

Trends in Fast-food Consumption among Young Females and its Effects on their Health and Well-Being: A Social Study in Multan

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Nowadays individuals are more concerned about better taste and presentation than health. Advertisements and peer pressure play a vital role, and also other factors lead to many diseases related to obesity. This research aims to investigate the potential measurement of fast-food consumption behaviour and the health hazard factors linked with it. Fast food consumption is getting more popular in Pakistan and aims to capture the impact on the young generations, especially on females. Fast food consumption has become a widespread aspect of the contemporary era, particularly among young females, with potential consequences for their health and well-being. A quantitative research design was utilized; a simple random sampling technique was used to select a sample of 200 female students from the Women University Multan. A questionnaire was used to collect data on fast food consumption patterns, demographic characteristics, and health outcomes. The descriptive and inferential statistics were applied with the help of SPSS. Data was collected through a self-structured questionnaire. Out of 200 respondents 80.0% of the respondents are easily accessible to fast food in their residential area. Moreover, 35.5% of the respondents agreed that to experience a change in their menstrual cycle and 38.0% of the respondents agreed that fast food consumption affects their overall well-being.

1. Introduction

Fast food consumption has become increasingly dominant among young females, raising concerns about its impacts on their health and well-being. This analysis examines the patterns of fast-food intake, the nutritional content of these foods, and the linked health outcomes in this demographic (Chowdhury et al., 2018).

The early status of terrible dietary conduct can result in long-term fitness troubles younger females who consume fast food regularly may additionally hold those conduct into maturity increasing the danger of continual illnesses and reducing lifestyle expectancy. Get right of entry to healthful foods options and training approximately vitamins can vary extensively based totally on socio-economic repute and cultural history (Younis et al., 2019).

Fast food consumption affects overall well-being and life-style selections. Young women who frequently consume fast food also extend bad eating conduct that maintain into maturity. The social and psychological factors of ingesting patterns can also be inspired with the aid of the intake of fast foods (Subho et al., 2018).

Looking at the fast-food consumption of this society, we can make an easy guess as to what the dominant food culture of society is likely to be. In addition, the food culture of a society has direct effects on one's physical health and the well-being of females and males' lives. Regrettably, as it is known there is little study so the fast-food consumption trend of the younger generation. However, it is noted that the health problems of the population arising from the consumption of fast food cannot be omitted.

In recent years, the upward push of fast food has contributed to an environment that encourages dangerous eating and weight benefits. Young females specifically are susceptible to unhealthy consuming behavior due to busy schedules and convenience. The short food industry has grown appreciably, making it a primary part of many human beings' diets. As a result, weight problems have extended not only within the US but also in other international locations where rapid food has grown to be famous. In Saudi Arabia, many woman college students are overweight, and fast-food consumption is mainly high among young people and people with better earnings (Alfawaz et al.2012; Younis et al., 2019).

1.1 Effects of Fast Food Consumption on the Health and Well-being of Females

Fast food consumption has several effect on the health of young females.

1.1.1 Physical Fitness

While young females often intake rapid meals they place themselves liable to weight problems or gaining weight and increasing severe health problems. Fast food can be handy, but it can have terrible effects on your health. The high stages of fat in these ingredients can result in extended cholesterol and blood pressure and place you in danger of heart disease. Take care of your fitness and make picks that nourish your body no longer damaging it. Fast food perhaps taste top in the second but it may have long-term consequences on your health. The high sugar content material con puzzles your frame's potential to alter blood sugar main to insulin obstruction and a higher hazard of type 2 diabetes. While you frequently devour fast food you are depriving your frame of the fiber it wishes to preserve your digestive gadget in pinnacle shape (Subho et al.2018).

1.1.2. Impact of Fast Food on Mental and Intellectual Well-being

The food we eat performs a critical function in shaping not only our bodily health but also our intellectual well-being. For younger females, whose bodies and minds are still growing, fast food although handy and low-cost can be harmful. These foods are often excessive in calories, sugar, and sodium whilst lacking essential vitamins. This imbalance can negatively affect brain function, hormonal balance, and ordinary emotional fitness. Poor vitamins may also contribute to mood swings, fatigue, and difficulties with attention and boom (Younis et al. 2019).

1.1.3. Fast Food and the Risk of Chronic Diseases

Frequent fast-food intake is carefully related to a wide variety of continual health troubles. High consumption of processed, sugary, and fatty ingredients has been directly associated with the development of type-2 diabetes (T2DM), coronary heart disorder, and stroke. These conditions often start with insulin resistance, weight benefit, and accelerated blood pressure] all of which might be made worse by using a poor weight loss plan. In countries like Pakistan, the short meals enterprise is largely unregulated, which intensifies those health risks because of competitive advertising and widespread availability (Nasirullah et al.2019, Mohiuddin et al. 2019).

Moreover, harmful components like MSG can trigger migraines and complications in touchy people, while excessive sodium ranges in fast food growth the risk of strokes. The saturated fats, sugar, and salt in those foods make a contribution to a better Body Mass Index (BMI), one of the main indicators of cardiovascular problems. Studies across nations along with China, India, and Iran support this growing issue. Reducing fast food intake and selling healthier dietary selections are critical for reducing the hazards of these life-threatening situations (Nasirullah et al. 2019).

1.1.4. Long-Term Effects on Reproductive Health and Disease Vulnerability

Fast food does not just have an effect on the heart and blood sugar it additionally has extreme results on reproductive fitness and vulnerability to certain sicknesses. Diets excessively in beef, processed dairy, and sugar can disrupt hormone stages and fertility. In young ladies, regular intake of such foods may additionally contribute to conditions like Polycystic Ovarian Syndrome (PCOS). In men, those same consuming patterns can cause lower testosterone stages and erectile disorder.

Additionally, processed meats and ultra-processed ingredients incorporate carcinogenic substances like nitrates and endocrine-disrupting chemical compounds, increasing the risk of cancers along with belly, colon, breast, and prostate. Even "gluten-free" labeled products can deliver gluten contamination, posing dangers to individuals with autoimmune problems. Some commercially prepared gadgets, along with ice cream or salads, can also harbor dangerous microorganisms like E. Coli, main to digestive and urinary problems. Ultimately, a balanced weight loss program rich in culmination, greens, whole grains, and legumes is important to maintain reproductive and universal fitness (Nasirullah et al., 2019).

1.2 Objectives

- To examine the socioeconomic characteristics of the respondents.
- To interrogate the prevalence of fast-food intake among females.
- To examine the impacts of fast-food intake on the health and well-being of young females.
- To suggest recommendations based on research.

2. Literature review

Purba et al. (2024) stated that early life was a critical life stage marked by dangerous lifestyle adjustments, including poor food selections and lack of physical activity, which put adolescents at nutritional risk. Consuming unhealthy ingredients and fast food led to excessive weight gain, obesity, and persistent poor eating conduct into adulthood. The fast-food industry's global spread contributed to the increasing trend of fast-food intake, particularly in students who chose fast food because of convenience, cost, and taste. The study aimed to examine the frequency and types of fast-food consumption, and nutritional intake in the Nutrition Department, and the Health Polytechnic in Medan.

Mahendraprabu et al. (2024) stated that the rising occurrence of junk food becomes primarily based on the plane behaviour theory and contributed knowledge to the intake drivers for viable social marketing implications. Based on the effects, it seemed that only perceived behavioral manipulation as opposed to mindset, social norms, or behavioral management was shown to be a first-rate predictor of intents. The observation had implications for social entrepreneurs. The findings of this study were indicative and might not have been generalized because of sampling barriers. The responses have been obtained on an established questionnaire, which was a green however no longer powerful method of statistics collection.

3. Methodology

The researcher used Quantitative methodology to assess the effects of fast-food consumption on the health and well-being of young female students. This study also investigates the problems that females face due to health issues. So, the universe and the target population of the present study were female students from the Women University Multan and the sample size of the present research was 200 respondents who were approached to fill out the questionnaire through a simple random sampling technique. Keeping in view the objective and nature of the research, a self-administered questionnaire was used for data collection. The analysis was made by putting the data into SPSS software and descriptive and inferential statistics were applied for getting results.

4. Results and Discussions

Part of the article discusses the results of the present study. The first subsection discusses the demographic information of the respondents.

Table 1 presents the demographic analysis of 200 respondents revealing a predominantly younger, unmarried, and concrete female population, with a maximum age between 18–23 years and having smooth right of entry to fast food and shipping services. This organization is especially susceptible to negative dietary habits due to comfort, social tendencies and confined dietary attention. A concerning number of respondents both had low hemoglobin ranges or were unaware of their fitness popularity, indicating an opening in basic fitness understanding. These findings align with studies by Younis et al. (2019) and Subho et al. (2018), which partner fast food consumption with bad dietary attention and fitness deficiencies in young people. Moreover, the majority of individuals came from middle- to excessive-income households, assisting earlier studies utilizing Nasirullah et al. (2019) that link higher profits with common rapid food intake.

Table No 1: Demographic Characteristics of the Respondents (N=200)

Sr.	Demographic Determinants	Indicators	Frequency	Percentage
1.	Age	18-20	90	45.0
		21-23	68	34.0
		24-26	33	16.5
		27-29	9	4.5
2.	Marital status	Married	40	20.0
		Un-married	160	80.0
3.	Weight	40-60	125	62.5
		61-80	65	32.5
		81-100	10	5.0
4.	HB level	9.0-11.0	43	21.5
		11.1-13.0	70	35.0
		13.1-15.0	10	5.0
		Never know	77	38.5
5.	Residential area	Rural area	90	45.0
		Urban area	110	55.0
6.	Option of delivery of fast food	Accessible	160	80.0
		Not Accessible	40	20.0
7.	Monthly family income (into PKR)	≤ 30000	40	20.0
		30001-50000	50	25.0
		≥ 50000	110	55.0

The huge availability of rapid food, inclusive of middle-of-the-night shipping, displays an entrenched fast-food lifestyle that will increase the danger of obesity, diabetes, and cardiovascular diseases as stated by Mohiuddin et al. (2019). Overall, the records underscore the pressing want for dietary training, public health attention, and regulatory measures to cope with unhealthy nutritional trends amongst young Pakistani women.

Table 2 offers critical insights into how fast meals intake influences the mental and physical properly-being of young women. A sizable portion of respondents (39.5%) remained impartial about fast meals being a handy choice, but 33.5% agreed and 7.5% strongly agreed, displaying that ease and accessibility play a main role in its recognition. This is constant with Younis et al. (2019), who stated that urban young people in Pakistan are drawn to rapid meals for its convenience and time-saving nature. Regarding intellectual fitness, 49% of respondents both agreed or strongly agreed that fast food negatively affects their intellectual well-being, whilst most effective 17% disagreed. Similarly, 61.5% believed that fast food affects their mood a finding supported by Mohiuddin et al. (2019), who recognized a correlation among diets high in processed foods and extended signs and symptoms of melancholy and mood instability in females. Stress and anxiety had been also prominent worries. Nearly half of the respondents reported experiencing pressure (46%) and tension (45.5%), which aligns with the findings of Subho et al. (2018), who emphasized that nutrient-poor diets lacking critical vitamins and minerals can aggravate pressure responses and growth susceptibility to intellectual disorders. When it comes to sleep, 58.5% of individuals stated they get sufficient sleep, however, a tremendous 29.5% have been neutral and 12% disagreed. Research by Nasirullah et al. (2019) has proven that diets excessive in sugar and saturated fats are not unusual in fast food and are related to poor sleep pleasant and sleep disturbances, specifically amongst children. 40% of respondents agreed or strongly agreed that their intellectual well-being had changed on account that they started consuming fast foods, while 43% remained impartial. This indicates a

diffused, however, developing awareness amongst younger girls of the mental consequences in their dietary alternatives, a phenomenon additionally stated by Mohiuddin et al. (2019).

Table No 2: Effects of Fast Food on the Health and Well-being of Females

Sr.	Indicators	1	2	3	4	5
		F (%)	F (%)	F (%)	F (%)	F (%)
Levels						
1.	Do you believe fast food is a convenient option?	9 (4.5)	30 (15.0)	79 (39.5)	67 (33.5)	15 (7.5)
2.	Do you believe fast food affects your mental health?	14 (7.0)	20 (10.0)	68 (34.0)	76 (38.0)	22 (11.0)
3.	Do you believe fast food affects your mood?	7 (3.5)	24 (12.0)	46 (23.0)	91 (45.5)	32 (16)
4.	Do you have stress?	10 (5.0)	25 (12.5)	73 (36.5)	62 (31.0)	30 (15)
5.	Do you have anxiety?	21 (10.5)	25 (12.5)	63 (31.5)	78 (39.0)	13 (6.5)
6.	Do you get enough sleep at night?	9 (4.5)	15 (7.5)	59 (29.5)	86 (43.0)	31 (15.5)
7.	Have you observed any change in your mental well-being since consuming fast food?	6 (3.0)	28 (14.0)	86 (43.0)	62 (31.0)	18 (9.0)
8.	Do you think fast food consumption has affected your physical health?	13 (6.5)	18 (9.0)	60 (30.0)	89 (44.5)	20 (10)
9.	Have you experienced any changes in your menstrual cycle?	13 (6.5)	28 (14.0)	65 (32.5)	71 (35.5)	23 (11.5)
10.	Have you experienced any change in your body shape or composition.	17 (8.5)	27 (13.5)	73 (36.5)	66 (33)	17 (8.5)
*1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree						

*1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

On the physical aspect, 54.5% believed that fast food has negatively impacted their physical health, while 30% have been neutral. Similarly, forty 6.5% of respondents discovered modifications in their menstrual cycle and 41.5% stated changes in body form or composition. These findings are steady with Younis et al. (2019) and Nasirullah et al. (2019), who documented elevated dangers of hormonal imbalance, abnormal menstrual cycles, and obesity amongst young ladies with excessive rapid food consumption.

Table No 3: Correlation between fast food consumption and monthly family income

Monthly family income	Frequency of consuming fast food				Total
	Daily	1-2 times	3-4 times	Rarely	
≤ 30000	16 (8.0)	24 (12.0)	0 (0.0)	0 (0.0)	40 (20.0)
30001-50000	0 (0.0)	50 (25.0)	0 (0.0)	0 (0.0)	50 (25.0)
≥ 50000	0 (0.0)	7 (3.5)	44 (22.0)	59 (29.5)	110 (55.0)
Total	16 (8.0)	81 (40.5)	44 (22.0)	59 (29.5)	200 (100.0)
Gamma =1.000		Level of significance = <.001			

This table3 illustrates the different income groups and their respective consumption rates of fast food. The lower the income, the greater the consumption of fast food. On the other hand, higher income levels lead to a decrease in fast food

consumption. The significance value ($<.001$) shows a strong positive correlation, which indicates income has a strong effect on fast food acquiring habits. The Gamma value (1.000) indicates a perfect pattern whereby there is a direct correlation between increasing income and decreasing fast food consumption. In conclusion, lower-income groups consume fast food more often whereas higher-income groups rarely eat fast food. In this study, The students provided information only about their own food consumption as during the daytime at the campus, the availability of fast food is easy although the quality is compromised which effects on the females health.

Table No 4: Correlation between fast food consumption and menstrual cycle

Consumption of fast food	Changes observed in your menstrual cycle					Total
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Rarely	13 (6.5)	3 (1.5)	0 (0.0)	0 (0.0)	0 (0.0)	16 (8.0)
1-2 times in a week	0 (0.0)	25 (12.5)	56 (28.0)	0 (0.0)	0 (0.0)	81 (40.5)
3-4 times in a week	0 (0.0)	0 (0.0)	9 (4.5)	35 (17.5)	0 (0.0)	44 (22.0)
Daily	0 (0.0)	0 (0.0)	0 (0.0)	36 (18.0)	23 (11.5)	59 (29.5)
Total	13 (6.5)	28 (14.0)	65 (32.5)	71 (35.5)	23 (11.5)	200 (100.0)
Gamma = 1.000		Level of significance = $<.001$				

This table describes the correlation between the frequency of fast food consumption and changes in the menstrual cycle. The data shows that changes in the menstrual cycle are more likely to be reported by those who consume fast food frequently. Conversely, those who consume fast food infrequently are less likely to report changes in the menstrual cycle. The significance value ($<.001$) indicates a strong, positive correlation that allows one to infer that high consumption of fast food is linked with a greater likelihood of experiencing changes in the menstrual cycle. The Gamma value (1.000) suggests a perfect association which means this pattern is true for all the data provided. To put it simply, the table implies that people who daily eat fast food are more prone to cite alterations in their menstrual cycle, while those who consume it rarely are less likely to have such problems. This correlation may be due to some lifestyle factors, differences in nutrition, or health behavior patterns.

5. Conclusion

These results highlight the significant effect of fast-food consumption on the health and well-being of younger girls. The findings display that convenience and accessibility largely drive fast food consumption, which is related to destructive bodily results which include weight problems, hormonal imbalances, and changes in frame composition. Additionally, intellectual fitness is significantly affected, with many respondents reporting mood disturbances, stress, anxiety, and changes in mental well-being linked to their fast-food intake. The demographic evaluation suggests that young, urban, and center- to excessive-income women are in particular vulnerable to these dietary styles. These results, align with previous studies show that frequent consumption of rapid food contributes to persistent sicknesses, negative dietary popularity, and reproductive fitness issues. The evidence underscores the urgent need for focused fitness education, progressed dietary consciousness, and regulatory measures to mitigate the growing dangers related to fast food among younger ladies in Pakistan. Promoting healthier dietary alternatives is vital to enhancing each the quick-

and long-term fitness effects of this population.

5.1 Recommendations

Encouraging parental involvement in promoting healthy eating practices and lifestyle choices for their children can have a lasting impact on family health. Establishing community-based initiatives like community gardens, culinary classes, and fitness sessions can foster a culture of health and wellness within neighborhoods. Providing mental health resources and support to individuals facing anxiety, stress, and mood fluctuations linked to fast food consumption can address holistic well-being issues. Encouraging the exploration of healthy alternatives like home-cooked meals, fruits and vegetables can promote healthier food choices over fast-food options. Initiating physical activity programs to encourage regular exercise activities like walking, jogging, or yoga among the target audience can enhance overall fitness levels.

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