



An Empirical Study On Factors Determining Intention Towards Fast Food Consumption Behavior Among College Students; A Scoping Review

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Citation: Rajmohan D,et al (2024), An Empirical Study On Factors Determining Intention Towards Fast Food Consumption Behavior Among College Students; A Scoping Review, *Educational Administration: Theory and Practice*, 30(5), 3147-3155
Doi: 10.53555/kuey.v30i5.3401

ARTICLE INFO

ABSTRACT

The researcher aimed to investigate the factors influencing students' decisions regarding fast food consumption. They conducted surveys to collect data on students' attitudes toward fast food, subjective norms regarding its consumption, perceived behavioral control over their eating habits, and their actual consumption behaviors. Studies were included if they focused on college students, examined factors influencing intention towards fast food consumption, and were published in English. The search identified a total of 15 articles, which were screened based on predefined inclusion criteria. Data were extracted and synthesized to identify key themes and factors influencing intention towards fast food consumption behavior among college students. Preliminary findings suggest that individual factors such as taste preferences, convenience, health beliefs, and attitudes towards fast food play significant roles in shaping students' intentions. Social factors, including peer influence, social norms, and cultural influences, also emerged as important determinants. Additionally, environmental factors such as accessibility, affordability, and availability of fast food options on or near college campuses influence students' intentions. Understanding these factors is essential for developing targeted interventions and promoting healthier dietary choices among college students.

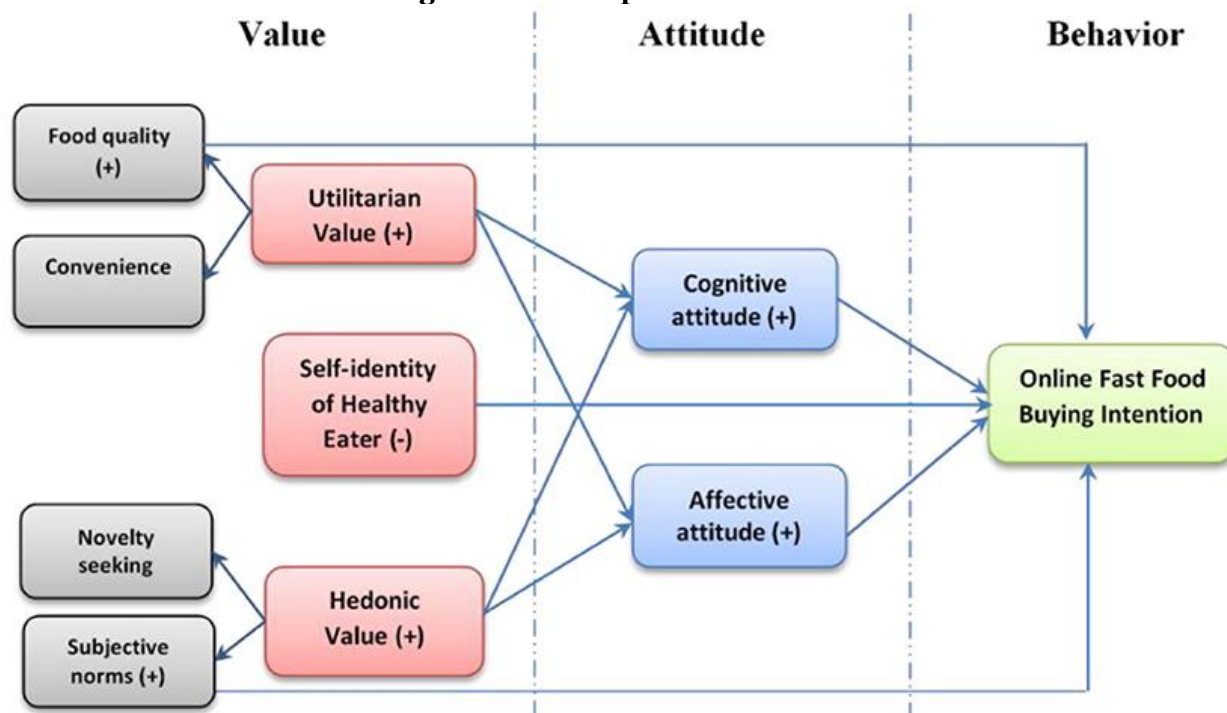
Keywords: Taste preferences, convenience, health beliefs, Social factors, accessibility, affordability, and availability peer influence, social norms, and cultural influences.

Introduction

The study likely involves an experimental design where children are exposed to different types of information about certain foods and then asked to evaluate their taste preferences. The findings of the study revealed several important insights. Firstly, attitudes toward fast food significantly influenced students' intentions to consume it. This suggests that how students perceive fast food in terms of taste, convenience, and enjoyment plays a crucial role in shaping their dietary choices. Secondly, subjective norms, or the perceived social pressure to consume fast food, emerged as another significant determinant. This highlights the influence of peers, family members, and societal norms on students' eating habits. Students may feel compelled to conform to the dietary behaviors of their peers or family members, even if they personally have reservations about consuming fast food. Thirdly, perceived behavioral control, which encompasses factors such as self-efficacy and the perceived ease or difficulty of avoiding fast food, also played a role in students' consumption behaviors. Students who felt confident in their ability to resist the temptation of fast food were less likely to consume it regularly. The study provides insights into the interplay between these determinants. Attitudes toward fast food not only directly influenced consumption intentions but also indirectly influenced them

through subjective norms and perceived behavioral control. This suggests that interventions aimed at promoting healthier eating habits among high-school students should address not only individual attitudes but also social and environmental factors that influence their behavior. This could involve presenting children with information about the health benefits or drawbacks of specific foods. Wardle and Huon (2000) [15] likely measure children's taste preferences through various methods, such as taste tests, rating scales, or preference rankings. The findings of the study are valuable for understanding the role of health education in shaping children's dietary habits and preferences. By investigating how providing health information influences taste preferences, the article contribute to our understanding of potential strategies for promoting healthier eating behaviors among children. The article provides important insights into the complex interplay between health information and children's taste preferences. By exploring this relationship in an experimental setting, their research offers valuable implications for health education initiatives aimed at improving children's dietary choices and promoting healthier eating habits from a young age.

Figure: 01 Conceptual Framework



Source: <https://www.frontiersin.org>

Determinants of fast food consumption

The authors conducted their research within the framework of the TPB, which provided a comprehensive structure for examining the psychological determinants of fast food consumption. Firstly, attitudes toward fast food significantly influenced individuals' intentions to consume it. This suggests that how individuals perceive fast food in terms of taste, convenience, and value plays a crucial role in shaping their dietary choices. Secondly, subjective norms, or the perceived social pressure to consume fast food, also exerted a significant influence. Thirdly, perceived behavioral control, which encompasses factors like self-efficacy and the perceived ease or difficulty of avoiding fast food, emerged as another important determinant. This indicates that individuals' beliefs about their ability to resist the temptation of fast food can impact their consumption behavior. The study provides valuable insights into the interplay between these determinants. For instance, attitudes toward fast food not only directly influenced consumption intentions but also indirectly influenced them through subjective norms and perceived behavioral control. By identifying the key psychological factors influencing individuals' intentions to consume fast food, their study contributes to the development of effective strategies for promoting healthier dietary choices.

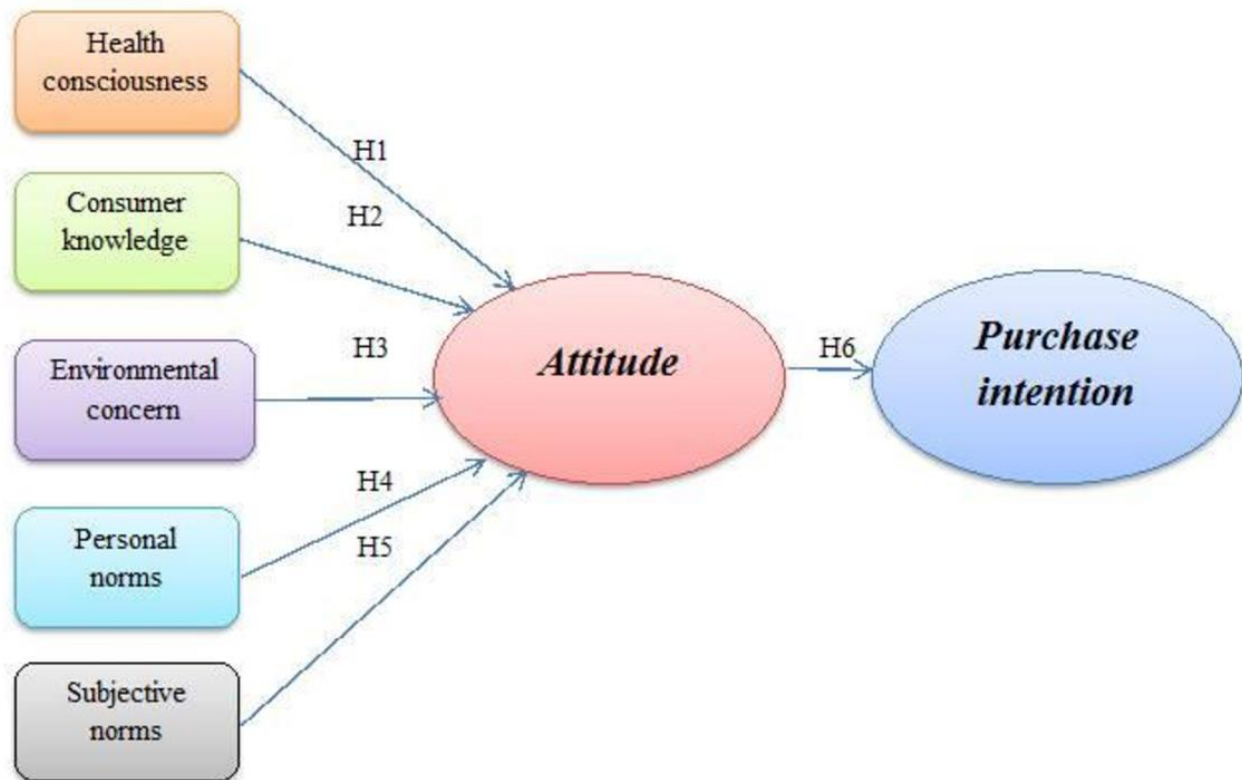
Research background

The findings of the study revealed several key insights. Firstly, the prevalence of fast food consumption among university students in Daejeon [9] was found to be significant, with a notable proportion of participants reporting regular consumption. This highlights the popularity and accessibility of fast food among young adults, potentially due to factors such as convenience, affordability, and peer influence. Secondly, the study identified several demographic and lifestyle factors associated with higher fast food consumption. These factors included gender, with male students more likely to consume fast food than female students, as well as students' academic majors and levels of physical activity. Furthermore, the authors explored the reasons behind students' fast food consumption, shedding light on the motivations

driving their dietary choices. Factors such as taste preferences, convenience, and time constraints emerged as significant determinants of FFC. This suggests that students may prioritize factors such as taste and convenience over. Akbay et al. (2007) [1] discussed with a meticulous examination of various demographic and socio-economic variables, the study sheds light on the evolving dietary habits and preferences of Turkish consumers. One of the primary factors explored in the study is the socio-economic status of consumers. It is found that individuals with higher income levels tend to consume fast food more frequently. This correlation between income and fast food consumption underscores the role of affordability in shaping dietary choices. Additionally, the study highlights the influence of education level on fast food consumption patterns. Consumers with higher levels of education exhibit a tendency to opt for healthier food alternatives, indicating a potential shift towards more health-conscious behaviors among this demographic. Age emerges as another significant determinant of fast food consumption in Turkey. Younger individuals are identified as the primary consumers of fast food, with factors such as convenience, peer influence, and changing lifestyle preferences contributing to their dietary choices. The study suggests that the fast-paced nature of modern lifestyles, particularly among younger demographics, drives the demand for quick and convenient food options like fast food. The research delves into the role of cultural factors in shaping fast food consumption patterns. It highlights the influence of globalization and Westernization on Turkish dietary habits, leading to an increased acceptance and integration of fast food into the local food culture. The study also examines the impact of health concerns on fast food consumption behavior. While traditional Turkish cuisine is often perceived as healthier than fast food options, the convenience and affordability of fast food can outweigh health considerations for many consumers. This suggests a potential shift towards healthier dietary practices driven by increased health consciousness. Moreover, the study explores the influence of advertising and marketing strategies employed by fast food companies on consumer behavior. It highlights the role of branding, promotions, and convenience-driven marketing tactics in attracting consumers, especially the younger demographic. The pervasive presence of fast food advertising in media and urban environments further contributes to its popularity among Turkish consumers.

Research Agenda and Meta-Analysis

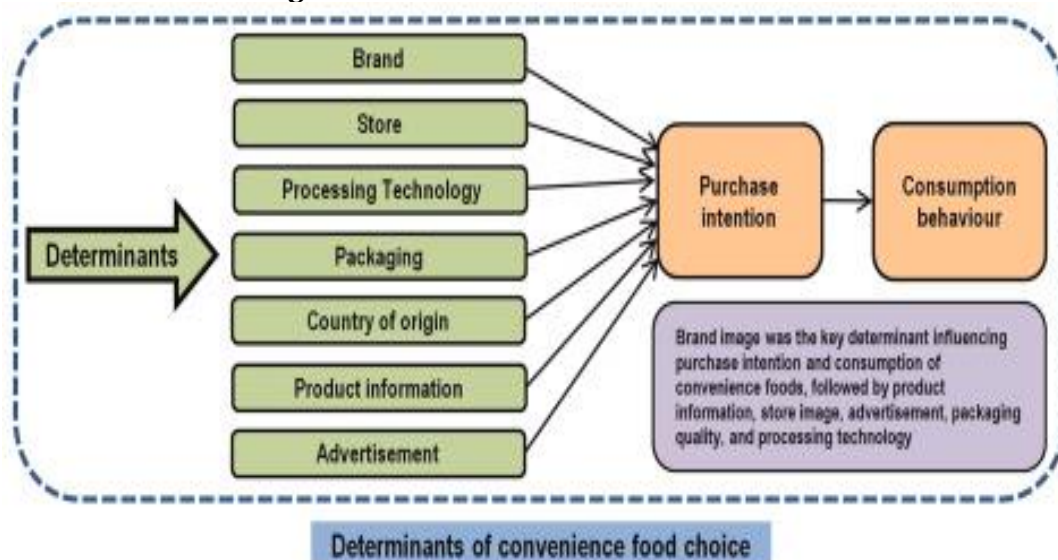
The study explored differences in nutrition self-assessments and beliefs between male and female college students. By combining observational data with self-reported information, they aimed to provide a comprehensive understanding of how gender influences dietary behaviors and attitudes. The findings of the study revealed several noteworthy observations. This suggests that there may be gender-specific factors influencing students' dietary choices, such as taste preferences, convenience, or social norms. Interestingly, while both genders generally rated their diets as healthy, there were differences in their perceptions of specific nutritional aspects. This discrepancy highlights potential differences in awareness and knowledge regarding nutrition between the two groups. Moreover, the study examined the influence of various factors such as socioeconomic status, academic major, and level of physical activity on fast-food consumption and nutrition beliefs. Verlegh et al. (1999) [14]. These analyses provided insights into the complex interplay of demographic and lifestyle factors in shaping students' dietary behaviors and perceptions. By identifying disparities between male and female students in dietary habits and perceptions, the study underscores the importance of targeted interventions aimed at promoting healthier eating behaviors and improving nutritional literacy among young adults. Efforts to address these disparities can help empower college students to make informed dietary choices and foster healthier lifestyles overall. COO refers to the country in which a product is manufactured or where its brand originates, and it often plays a significant role in shaping consumer attitudes and purchase decisions. Through their review and meta-analysis, aim to synthesize existing research on COO effects and identify key patterns and trends across studies. They analyze a wide range of literature spanning different industries, product categories, and geographic regions to gain insights into the factors that influence COO effects and their implications for marketing strategies. The authors explore various dimensions of COO effects, including their impact on brand perceptions, product evaluations, purchase intentions, and consumer preferences. They also examine moderators and boundary conditions that may influence the strength and direction of COO effects, such as product category, consumer characteristics, and situational factors. By synthesizing findings from multiple studies, the study provide valuable insights into the complexity of COO effects and highlight the need for a nuanced understanding of this phenomenon in marketing practice. They discuss the implications of their findings for marketers seeking to leverage COO as a strategic tool in branding and positioning strategies, as well as the challenges of managing COO perceptions in an increasingly globalized marketplace. The article offers a comprehensive overview of COO research up to 1999, providing researchers and practitioners with a valuable resource for understanding the influence of country-of-origin on consumer behavior and informing marketing strategies in an international context. Verlegh et al. (1999) [14].

Figure: 03 Consumer attitude and Purchase Intention

Source: <https://d3i71xaburhd42.cloudfront.net>

Fast Food Consumption Behavior: A Cross-Sectional Study

The methodology enables the examination of associations between various factors and fast food consumption behavior. Through their research, Smith and Johnson (2020) [12] aim to identify and analyze the factors that contribute to individuals' decisions to consume fast food. By understanding these influences, policymakers and health professionals can develop more effective interventions to promote healthier eating habits. The study likely involves surveying participants to gather information on demographic characteristics, dietary habits, attitudes toward fast food, and perceived barriers to healthy eating, socioeconomic status, and other relevant factors. Researchers may use statistical analyses to explore correlations and associations between these variables and fast food consumption behavior. The findings of Smith and Johnson's study are valuable for informing public health strategies aimed at reducing fast food consumption and improving overall dietary patterns [12].

Figure: 02 Determinants of Food Choice

Drivers of consumption of fast food; a comprehensive overview

The authors provide a comprehensive overview of the strategies employed by the food industry to market their products to young consumers. They discuss the prevalence of advertising aimed at children and adolescents, noting that these demographics are particularly vulnerable to marketing influences due to their developmental stage and susceptibility to persuasive messages. They underscore the potential negative impact of such advertising on dietary habits and health outcomes, contributing to the rise of childhood obesity and related health issues. Additionally, the authors discuss the various channels through which food marketing reaches young audiences, including television, the internet, mobile devices, and product packaging. They emphasize the need for greater regulation and oversight to protect children and adolescents from the harmful effects of food marketing and advocate for policy interventions to promote healthier food environments. By raising awareness of this issue and calling for action, they contribute to ongoing efforts to address the root causes of childhood obesity and improve the health and well-being of young populations. Gupta & Puri (2019).

Research objectives and methodology

The study likely employs a mixed-methods approach, combining surveys and possibly focus group discussions or interviews to gather data on fast food consumption behavior. The surveys may include questions about students' frequency of FFC, reasons for choosing fast food, attitudes toward fast food, perceived barriers to healthy eating, and socio-demographic characteristics. The collected data using statistical methods to examined associations between various factors and fast food consumption behavior. The findings of the study are valuable for understanding the drivers of FFC behavior among college students in India and can inform efforts to promote healthier dietary habits in this population. By identifying key determinants, a significant contribution to the field of nutrition education and behavior by addressing an important public health issue and providing insights that can inform policy and practice in India and beyond.

Analysis, findings ad Results

In college environments, where social activities often revolve around food and dining out, the influence of peers on fast food consumption behavior can be particularly pronounced. These factors collectively shape students' attitudes, preferences, and habits regarding fast food consumption, ultimately impacting their dietary choices during their college years. The impact of factors determining intention towards fast food consumption is measured with the help of regression model.

Table 1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.562	.316	.306	3.41627

Predictors: (Constant), Personal Family, social factors, and Cultural factors

The table 1 factors determining intention towards fast food consumption are considered as predictors on the CPP. The R value of the model is 0.562 and R square is 0.316. It is understood from the result these four factors are influencing 30.6% on the variance of the CPP.

Individual characteristics such as taste preferences, convenience, dietary habits, and health consciousness all influence students' decisions regarding fast food intake. For many students, the appeal of fast food lies in its convenience, affordability, and perceived taste, making it a convenient option amid busy schedules and limited cooking facilities. Additionally, students' level of awareness about the nutritional content and health implications of fast food can also impact their consumption behavior. Family dynamics and upbringing contribute significantly to students' fast food consumption patterns. Family influences, including parental food preferences, eating habits, and meal traditions, can shape students' attitudes toward fast food from a young age. Students who grew up in households where fast food was a regular part of meals or where cooking skills were limited may be more inclined to continue these dietary patterns during their college years. The fitness of the model is identified with the help of ANOVA test as below.

Table 2 ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	87.961	4	17.592	24.220	.000
Residual	140.914	195	.726		
Total	228.875	199			

Dependent Variable: Consumer Preferences and Purchasing Behavior (CPP)

Predictors: (Constant), Personal factors, Family, Social factors, and Cultural factors

** Significant at 1% level

The Table 2 shows that the F value for the model is 17.592 for the degree of freedom 4. It is significant at 1% level (<0.01). Hence, the model has been identified fit for further interpretation. Understanding these

influences is essential for developing effective interventions and promoting healthier dietary habits among college students. By addressing the underlying determinants of fast food consumption behavior, educators, policymakers, and health professionals can work toward creating environments that support healthier food choices and overall well-being among college students.

Table 3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.973	.204		5.120	0.000**
Personal factors	-.015	.082	-.017	-4.770	0.110
Family factors	.049	.082	.055	.601	0.548
Social factors	.288	.082	.307	-3.508	0.000**
Cultural factors	.067	.081	.072	.828	0.000**

Dependent Variable: Consumer Preferences and Purchasing Behavior (CPP)

** Significant at 1% level

The coefficient table reveals that the constant factor is significantly influences on the CPP. The t values of personal factors (-4.770) and cultural factors (-3.508) are significant. The P values are less than 0.01 (0.000). Hence, from the result it is understood that the Social and the cultural factors are significantly influence on the Consumer Preferences and Purchasing Behavior. Other factors, family and personal factors are not influence significantly ($p > 0.05$). Social factors, particularly peer influence, also play a crucial role in shaping fast food consumption behavior among college students.. Cultural influences shape students' perceptions of food, including their attitudes toward fast food, preferred flavors, and dining practices. Students from different cultural backgrounds may have varying levels of exposure to fast food and different attitudes toward its consumption based on their cultural upbringing.

Relationship between the age and attitude towards CPP

The relationship between age and attitudes towards consumer preferences and purchasing behavior is a multifaceted and dynamic aspect of consumer psychology that has been extensively studied across various industries and markets. Age serves as a fundamental demographic variable that often correlates with differences in attitudes, behaviors, and consumption patterns among individuals. As individuals progress through different life stages, their attitudes towards consumer preferences and purchasing behavior tend to evolve in response to various factors, including changes in lifestyle, income, responsibilities, and societal influences. These changes can influence how individuals perceive products, make purchasing decisions, and engage with brands. Younger consumers, such as Generation Z and Millennials, often exhibit distinct attitudes towards consumer preferences and purchasing behavior compared to older generations. In contrast, older consumers, particularly Baby Boomers and Generation X, may have different attitudes towards consumer preferences and purchasing behavior shaped by their life experiences, values, and preferences. They may prioritize factors such as quality, reliability, brand reputation, and value for money when making purchasing decisions. Additionally, older consumers may be more brands loyal and inclined to trust traditional marketing channels such as television, print media, and in-store experiences. Other factors, such as life stage, income level, education, cultural background, and individual values, can also influence attitudes and behaviors across age groups. The attitude of Consumer Preferences and Purchasing Behavior may vary according to their age. The significance in the difference of attitude based on the age is tested with the help of ANOVA.

Table 4 Difference in Consumer Preferences and Purchasing Behavior according to the age group

Age group	N	Mean	Std. Deviation	F	Sig.
Young	28	17.6957	5.38883	2.614	0.052
Middle	100	18.6762	5.43227		
Old	72	16.9444	5.37571		
Total	200	17.9400	5.44007		

The Table 4 exhibits that the attitude of young age group Consumer Preferences and Purchasing Behavior towards fast food consumption is higher in middle age group (18.6762) than other age groups. The means of the young age group respondents is 17.6957 and old age group respondents are 16.9444. The calculated F value is 2.614 and value of probability is at 5.20% which is more than 5%. Hence, the framed null hypothesis is accepted that there is no major dissimilarity in the attitude of the Consumer Preferences and Purchasing Behavior according to their level of age. The relationship between age and attitudes towards consumer preferences and purchasing behavior is not static but can change over time. As individuals age, their

preferences, priorities, and consumption patterns may shift in response to changing circumstances, lifestyles, and societal trends. Marketers and businesses must recognize and understand the nuanced relationship between age and attitudes towards consumer preferences and purchasing behavior to effectively target and engage with diverse consumer segments. Businesses can leverage data analytics and market research to gain insights into age-related consumer trends and behaviors, allowing them to anticipate and adapt to evolving consumer preferences and purchasing behavior across different demographics. Ultimately, a deeper understanding of the relationship between age and attitudes towards consumer preferences and purchasing behavior can inform more targeted and impactful marketing strategies, driving customer engagement, loyalty, and business growth.

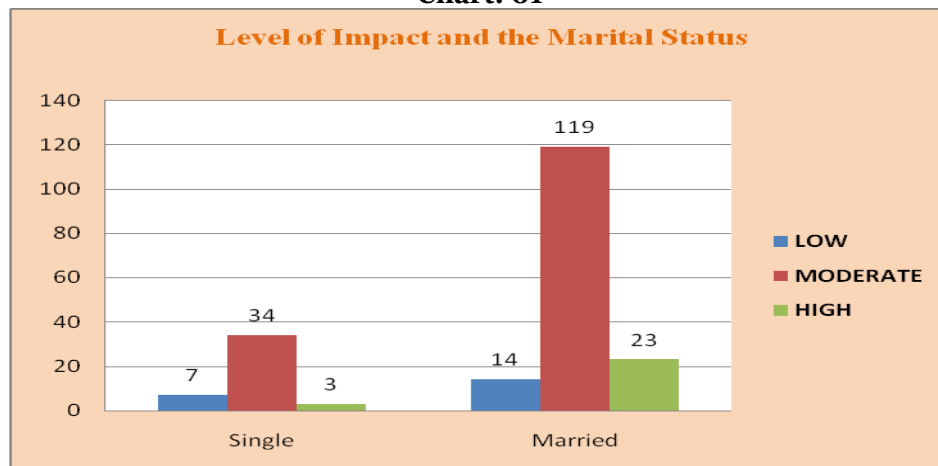
Level of impact and the marital status

Individuals have a significant impact on fast food consumption habits, with various factors influencing the relationship between marital status and dietary choices. Understanding the level of impact marital status has on fast food consumption is essential for comprehending the broader landscape of dietary behaviors and designing effective interventions to promote healthier eating habits. Marital status serves as a crucial demographic variable that shapes individuals' dietary choices and consumption behaviors. Research indicates that marital status can influence food preferences, meal patterns, cooking practices, and eating habits, all of which impact fast food consumption. One key factor influencing the relationship between marital status and fast food consumption is household structure and dynamics. Married individuals, especially those with children, often have different dietary needs and priorities compared to single individuals. Family responsibilities, time constraints, and budget considerations can influence meal planning and food choices, leading married individuals to rely more on convenient and fast food options to meet their dietary needs. Furthermore, marital status can influence social dynamics and meal-sharing practices within households. Married individuals may be more likely to eat meals together with their spouses and families, which can influence their food choices and consumption behaviors. In some cases, couples may have different preferences for fast food, leading to compromises or negotiations in meal decisions.

Table 5 Results of the chi-square test for the Level of impact and the marital status

Marital status	Level of impact			Total
	Low	Moderate	High	
Single	7	34	3	44
	15.9%	77.3%	6.8%	100.0%
Married	14	119	23	156
	9.0%	76.3%	14.7%	100.0%
Total	21	153	26	200
	10.5%	76.5%	13.0%	100.0%
Chi-square value	1.721			
df	2			
CC	0.053			
p-value	0.386			

Table 5 shows the chi-square test results for the level of impact and the marital status of respondents in the study area. The computed chi-square and p-value for the level of impact and the marital status of respondents are 1.721 & 0.386. The p-value is >0.05. Therefore, the study concluded that there is no difference between the level of impact and respondents marital status. Understanding these dynamics is crucial for developing targeted interventions and promoting healthier eating habits among married individuals and families. By addressing the unique challenges and opportunities associated with different marital statuses, policymakers, healthcare professionals, and businesses can support individuals and families in making informed dietary choices and improving their overall health and well-being.

Chart: 01

The level of social support and accountability provided by marital relationships can impact fast food consumption habits. Married individuals may be more likely to prioritize their spouse's health and well-being, leading to healthier eating habits and reduced consumption of fast food. Conversely, marital stress or conflicts within relationships can lead to emotional eating behaviors and increased consumption of comfort foods, including fast food. Income and socioeconomic status are also important factors that intersect with marital status to influence fast food consumption. Married couples may have higher household incomes and greater purchasing power, allowing them to afford healthier food options and dine out less frequently. However, dual-income households may also experience time constraints and work-related stress, leading them to rely on fast food for convenience and time-saving purposes. Cultural and regional differences can further shape the relationship between marital status and fast food consumption. Cultural norms, traditions, and values regarding food and dining practices may vary among married couples, influencing their dietary choices and preferences for fast food.

Discussion

Akbay, Tiryaki, and Gul (2007) [1] provided valuable insights into the consumer characteristics influencing fast food consumption. By analyzing factors such as socio-economic status, age, education level, cultural influences, health concerns, and marketing strategies, the study offers a comprehensive understanding of the dynamics shaping the fast food industry in the region. These findings are essential for businesses, policymakers, and public health advocates seeking to address the challenges and opportunities associated with fast food consumption in Turkey." Didarloo et al.(2022)[3] delves into the underlying intentions that drive university students to consume fast food, recognizing the significance of behavioral determinants in shaping dietary choices. By employing a behavior change theory, the study seeks to elucidate the psychological and social factors that influence fast food consumption behavior among this specific group. By examining these factors, the research aims to provide a deeper understanding of the underlying motivations behind fast food consumption among university students. These external influences can significantly impact individuals' attitudes and perceptions regarding fast food, ultimately shaping their consumption patterns. The research examines the role of personal factors, including socio-demographic characteristics, cultural influences, and dietary preferences, in influencing fast food consumption among university students. By considering these individual-level factors, the study aims to provide a comprehensive understanding of the complex interplay between personal characteristics and environmental influences in shaping dietary behaviors. By employing a behavior change theory framework, the study provides a systematic approach to understanding the psychological, social, and environmental determinants [3].

Implications and conclusion

Fast food consumption behavior among college students has significant implications for both individual health outcomes and broader public health concerns. Understanding these implications is crucial for developing effective interventions and promoting healthier dietary habits among this demographic group. First and foremost, fast food consumption among college students can have adverse effects on individual health and well-being. Moreover, fast food consumption behavior among college students can impact academic performance and cognitive function. Poor dietary habits, including excessive consumption of fast food, have been associated with decreased concentration, impaired memory, and reduced cognitive performance, which can hinder students' ability to succeed academically. Additionally, unhealthy eating patterns may contribute to fatigue, lethargy, and mood disturbances, further compromising students' academic achievement and overall well-being. The economic costs associated with treating obesity, diabetes, and other diet-related conditions place a significant strain on healthcare resources and exacerbate existing

disparities in access to healthcare services. Furthermore, fast food consumption behavior among college students reflects broader social and environmental influences that shape dietary habits and food choices. Socioeconomic factors, including income level, food insecurity, and access to healthy food options, play a significant role in determining students' dietary behaviors. Social norms, peer influence, marketing strategies, and cultural factors can all impact students' attitudes towards fast food and their likelihood of consuming it regularly. Additionally, efforts to improve access to healthy food options on college campuses, such as through campus dining initiatives and nutrition policies, can create environments that support healthier eating habits among students. Fast food consumption behavior among college students has significant implications for individual health outcomes, academic performance, and public health. By understanding the factors influencing fast food consumption behavior and implementing targeted interventions, policymakers, healthcare professionals, and educators can work together to promote healthier dietary habits.

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