



Article

The Impact of Socio-Economic Factors on Youth Fast Food Consumption: A study of Pakistan

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Abstract: This study looks at how socioeconomic factors affect Pakistani teenagers' use of fast food. Fast food is now more widely available in Pakistan because of the country's rising urbanization and globalization, especially among younger people. The study employed a cross-sectional survey design to collect data from 110, teenagers belonging to various socioeconomic classes. The results show a strong relationship between fast-food consumption patterns and socioeconomic status. Fast food consumption was linked to higher family income and parental education levels more frequently, most likely as a result of increased affordability and exposure to international culinary trends. Teenagers from lower-income families, on the other hand, showed comparatively decreased spending, mostly as a result of financial limitations. Consumption rates were further increased by living in an urban area and being close to fast-food establishments. The study emphasizes the necessity of focused public health initiatives to address the nutritional effects of Pakistani youth's increased fast-food intake, especially among wealthy urban populations. When creating awareness campaigns and encouraging healthier eating habits, policymakers and health educators should take socioeconomic differences into account.

Keywords: fast food, youth, socioeconomic factors, urban area, Pakistan

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1. Introduction

Fast food is described as a "general term used for a limited menu of foods that lend themselves to production-line techniques" by Kirkpatrick et al (2014, 925); suppliers typically specialize in items like sandwiches, pizza, hamburgers, and chicken. Originating in Southern California in the 1940s, the fast food industry changed eating habits not only in Americans but also in many other nations, including Asian nations (Schlosser, 2012). Fast food is defined as food that can be made and served rapidly.

They serve tasty, affordable, and satisfying meals, which is why they are admired. However, the dish is frequently made with cheap ingredients like high-fat steak, fancy grains, and added sugar and fats rather than nutritious ingredients like lean meats, fresh fruits, and vegetables. Family members used to get together in the house to eat healthy, freshly made meals (Prayson et al, 2008). Nonetheless, many people today—mostly young people—choose to eat junk food like hamburgers, fried chicken, pizza, and shawarma.

There are several reasons why fast food is so popular. The rising standard of living is one of the main contributing factors. Many people have full school days, long shifts, or long work hours. They are too busy to prepare delectable meals or locate goods. The large number of young, affluent people is another issue. Younger people tend to spend more money on fast food because they make up a larger portion of the population in most countries (Yahya et al, 2013).

Customers assess services based on their general level of happiness and the service's quality, claim Patabandige and Yapa (2016). In India, McDonald's has established a reputation as a family-friendly restaurant. These days, family is the cornerstone of its strategy. Unlike other parts of the world, where McDonald's restaurants are simply called McDonald's, its establishments are dubbed "McDonald's Family Restaurants." Similar to other regions of the world, McDonald's predominantly targets children as its clientele in India (Amir et al, 2013).

Akbar et al. (2012) looked into the relationship between consumers' socioeconomic/demographic characteristics and attitudes and how frequently they eat fast food. Age, income, education, household size, the presence of children, and other factors like consumer attitude towards fast food costs, health

concerns, and child preferences were all found to have a significant impact on how frequently people ate fast food.

Food production, processing, sales, distribution, and consumption have all been impacted by globalization. As snacks, burgers, pizza, and carbonated beverages have become more and more important, people are munching in new ways. Given that the need for food is linked to urban lifestyles, urbanization is also one of the factors causing young people's lifestyles to change, as well as their income and sense of autonomy (Pingali & Stringer, 2005). As emerging nations' incomes rose, so did their use of western-style cuisine (Regmi, 2001).

1.1.Problem

Nowadays, the majority of people have a name that has altered our society and eating habits. Food is one of those things that is very easy to take for granted in this life. We order food, eat it, and go out to spend money on it, but we never pause to consider the circumstances that led to these behaviours. Fast food consumption is rising, which leads to a number of social and health issues. The young people of today are addicted to fast food. They consume fast food for both flavour and style. Fast food is employed as a fashion icon these days. Many young people exclusively visit fast food restaurants to flaunt their status.

1.2.Objectives of the Study

The present study examines how young people in Pakistan's capital city of Islamabad perceive fast food. First and foremost, this study is important because it offers theoretical information regarding fast food. Nonetheless, those that are interested in this title will also benefit from this research. Finding out how young people view fast food, its appeal, and its economic consumption is the study's main goal. Additionally, because fast food consumption is rising daily and will become a major issue in society, the study aims to educate young people. Young people are becoming heavier as a result of eating a lot of fast food. The study will be useful in determining the quality, cost, and consumption patterns of fast food among young people. The study's primary goals include examining the socioeconomic characteristics of the respondents, determining the factors that draw young people to fast food, examining the impact of fast food on young people's economic consumption, and identifying the young people who have positive opinions about fast food brands.

1.3.Questions and Hypothesis

1. What are the primary motives behind adolescents' use of YouTube?
2. What is the impact of YouTube usage on social isolation among adolescents?

H0: There is no statistically significant effect of YouTube usage on social isolation among adolescents based on gender differences.

2. Literature review

Many policymakers, medical professionals, and health organizations support increased government involvement in people's habits and lives in response to the worldwide issue of overweight and obesity. According to Ássimos et al, (2024), "the public can make better decisions through campaigns to change individual behaviour that involve public education, advertising, targeted programs in schools and workplaces, and the provision of better labelling". The United States, Brazil, India (Bangalore), and Hungary are among the nations that have implemented such policies. According to Andreyeva et al, (2010), altering the relative costs of particular foods through well thought-out tax or subsidy programs is one strategy to combat the obesity problem.

Healthy eating habits are more likely to be maintained by an adult if they are established early in life. However, in the beginning of the twenty-first century, over 155 million children and youth were overweight globally (Lobstein et al, 2004).

According to Chou et al, (2008), the likelihood that children and adolescents are overweight is strongly positively correlated with exposure to fast food restaurant advertising. For girls, this effect appears to be more pronounced and important (Chou & Wright, 2006). Children are more inclined to pick up things in "Mac Donald's" packaging, therefore this influence is actually evident (Robinson et al, 2007). Fast food consumption is associated with a global trend of over one billion overweight adults, 300 million obese adults, and about 18 million under-five children who are overweight (Schroder & McEachern, 2005).

Globally, both developed and developing countries are seeing rapid growth in the market for organic fast food (Azim et al, 2014). Fast food consumption is increasing, and most individuals are growing more brand conscious as they utilise fast food more frequently relative to their ability and prefer branded foods for daily use (Othman & Rahman, 2014). Around the world, especially in Muslim countries, fast food is growing in popularity. Businesses must provide their customers with safe, healthful, and halal meals because fast food is growing in popularity in Muslim countries (Muhammad et al, 2015). Managers of fast food restaurants are required to provide a healthy environment for their customers.

At addition to the cuisine, the service phase is crucial at a restaurant (Hansen, 2013). The performance of the front desk staff, who have the ability to readily affect the mood of the patrons, is responsible for the establishment of the most significant relationship between the restaurant and its patrons (Edwards & Gustafsson, 2008). The physical setting of a restaurant is another crucial component. According to this perspective, the restaurant must have enough space to cook and serve the cuisine (Carlback, 2008). The physical space of a restaurant was dubbed the "services cape" by Bitner (1992). According to its dimensions, it was described as follows: physical circumstances (e.g., temperature, noise), the space (e.g., equipment), signs, symbols, and artefacts (e.g., direction signs or the style of ornamentation).

Additionally, as each of these components is a component of this catered experience, a number of studies show how the physical setting can influence patrons' expectations of the restaurant's attributes (Baker et al. 1994).

Consumers have a big say in how stores and businesses interact with each other and promote their products. It is evident that the majority of consumers are worried about what they eat, how their food is made, and the effects that food production and consumption have on the environment and society. Over the past 20 years, consumers' worries about food production practices and growing circumstances have intensified in the industrialized world. The European "mad cow" disease epidemic was the main cause of this rise in worries (Hoffman, 2000; Davidson et al, 2003). Retailers hold firm opinions about the elements of their company that, based on prior performance, are critical to achieving their objectives and generating the profits they seek (Skytte & Bove, 2004). From the perspective of a retailer, the majority of food items are interchangeable in order to draw customers. A variety of suppliers can readily replace generic goods that lack distinctiveness. The more popular products among a set of replacement goods are those that have a better chance of being advertised and sold by shops (Hosken & Reiffen, 2004).

The expansion of the organic sector is not without its challenges. Despite its growing appeal, premium pricing still limits the potential of markets in less developed countries that sell organic food to affluent global markets and slows the increase of demand in wealthier countries (Magnuson et al., 2001). One excellent illustration of this disparity between producer nations and destination markets inside the EU is Spain. Expanding the local market could be advantageous for organic agriculture in Spain. However, consumer and store attitudes towards organic food do not support demand increase, despite growing environmental and health concerns among the populace. For the anticipated advantages of eating organic, even a small percentage of consumers are willing to pay higher costs; yet, these premiums are insufficient to offset the cost difference between conventional and organic farming (Hwang & Chung, 2019).

Environmental labels are more useful than quality claims when it comes to obtaining premium prices for seafood products and particular species (Jaffry et al, 2004). But according to recent research, consumers are reluctant to move from their preferred species to less costly ones when environmental labels are present (Johnston & Roheim, 2006).

Perceptions influence actual consumer behaviour; perceptions are more significant than actuality. According to Pantano, (2011), perception is the process by which a person chooses, arranges, and interprets stimuli to create a meaningful and cohesive image of the world. A stimulus that influences a person is a component of perception. Any unit of input to any sense could be considered a stimulus. Products, packaging, brand names, commercials, and ads are a few examples of stimulus. The link

between the stimuli and the environment affects perception. According to Zeithmal et al. (2006), consumers evaluate services based on their overall level of satisfaction and the quality of the service. McDonald's has positioned itself as a family-friendly eatery in India. Family is now the main tenet of its approach. Instead of just being called McDonald's, as is the case in other regions of the world, its restaurants are referred to as "McDonald's Family Restaurants." In India, McDonald's primarily targets children as its customer base, just like in other parts of the world.

Akbay et al. (2007) looked at the relationship between consumers' socioeconomic/demographic characteristics and attitudes and how frequently they eat fast food. Age, income, education, household size, the presence of children, and other factors like consumer attitude towards fast food costs, health concerns, and child preferences were all found to have a significant impact on how frequently people ate fast food.

Qin et al. (2013) developed a model and associated metrics to evaluate the quality of service in fast food restaurants. The study's findings demonstrated that the five dimensions—tangibles, employee behaviours, responsiveness, empathy, and reliability—have a positive impact on how well services are perceived. The results also demonstrated that customer satisfaction and service quality are two important antecedents of customer intention.

Fast food has rapidly become the favoured food of choice in a society that operates at a high speed. Advertisements for fast food businesses are everywhere—in our schools, on television, and in our culture. The Big Mac and Burger King burgers are now considered staples of the average American diet. Corporate objectives are to increase the geographical accessibility of these chains, bringing more and more of them to our local streets.

Other fast food chains that are entering our towns, brains, and stomachs include Taco Bell, Pizza Hut, and Kentucky Fried Chicken, in addition to McDonald's and Burger King. These businesses thrive because they provide consumers with a quick, inexpensive, convenient, and delicious meal that is frequently poor in fibre and calcium and heavy in fat and salt. These sectors are further promoted by innovative marketing techniques that provide super-value meals or super-size benefits. These kinds of unhealthy processed meals pose a risk to public health because they raise the prevalence of chronic illness and obesity.

Fast food may be cooked and served fast, making it a wonderful method to save time. That's not the right way to eat. Some of these foods are heavy in calories, fat, and sugar and have little nutritious benefit. Younger people, such as teenagers and high school students, are most impacted by fast food. Their lunches and informal get-togethers with friends might sometimes take place in fast food restaurants, therefore their lives are frequently connected in some manner to the fast food sector.

When people think about food, their initial thoughts are usually about its flavour, colour, or aroma. While many people consider energy, fats, carbohydrates, vitamins, or minerals, those who must watch their weight will consider portion size. Obesity, digestive and cardiovascular disorders, atherosclerosis, hypertension, type-2 diabetes, cancer, liver damage, and peptic ulcers are just a few of the negative impacts that can result from the food we eat. Fast food has all of these consequences on the body. Fast food is not inherently terrible. However, it does imply that fast food should be a part of a healthy, balanced diet (Nagvanshi, 2015).

Fox claims that there are as many different ways to identify foods as there are different ways to identify speech, music, fashion, etiquette, and other things. Ethnic, religious, and class identifications are the most evident. Only in the presence of gastronomic outsiders—for example, when travelling overseas or when foreigners visit one's homeland—do ethnic culinary preferences become markers of identity. Home cooking customs will be clung to by the insecure; English housewives on the continent will even crack open tea bags to prepare a proper meal. cup of tea (it tastes the same). The culinary challenges of interethnic marriages are well-documented in popular songs. Macaroni versus bangers and mash.

Forcibly combining different ethnic group's results in a developing mashup as well as an intensification of dietary identity. The cuisine preferences of dozens of different countries are Placed side by side in the American melting pot, which is nearly literally what it is: there will inevitably be overlap and mingling. The most striking example is the widespread popularity of Chinese kosher restaurants, which frequently advertise themselves as such. American, Italian, and Chinese. In addition to a prideful boast. We keep all of our wines chilled. With its extensive menu available twenty-four hours a day, the ubiquitous diner is a microcosm of the melting pot, having

3. Methodology

3.1. Research design

The methodology, which is a general study strategy, outlines the methodologies to be used and how the research is to be carried out. These methods, which are described in depth in the methodology, outline how information is to be collected or, in some cases, how a specific result is to be calculated. Methodology does not identify precise methods, despite the fact that a lot of attention is focused on the kinds of procedures that must be followed in a particular procedure or to reach a purpose (Howell, 2012).

According to Myers et al. (2013), a research design is "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings." He defines a qualitative method as "a systematic subjective approach used to describe life experiences and situations to give them meaning." Landone (2022, 32) defines a research design as "the researcher's

overall for answering the research question or testing the research hypothesis." To get the desired outcomes, the quantitative method was used in the current study.

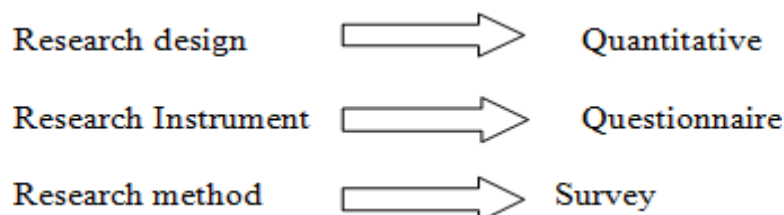


Figure1: research design

3.2. Instrument

A questionnaire was used to help collect the data for this investigation. A formalized list of questions intended to be obtained from responders is called a questionnaire. According to Lietz (2010), a questionnaire is the average of standardized methods to ensure that the data are internally consistent and logical for analysis. Research tools such as questionnaires, interview guides, schedules, and observations, among all other classified tools.

3.3. Sampling Technique

If a researcher is interested in creating a random sample, they often want the sample to be representative of the population on a certain feature of interest (such as accomplishment scores). The issue becomes more complex when the researcher wants the various subgroups in the sample to be representative as well. In this case, the researcher uses stratified random sampling, which combines stratified and random sampling (Teddlie & Yu, 2007).

Stratified sampling is one type of sampling method. Using stratified sampling, the researcher divides the population into discrete groups, or strata. From each group, a probability sample is then chosen, usually a simple random sample. Stratified sampling has several advantages above simple random sampling. Using a stratified selection technique, 110 respondents were selected from the Islamabad, Pakistan, area for this study.

Selecting a representative stratified sampling portion of the population is known as the sample technique. In the current study, the sample was chosen using a non-probability technique. Stratified sampling's primary objective is to concentrate on population features that are relevant to the searcher's research concerns (Omair, 2025; Singh et al, 1996).

3.4. Statistical Analysis

A common tool for data exploration is statistical analysis, which aids in analysing the distribution of values for a certain property. It translates numbers into conclusions that are relevant to the study's goal. The researcher used quantitative research principles to analyses and report the data that was

gathered. Utilizing the statistical software for social sciences (SPSS), the responses were examined. For frequency distribution and Likert scale, SPSS was used.

The researcher concentrates on the presentation and interpretation of pertinent data gathered from the study location in this chapter. The practice of methodically using statistical methods to characterize and depict data is known as data analysis. Because the study is quantitative in nature, SPSS was utilized to analyses primary data for quantitative research. Together with an explanation, description, and interpretation, the data has been displayed in tabular and graphical form. The researcher has attempted to offer data without taking into account her likes and dislikes in order to meet the study's goal.

5. Results

To assess the impact of the factors on the respondents, questions on their socioeconomic characteristics are posed. The study was on how young people in Pakistan's capital, Islamabad, see fast food. It was assessed in light of the respondents' age, education, occupation, and family structure, among other criteria. For this, 110 respondents were given questionnaires by the researcher.

Table 1

Respondent's opinion of preferred fast food products

Statement/ Categories	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Pizza	59 (53.6%)	32 (29.1%)	9 (8.2%)	7 (6.4%)	3 (2.7%)
Burger	35 (31.8%)	56 (50.95%)	16 (14.5%)	2 (1.8%)	1 (.9%)
Fries	41 (37.3%)	50 (45.5%)	17 (15.5%)	1 (0.9%)	1 (0.9%)
Sandwiches and roles	29 (26.4%)	37 (33.6%)	36 (32.7%)	7 (6.4%)	1 (0.9%)
Pastas and others	30 (27.3%)	31 (28.2%)	32 (29.1%)	13 (11.8%)	4 (3.6%)

Table 1 describes the respondents' perceptions about the fast foods that, 59 (i.e. 53.6%) respondents were strongly agreed to prefer the pizza, 32 (i.e. 29.1%) were agreed for pizza, 9 (i.e. 8.2%) were neutral with pizza, 7 (i.e. 6.4%) were disagreed while 3 (i.e. 2.7%) respondents were strongly disagreed that they did not preferred pizza. So, it is extracted that majority of the respondents (53.6%) were strongly agreed with pizza. Table, further explains the burger that, 35 (i.e. 31.8%) respondents were more preferred burger, 56 (i.e. 50.9%) respondents were agreed with burger, 16 (i.e. 14.5%) were marked as burger, 2 (1.8%) were disagreed with burger, 1(i.e. 0.9%) were strongly disagreed with burger. It is concluded that majority of the respondents (50.95%) were agreed to burger.

Above table stated the fries that, 41(i.e. 37.3%) respondents were strongly agreed to prefer fries, 50 (i.e.45.5%) were agreed for fries, 17 (i.e. 17.5%) were neutral to fries, 1 (i.e. 0.9%) was

disagreed, remaining 1(i.e. 0.9%) was strongly disagreed. It is summarized that majority of the respondents (45.5%) were agreed to fries. Further table tells us about the sandwiches and roles that, 29 (i.e. 26.4%) respondents were strongly agreed to prefer sandwiches and roles, 37 (i.e. 33.6%) respondents were agreed, 36 (i.e. 32.7%) respondents were neutral to sandwiches and roles, 7(i.e. 6.4%) respondents were disagree, 1(i.e. 0.9%) were strongly disagreed. So, the consequences that majority of the respondents (33.6%) were agreed to sandwiches and roles.

At last, table figured about the pastas and other fast food products that, 30 (i.e.27.3%) respondents were strongly agreed to pastas and others, 31(i.e. 28.2%) respondents were agreed to pasta and others, 32(i.e. 29.1%) respondents were neutral to pasta and others, 13 (i.e. 11.8%) were disagreed, remaining 4 (3.6%) were strongly disagreed. It is resulted that majority of the respondents (29.1%) were neutral to pasta and others.

Table 2*Respondent's view about eating fast food*

Statement/ Categories	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I like the taste	59 (53.6%)	38 (34.5%)	13 (11.8%)	----	—
Offers good variety of food	27 (24.5%)	58 (52.7%)	23 (20.9%)	2 (1.8%)	—
I like the Environment	28 (25.5%)	40 (36.4%)	34 (30.9%)	6 (5.5%)	2 (1.8%)
I am too busy to Cook	15 (13.6%)	36 (32.7%)	27 (24.5%)	22 (20.0%)	10 (9.1%)
Because of cheap and reasonable	18 (16.4%)	27 (24.5%)	40 (36.4%)	18 (16.4%)	7 (6.4%)
Rates					

Table 2 shows information about why people eat fast food. 59(i.e. 53.6%) respondents were strongly agreed that they like the taste of food that's why they eat fast food. 38 (i.e. 34.5%) were agreed and 13(i.e. 11.8%) respondents were neutral. None of the respondents were disagreed or strongly disagreed

that they don't like the taste of fast food. It is summarized that majority of the respondents (53.6%) were strongly agreed that they like the taste of fast food.

Table, further described the respondents eat fast food because of having good variety that, 27 (i.e. 24.5%) respondents were strongly agreed to offers good variety of food, 58 (i.e. 52.7%) respondents were agreed, 23 (i.e. 20.9%) respondents were neutral and only 2 (i.e. 1.8%) respondents were disagreed to offers good variety of food, none of the respondents were strongly disagreed to offers the variety good of food. Therefore, it is resulted that majority of the respondents (52.7%) were agreed that they eat fast food because it offers good variety.

Table explains that respondents eat fast food because they like the environment, 28 (i.e. 25.5%) respondents were strongly agreed that they like the environment, 40 (i.e. 36.4%) respondents were agreed, 34 (i.e. 30.9%) respondents were neutral, 6 (i.e. 5.5%) respondents were disagreed and only 2 (i.e. 1.8%) respondents were strongly disagreed that they like the environment. Subsequently, it is concluded that majority of the respondents (36.4%) were agreed that they like the environment.

Table figured that respondents eat fast food because they are too busy to cook that, 15 (i.e. 13.6%) respondents were strongly agreed that they are too busy to cook, 36 (i.e. 32.7%) respondents were agreed, 27 (i.e. 24.5%) respondents were neutral, 22 (i.e. 20.0%) respondents were disagreed while remaining 10 (i.e. 9.1%) respondents were strongly disagreed. So, the consequences that majority of the respondents (32.7%) were agreed that they are too busy to cook that's why they eat fast food.

Table further shows that respondents eat fast food because of cheap and reasonable rates that, 18 (i.e. 16.4%) respondents were strongly agreed that they ate food because of cheap and reasonable rates, 27 (i.e. 24.5%) respondents were agreed, 40 (i.e. 36.4%) respondents were neutral, 18 (i.e. 16.4%) respondents were disagreed, while remaining 7 (i.e. 6.4%) respondents were strongly disagreed that they eat food because of cheap and reasonable rates. So, it is summarized that majority of the respondents (36.4%) were neutral of cheap and reasonable rates.

Table 3

Socioeconomic factors that influence young people's fast food intake

Socioeconomic influence people's fast food Intake	factors that young	Socioeconomic Factors influence					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	
Strongly Agree		55.81%	32.55%	4.65%	4.65%	2.32%	43
Agree		17.64%	52.94%	23.52%	2.94%	2.94%	34

Neutral	12.5%	37.5%	37.5%	12.5%	0	24
Disagree	14.28%	28.57%	28.57%	28.57%	0	7
Strongly Disagree	0	0	50	0	50%	2
Total	30.90	39.09%	20	2.27%	2.72%	110

Table 3, According to response levels (Strongly agree to strongly disagree), the survey results on the impact of socioeconomic factors on youths' consumption of fast food are displayed in this table. Most respondents (55.81% of the 43 who "Strongly Agree" overall) feel socioeconomic considerations have a significant impact on fast food intake, according to the statistics, and 52.94% of the 34 who "Agree" overall also share this opinion. Those who disagreed or strongly disagreed were less common (7 and 2 respondents, respectively), while neutral replies (24 respondents) were distributed equally (37.5% each for Agree and Neutral). There is broad agreement regarding the role of social and economic variables in influencing young people's fast food habits, as evidenced by the fact that 70% of the 110 respondents (combining Strongly Agree and Agree) acknowledge socioeconomic impacts.

5. Conclusions

The use of fast food skyrocketed in Pakistan, particularly in the capital city of Islamabad. Aspects having effect on customers meal selections are; attraction for eating out, socialization, urbanization, taste for college and university students, expediency for multiple income households in Pakistan, and countless additional. Additionally, a growing number of people pick fast food as their daily dining option due to the hectic lifestyle of the modern world. Unlike home-cooked meals, fast food is easily available, moderately priced, and made rapidly. There are several reasons why fast food is so popular, particularly in Islamabad, the capital of Pakistan. The changing standard of living is one of the main causes. Many people work long shifts, lengthy hours, or full school days. They don't have time to plan delicious meals or find ingredients. The vast number of young, wealthy people is another factor.

The aforementioned analysis summarises and indicates that the most essential aspects are brand credibility and consumer loyalty, with attitude acting as a key mediator to increase consumer loyalty in Pakistan's food business. While the majority of respondents preferred fast food and its locations in Islamabad, they also noted that all of the brands offered delicious food. In contrast, respondents said that McDonald's provided excellent management and Hardees gave their customers a pleasant environment. According to a different perspective, businesses must now take trustworthiness into account while building their brand image. The practice of transmitting brand credibility through the

endorsement of many reliable sources, such as brand celebrities, has recently become popular. They should understand that the more reliable the source, the greater the opportunity to boost customer loyalty to a certain company.

5.1.Limitations

Despite being restricted to Islamabad, this study has a number of advantages. It offers a thorough insight of urban youth fast food eating trends in a rapidly modernizing milieu by concentrating on the capital city. Regional variability is decreased by focusing on a single metropolitan Centre, which enables a more controlled investigation of socioeconomic impacts. The results from Islamabad also establish a helpful standard for upcoming comparative research in Pakistan's other cities and rural areas. Furthermore, the information gathered can assist legislators and medical professionals in creating focused solutions that are adapted to the lifestyles of urban kids.

5.2.Recommendations

To investigate how fast food consumption patterns among young people change over time and how socioeconomic changes (such as income growth and urbanisation) affect eating habits, future research should use longitudinal designs. Research comparing young people in rural and urban areas could reveal disparities in fast food attitudes, accessibility, and affordability, providing a more comprehensive picture. Using qualitative techniques like focus groups or interviews would offer more in-depth understandings of how peer pressure, cultural beliefs, and lifestyle factors affect consumption. The impact of celebrity endorsements, social media marketing, and fast food advertising on young people's dietary preferences should be investigated in more detail.

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