0.0075851
df	1
P-value	0.9306

Since, the p-value is 0.9306 which is greater than 0.05. So we accept our Null Hypothesis and conclude that "Consumption of Fast Food is Independent of the Gender"

Test 2:

H₀: The consumption of fast food independent of age.

H₁:The consumption of fast food not independent of age.

	value
Pearson chi-square	0.27953
df	3
P-value	0.9638

Since, the p-value is 0.9638 which is greater than 0.05. So we accept our Null Hypothesis and conclude that "Consumption of Fast Food is Independent of the age"

Test 3:

H₀: The consumption of fast food independent of family type (nuclear, joint).

H₁: The consumption of fast food not independent of family type(nuclear,joint).

	value
Pearson chi-square	5.5612
df	1
P-value	0.01836

Since, the p-value is 0.01836, which is less than 0.05. So we reject our Null Hypothesis and conclude that "Consumption of Fast Food is dependent on family type(nuclear,joint)"

Test 4:

H₀: The consumption of fast food independent of living place(village,city).

H₁:The consumption of fast food not independent of living place(village,city).

	value
Pearson chi-square	4.6662
df	1
P-value	0.03076

Since, the p-value is 0.03076 which is less than 0.05. So we reject our Null Hypothesis and conclude that "Consumption of Fast Food is dependent on living place(village,city)".

Test 5:

H₀: The consumption of fast food independent of food habit(vegetarian,non vegetarian).

H₁:The consumption of fast food not independent of food habit(vegetarian,non vegetarian).

	value
Pearson chi-square	12.73
df	1
P-value	0.0003599

Since, the p-value is 0.0003955 which is less than 0.05. So we reject our Null Hypothesis and conclude that "Consumption of Fast Food is dependent on food habit(vegetarian,non vegetarian)".

Test 6:

H₀: The consumption of fast food independent of family income.

H₁:The consumption of fast food not independent of food family income.

	value
Pearson chi-square	4.4849
df	3
P-value	0.2136

Since, the p-value is 0.0003955 which is less than 0.05. So we reject our Null Hypothesis and conclude that "Consumption of Fast Food is independent of family income".

TESTING OF HYPOTHESIS FOR REASONS:

The null and alternative hypothesis are:

- 1. H_{01} : Fast food consumption independent of fast food taste.
 - H_{11} : Fast food consumption dependent on fast food test.
- 2. H_{02} : Fast food consumption independent of fast food advertisement.
 - H₁₂:Fast food consumption dependent on fast food advertisement.
- 3. H_{03} : Fast food consumption independent of fast food variety.
 - H_{13} :Fast food consumption dependent on fast food variety.
- 4. H_{04} :Fast food consumption independent of fast food inexpensive.
 - H_{14} :Fast food consumption dependent on fast food inexpensive.
- 5. H₀₅:Fast food consumption independent of time savings.
 - H₁₅:Fast food consumption independent on time savings.
- 6. H_{06} :Fast food consumption independent of convenient.
 - H₁₆:Fast food consumption dependent on convenient.
- 7. H_{07} : Fast food consumption independent of laziness.
 - H₀₄:Fast food consumption dependent on laziness.

For above hypothesis the p values are:

Reasons	Pearson chi-	P-value	decision
	square value		
Taste	77.122	2.2e-16	Reject H ₀₁
Advertisement	16.492	4.886e-05	Reject H ₀₂
variety	50.006	1.533e-12	Reject H ₀₃
inexpensive	8.8079	0.0029	Reject H ₀₄
Time saving	60.61	6.958e-15	Reject H ₀₅
Convenient	22.243	2.403e-06	Reject H ₀₆
laziness	43.398	4.466e-11	Reject H ₀₇

Hare all of the chosen reason is is dependent on fast food consumption.

Test for proportion(Z-test for the equality of two proportions):

Family type:

 P_1 = proportion of nuclear family fast food consumer.

P₂=proportion of joint family fast food consumer.

Test	P value	decision
H ₀ :p ₁ =p ₂	0.01886	Reject H ₀
H ₁ :p ₁ >p ₂		

Living place:

 P_1 = proportion of city student fast food consumer.

 P_2 = proportion of village student fast food consumer.

Test	P value	decision
$H_0:p_1=p_2$	0.02849	Reject H ₀
H ₁ :p ₁ >p ₂		

Food habit:

 P_1 = proportion of nuclear vegetarian fast food consumer.

 P_2 = proportion of nuclear non vegetarian fast food consumer.

Test	P value	decision
$H_0:p_1=p_2$	0.1125	Not reject H ₀
H ₁ :p ₁ >p ₂		

For fast food consumption reasons:

 P_1 :proportion of i^{th} reason.

P₂:proportion of jth reasons.

Reason no	Reason	Test	P value	decision
i th	Taste	H ₀ :p ₁ =p ₂	9.083e-06	Reject H ₀
j th	advertisement	H ₁ :p ₁ >p ₂		
Reason no	Reason	Test	P value	decision
ith	Taste	H ₀ :p ₁ =p ₂	0.1257	Accept H ₀
j th	variety	H ₁ :p ₁ >p ₂		
Reason no	Reason	Test	P value	decision
i th	Taste	$H_0:p_1=p_2$	9.469e-11	Reject H ₀
j th	inexpensive	H ₁ :p ₁ >p ₂		
Reason no	Reason	Test	P value	decision
i th	Taste	H ₀ :p ₁ =p ₂	0.368	Accept H ₀
j th	Time saving	H ₁ :p ₁ >p ₂		
Reason no	Reason	Test	P value	decision
ith	Taste	$H_0:p_1=p_2$	0.00032	Reject H ₀
j th	convenincet	H ₁ :p ₁ >p ₂		
Reason no	Reason	Test	P value	decision
i th	Taste	H ₀ :p ₁ =p ₂	0.0072	Reject H ₀
j th	laziness	H ₁ :p ₁ >p ₂		

So here the proportion of the reason taste is equal with proportion of reason variety and time saving. Only use taste as a ith reason because the no of agree is highest.

CONCLUSION:

The survey was conducted on a sample of 87 Students.

After applying the suitable tests on the data and analyzing it we observed the following results:

Consumption of Fast Food is independent of student's Gender, Age and Family Income.But consumption of fast food depend on family type, food habit and living place. Nuclear family student are more consume fast food then the joint family student .Also the student are belongs to cities they are more consume fast food then village student.

Out of the various reasons for the Consumption of Fast Food like Taste, Advertisement, Variety, Inexpensive, Time Saving, Convenient and Laziness, "Taste" is the most preferred reason among the students to eat Fast Food.

From the various Fast Food listed in our schedule like Burger, Sandwich, Maggie, Chinese and Italian, "Maggie" is the most preferred Fast Food among the students.

Out of 87 students, 16 prefer to eat Fast Food at Eating Points ,18 student prefer to eat home and 32 students like to eat at Eating Points as well as Home.68% students prefer to eat home made fast food.

Out of the various Eating Points like McDonald's, Dominoes, KFC, Food Courts and Local Eating Points, "Local Eating Points" are the most popular among the students to eat fast food.

From survey we get 68% student preferred homemade fast food and 62% student preferred home delivery.

when it comes to the preferred time for eating Fast Food, after college hours are the popular ones ,i.e 6PM to 9PM respectively.

The average amount of money that students spend on Fast Food in one month is Nearly 40% of their monthly allowance. Also, the minimum amount spent on Fast Food is Rs. 150 whereas the maximum amount is Rs. 1000.

Out of 66 fast food eaters everyone think fast food is unhealthy.

in this survey we get approximately 40% student says COVID decrement their fast food consumption.

Reference:

Fundamentals of statistics: A.M. Gun M.K. Gupta, B. Dasgupta Statistical inference.

An introduction to probability and statistics : A. K. Md. Ehsanes Saleh, Vijay K. Rohatgi.

APPENDIX:

```
For chi-square test I use r software.
```

```
used program(for family type)
eatingfastfood<matrix(c(52,11,14,10),byrow=TRUE,nrow=2)
row.names(eating_fastfood)<-c("joint","nuclear")
colnames(eating_fastfood)<-c("yes","no")
eating_fastfood<-as.table(eating_fastfood)
eating_fastfoodchisq.test(eating_fastfood)
```

QUESTIONNARIAS:

From next page we have the questionnaires

Statistical study on fastfood consumption pattern and it's effect on health

*In	dicates required question	
1.	Department *	
2.	Gender *	
	Mark only one oval.	
	Male	
	Female	
3.	Age *	
4.	Height *	
5.	weight *	
6.	Monthly income of your family *	

7.	Family type *
	Mark only one oval.
	Nuclear Joint
8.	Your home is in *
	Mark only one oval.
	─ Village─ City
9.	Food habit *
	Mark only one oval.
	vegetarian
	Non vegetarian
10.	Do you eat fast food? *
	Mark only one oval.
	Yes Skip to question 12
	No Skip to question 11
Yc	ou not eat fast food.

11.	What are the rea	asons you	don't eat			
	Tick all that apply.					
	Do not like it It effect heal					
	Other:					
Yo	u eat fast food					
Yo	u eat fast food					
12.	What are the rea	asons you	eat fast f	ood? Tick a	ll the opti	ons . *
	110000110					
	Mark only one ova	l per row.				
		Strongly agree	Agree	Disagree		
		Strongly	Agree	Disagree		
	Mark only one ova	Strongly	Agree	Disagree		
	Mark only one ova	Strongly	Agree	Disagree		
	Mark only one ova	Strongly	Agree	Disagree		
	Test Advertisement Variety	Strongly	Agree	Disagree O		
	Test Advertisement Variety Inexpensive	Strongly	Agree	Disagree O		
	Test Advertisement Variety Inexpensive Time saving	Strongly	Agree	Disagree O O O O O O O O O O O O O O O O O O		

	do you pre	efer to eat fa	st food?	ïck all options.	*	
Place Mark only one o	oval per rov	V.				
	Always	Sometime	Never			
McDonald's						
Domi no' s						
Pizza Hut						
KFC						
Local Eating Point						

	pply. Veg	Non	Both
Sandwich		veg	
Burger			
Maggie			
Chinese			
Italian			
Other			
Home Eating Both	out		
o you prefe		nade fast	food?*

lark only one ova	Mostly	Sometime	Rarely	Can't say	
Hunger					
Eating point					
Quality					
Cost					
Mood/Emotion					
o you think fas	st tood is	unneartny? *			
Mark only one ov Yes No	ral.				

26.	Do you eat more when you are in stress? *
	Mark only one oval.
	Mostly Sometime Never Can't say
27.	Have you ever faced health problems after eating fast food? *
	Mark only one oval.
	Yes Skip to question 28
	No Skip to question 31
Не	ealth problems after eating fast food
28.	What health problem you ever faced after eating fast food? *
	Mark only one oval.
	Food poisoning
	Laziness
	Stomach ache
	Other
29.	Specify the other health problem

30.	Wheather COVID has effected your food habit? *	
	Mark only one oval.	
	Decrement in consumption of fast food Increment in consumption of fast No effect	
Not having any health problem after eating fast food		
31.	Wheather COVID has effected your food habit? *	
	Mark only one oval.	
	Decrement in consumption of fast food	
	Increment in consumption of fast food	
	No effect	
You prefer home delivery		
32.	If others specify	
	to question 12	
Un	titled section	

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