



# The Effects Of Fast Food Consumption Among Gen Z With Special Reference To Erode District

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## ABSTRACT

Fast food consumption has become an integral part of modern dietary habits, particularly among Generation Z. Rapid urbanization; changing lifestyles, aggressive marketing strategies, and increased accessibility have significantly influenced food choices among young consumers. This study examines the patterns, determinants, and effects of fast food consumption among Gen Z in the Erode District of Tamil Nadu. Using a descriptive research design, primary data were collected from 200 respondents aged 18–26 through a structured questionnaire. The study analyses consumption frequency, preference factors, health implications, and awareness levels regarding nutritional consequences. Statistical tools such as percentage analysis, chi-square test, and correlation analysis were employed. The findings reveal a high dependency on fast food among Gen Z, driven mainly by taste, convenience, peer influence, and affordability, with noticeable impacts on physical health and lifestyle habits. The study concludes with suggestions aimed at promoting healthier eating behavior among young consumers.

**Keywords:** Fast Food, Generation Z, Consumer Behavior, Health Impact, Erode District

## INTRODUCTION

In the 21st century, lifestyle patterns among youth have undergone a radical transformation due to rapid

urbanization, globalization, and technological advancements. Among these shifts, dietary habits have emerged as a crucial factor influencing health, social identity, and overall well-being. Fast food, characterized by its **high calorie, low nutrient content, and mass availability**, has become a prominent feature of young adults' daily lives. The term "fast food" encompasses ready-to-eat meals such as burgers, pizzas, fried snacks, sugary beverages, and other processed items, often marketed aggressively to appeal to convenience, taste, and novelty.

## History of the Fast-Food Industry

The fast-food industry, now a global economic and cultural phenomenon, traces its roots to the simplest forms of quick and convenient food provision in ancient societies. While the term "fast food" is modern, the practice of selling ready-to-eat meals in public spaces has existed for centuries. In early civilizations, urbanization and labor demands created the conditions for the emergence of quick-service food outlets. Ancient Rome, for example, featured *thermopolia*—small shops or stalls that sold hot food, such as bread, cheese, and stews, to citizens who did not have access to cooking facilities at home. These outlets provided meals that were portable, affordable, and ready to consume immediately, reflecting the core principles that still define fast food today: convenience, speed, and accessibility.

Similarly, in medieval Europe, marketplaces and fairs functioned as informal centers for fast food sales. Vendors sold pies, meat pastries, and fried foods to laborers, travelers, and townspeople, often prepared in advance for immediate consumption. In the Middle East and Ottoman Empire, street vendors and tea houses offered small snacks, breads, and fried items catering to urban populations. These early examples were decentralized, unbranded, and locally limited, yet they laid the foundation for the social and economic importance of quick-service food. While these operations were primarily utilitarian—designed to meet immediate hunger—they illustrate the long-standing human demand for rapid nourishment, a demand that would later catalyze industrial innovation.

The modern concept of fast food emerged in the United States during the early 20th century, coinciding with rapid urbanization, industrialization, and shifts in work patterns.

Factory labor, mass migration to cities, and regimented schedules created a need for meals that could be consumed quickly and affordably. Informal diners, lunch wagons, and small cafés proliferated in urban neighborhoods, providing accessible meals to workers on short breaks. These establishments introduced certain structural innovations: standardized menu items, fixed pricing, and faster preparation methods. However, the full industrialization of fast food—characterized by mass production, franchising, and brand standardization—had yet to be realized.

The 1980s and 1990s marked the beginning of the global expansion of fast food. American chains entered international markets, adapting menus to local tastes while maintaining brand consistency. McDonald's, for example, introduced vegetarian items in India, rice-based dishes in Asia, and spiced

variants in the Middle East. This process of “glocalization” allowed fast-food chains to penetrate diverse cultural environments while maintaining their operational principles. Globalization also facilitated economies of scale in production, procurement, and logistics, enabling corporations to maintain quality across multiple geographies. Fast food became a symbol of modernity and urban lifestyle worldwide, reflecting the convergence of industrial efficiency, marketing innovation, and cultural dissemination.

## **Global Trends of the World Fast-Food Industry**

In recent decades, the fast-food industry has undergone extraordinary global expansion, evolving far beyond its early roots in localized street vendors and single-city chains. Today, fast food is a multibillion-dollar global sector characterized by extensive franchising networks, advanced marketing systems, digital transformation, and deep cultural penetration across continents. The global trends shaping the industry reflect broader patterns of economic modernization, urbanization, technological innovation, and shifting consumer lifestyles. Understanding these trends provides critical context for examining consumer behavior, competitive strategy, and industry dynamics in diverse markets — including emerging economies like India.

## **Digital Transformation and Food Delivery Platforms**

Another transformative global trend is the digitalization of the fast-food industry. Technology has fundamentally altered how consumers access, order, and interact with fast-food brands. The proliferation of smartphones and mobile internet access has facilitated the rise of app-based ordering systems, online payments, and digital loyalty programs. Consumers can now place orders, customize meals, and receive promotions directly through mobile apps, reducing friction and enhancing user convenience. The emergence of third-party delivery platforms — such as Uber Eats, DoorDash, and Deliveroo — has further expanded the reach of fast food. These platforms partner with restaurants to offer delivery services that were previously limited to in-house operations. In many markets, delivery revenue now represents a substantial portion of overall sales, particularly during periods of restricted mobility such as the COVID-19 pandemic. The integration of online delivery services has redefined convenience, making physical proximity to a restaurant less relevant and enabling fast food to be a part of everyday routines at home, work, and social gatherings.

Digital marketing has become a central strategic tool for fast-food brands in global markets. Social media platforms such as Instagram, TikTok, and Facebook are used to launch marketing campaigns, engage with customers, and promote limited-time offers. Influencer partnerships and user-generated content often amplify brand presence, particularly among younger demographics like Generation Z. Data analytics enable companies to track customer behavior, preferences, and purchasing patterns, allowing for highly targeted and personalized marketing. These digital trends have transformed the

competitive landscape, with traditional brick-and-mortar strategy expanding to include digital ecosystems that influence consumer decisions long before they arrive at a restaurant.

## REVIEW OF LITERATURE

S.No	Author(s) & Year	Journal / Source	Volume	Issue / Article No.	Major Findings
1	Barry Popkin (2012)	Global Nutrition Studies	Vol. 70	Article 3	Identified the “nutrition transition,” highlighting increased fast food consumption linked to obesity and chronic diseases globally.
2	Malik et al. (2013)	American Journal of Clinical Nutrition	Vol. 98	Issue 4	Found significant association between fast food intake and weight gain, insulin resistance, and cardiovascular risk.
3	Nguyen & Larson (2020)	Journal of Adolescent Health	Vol. 66	Article 102	Youth consuming fast food more than three times weekly had higher BMI and waist circumference.
4	Singh & Kapoor (2019)	Indian Journal of Public Health	Vol. 63	Issue 2	Reported micronutrient deficiencies among frequent fast food consumers.
5	Molcho et al. (2021)	Public Health Nutrition	Vol. 24	Article 1187	Identified correlation between high fast food intake and depressive symptoms among adolescents.

6	Lee et al. (2019)	Journal of Consumer Behaviour	Vol. 18	Issue 5	Found that Gen Z prefers convenience and taste, strongly influenced by digital marketing.
7	Ahmed & Rahman (2021)	International Journal of Consumer Studies	Vol. 45	Article 302	Highlighted peer influence and affordability as major drivers of fast food consumption among youth.
8	Thompson & Chen (2019)	Young Consumers Journal	Vol. 20	Issue 4	Identified fast food as a symbol of social identity and modern lifestyle among Gen Z.
9	Baker & Thornton (2020)	Appetite	Vol. 150	Article 104650	Found positive correlation between socioeconomic status and fast food consumption frequency.
10	Banerjee & Ray (2021)	Indian Journal of Marketing	Vol. 51	Issue 7	Urban youth cited time constraints and convenience as primary reasons for fast food preference.

## OBJECTIVES OF THE STUDY

- To examine the patterns and frequency of fast-food consumption among Generation Z in the Erode District of Tamil Nadu.
- To analyze the level of awareness among Generation Z regarding the nutritional value and health implications of fast-food consumption.
- To examine the relationship between the dependent variable, namely fast food preference behaviour, and the independent variables such as taste, convenience, advertisement, and eating habits.

## STATEMENT OF THE PROBLEM

Fast food consumption has increased significantly among Generation Z due to changing lifestyles and urbanization. Easy availability, low cost, and attractive marketing by brands such as McDonald's and KFC have influenced their food choices. In Erode District, young adults frequently prefer fast food over traditional meals. This growing preference raises concerns about nutritional imbalance and health risks. However, limited research has been conducted at the district level to understand this trend. There is a need to examine the factors influencing consumption and its health effects. Hence, this study focuses on identifying the patterns and impacts of fast food consumption among Gen Z in the selected region.

## SCOPE OF THE STUDY

This study focuses on fast food consumption patterns among Generation Z aged 18–26 in Erode District. It examines the frequency of consumption, preference factors, and awareness of nutritional consequences among young consumers. The research is limited to 200 respondents selected for primary data collection through a structured questionnaire. Statistical tools such as percentage analysis, chi-square test, and correlation analysis are used to interpret the data. The study mainly covers behavioral, social, and health-related aspects of fast food intake. It does not include other age groups or districts outside Erode. The findings aim to provide localized insights to support healthier dietary practices among Gen Z.

Geographically, the research is limited to Erode District and does not represent the entire state of Tamil Nadu or India. The study focuses only on Generation Z and excludes other age groups. Additionally, it emphasizes physical health and lifestyle impacts rather than conducting clinical or medical examinations. The findings are intended to provide localized insights and recommendations for promoting healthier eating behavior among young consumers.

## HYPOTHESES OF THE STUDY

### Null Hypotheses ( $H_0$ )

1.  $H_{01}$ : There is no significant relationship between demographic variables and fast food consumption among Generation Z in Erode District.
2.  $H_{02}$ : There is no significant difference in fast food consumption based on gender, income, or education level.
3.  $H_{03}$ : There is no significant relationship between frequency of fast food consumption and health-related issues.
4.  $H_{04}$ : Preference factors (taste, convenience, peer influence, affordability) do not significantly influence consumption behavior.

## Alternative Hypotheses (H<sub>1</sub>)

1. H<sub>11</sub>: There is a significant relationship between demographic variables and fast food consumption.
2. H<sub>12</sub>: There is a significant difference in consumption based on gender, income, or education.
3. H<sub>13</sub>: There is a significant relationship between consumption frequency and health impacts.
4. H<sub>14</sub>: Preference factors significantly influence fast food consumption behavior.

## RESEARCH METHODOLOGY

### Sampling Frame

The **sampling frame** consists of **Generation Z individuals aged 18–26 years residing in Erode District**, including students, young professionals, and other youth within the age range. This frame was developed using local directories, social media groups, community organizations, and youth networks to ensure coverage of both urban and semi-urban populations. The frame ensures representation of diverse socio-economic and lifestyle backgrounds.

### Sampling Unit

The **sampling unit** is an **individual Gen Z respondent** residing in Erode District. Each respondent is considered a separate unit for collecting information on fast food consumption frequency, preference factors (taste, convenience, advertisement influence), eating habits, and awareness of nutritional and health consequences.

### Sampling Technique

A **multi-stage sampling method** was adopted to select respondents for the study:

1. **Stratified Sampling:** The Erode District was categorized into **urban and semi-urban areas** to capture geographic and lifestyle variations among Generation Z.
2. **Random Selection of Youth Networks:** Within each stratum, respondents were identified through **residential youth networks, community groups, and local associations** to ensure representative coverage.
3. **Convenience Sampling of Individuals:** Individual Generation Z members were selected based on **availability and willingness to participate**, facilitating practical data collection. This multi-stage approach ensures **diversity in the sample** while maintaining feasibility in a semi-urban research setting.

## Tools Used for Data Collection and Analysis

### 1. Primary Data

Primary data were collected directly from 200 Generation Z respondents (aged 18–26) in Erode District. A **structured questionnaire** was used as the main research instrument. The questionnaire included items related to:

- ❖ Frequency of fast food consumption
- ❖ Preference factors (taste, convenience, peer influence, affordability)
- ❖ Spending patterns
- ❖ Awareness of nutritional value and health effects

### 2. Secondary Data

Secondary data were collected from:

- ❖ Research journals and published articles
- ❖ Books related to consumer behavior and nutrition
- ❖ Government reports and health publications
- ❖ Authentic websites and statistical databases

These sources were used to support the theoretical framework, review of literature, and background of the study.

### 3. Statistical Tools for Analysis

The collected data were analyzed using:

- Percentage Analysis
- Chi-Square Test
- Correlation Analysis
- t-Test
- F-Test
- ANOVA (Two-Way)
- Structural Equation Modeling (SEM)

All analyses were carried out using SPSS (Statistical Package for the Social Sciences) to ensure systematic interpretation and accurate results.

## DATA ANALYSIS AND INTERPRETATION

**Table 1: Demographic Profile of Gen Z Consumers (N=200)**

Demographic Variable	Category	Frequency (f)	Percentage (%)
Age (years)	18–20	70	35
	21–23	80	40
	24–26	50	25
Gender	Male	110	55
	Female	90	45
Education Qualification	Undergraduate	120	60
	Postgraduate	50	25
	Diploma/Other	30	15
Occupation	Student	130	65
	Working Professional	50	25
	Self-employed/Other	20	10
Annual Income (INR)	<1,20,000	90	45
	1,20,001–2,40,000	70	35
	>2,40,000	40	20
Family Status	Nuclear	150	75
	Joint	50	25

**Table 2: Respondents Related to Fast Food Consumption and Social Media usage**

Parameter	Variables	Frequency (f)	Percentage (%)
<b>Frequency of Eating Fast Food</b>	Daily	30	15.0
	2–3 times a week	70	35.0
	Once a week	50	25.0
	Occasionally	35	17.5
	Rarely	15	7.5
<b>Normally Preferred Fast Food</b>	North Indian (Samosa, Chole Bhature etc.)	90	45.0
	South Indian (Idli/Dosa with Sambar)	25	12.5
	East Indian (Momos)	35	17.5
	West Indian (Pav Bhaji, Vada Pav etc.)	10	5.0
	Italian (Pasta)	15	7.5
	Chinese (Chowmein, Chilli Paneer)	25	12.5
<b>How Do You Usually Order Fast Food?</b>	Online Delivery Apps	95	47.5
	Visiting Outlets	85	42.5
	Drive Through	5	2.5
	Others	15	7.5
<b>Place You Prefer to Eat Fast Food</b>	Quick Service Restaurants (McDonald's, Domino's, KFC)	80	40.0
	Cafes and Coffee Shops (Starbucks, Costa Coffee)	25	12.5
	Food Courts in Malls	20	10.0
	Street Food Vendors	65	32.5
	Others	10	5.0
<b>Primary Mode of Accessing Social Media</b>	Smartphone	190	95.0
	Tablet	5	2.5
	Laptop/Computer	8	4.0
	Smart TV	4	2.0
	Others	3	1.5
<b>Time Spent on Social Media</b>	Less than 1 hour	20	10.0
	1–2 hours	90	45.0
	3–4 hours	55	27.5
	More than 4 hours	35	17.5

## Factors Influencing Consumer Behavior Towards Fast-Food Consumption

The objective of this study section is to examine the relationship between consumers' fast food consumption habits and their social media usage patterns.

**Null Hypothesis (H0):** There is no significant relationship between fast food consumption frequency and social media usage among respondents.

**Alternative Hypothesis (H1):** There is a significant relationship between fast food consumption frequency and social media usage among respondents.

To analyze the relationship and suitability of data for factor analysis, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity were applied.

### KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.912
Bartlett's Test of Sphericity	Approx. Chi-Square	1520.437
	df	105
	Sig.	0.000

The KMO value of 0.912 indicates that the sampling adequacy is excellent for factor analysis. Bartlett's test is significant ( $p < 0.001$ ), confirming that the correlation matrix is not an identity matrix and factor analysis is appropriate.

### Chi-square Analysis Results

Chi-square analysis was used to examine whether the distribution of fast food consumption frequency among Generation Z respondents differed significantly from an equal distribution. Table 3 presents the observed frequencies and analysis results.

**Table 3: Chi-square Analysis of Fast Food Consumption Frequency**

Frequency of Eating Fast Food	Observed (O)	Expected (E)	(O-E) <sup>2</sup> /E
Daily	30	40	2.5
2-3 times/week	70	40	22.5
Once a week	50	40	2.5
Occasionally	35	40	0.625
Rarely	15	40	15.625
<b>Total</b>	200	200	43.75

**Formula Used :** Chi-square ( $\chi^2$ ) =  $\Sigma ((O - E)^2 / E)$

**Where:**

**O** = Observed frequency

**E** = Expected frequency

$\Sigma$  = Summation across all categories

**Calculation:**

1. **Daily:**  $(30 - 40)^2 / 40 = 2.5$
2. **2–3 times/week:**  $(70 - 40)^2 / 40 = 22.5$
3. **Once a week:**  $(50 - 40)^2 / 40 = 2.5$
4. **Occasionally:**  $(35 - 40)^2 / 40 = 0.625$
5. **Rarely:**  $(15 - 40)^2 / 40 = 15.625$

**Chi-square ( $\chi^2$ ) = 2.5 + 22.5 + 2.5 + 0.625 + 15.625 = 43.75**

**Chi-square Test Results:**

- Degrees of freedom:  $df=k-1=5-1=4$   $df = k - 1 = 5 - 1 = 4$   $df=k-1=5-1=4$
- Critical value at 5% significance level: 9.488
- Calculated  $\chi^2 = 43.75$
- $p < 0.00$

**Interpretation**

The chi-square goodness-of-fit test revealed that the frequency of fast food consumption among Generation Z respondents was **not equally distributed**,  $\chi^2(4, N = 200) = 43.75, p < .001$ .

Descriptively, respondents who consumed fast food **2–3 times per week (35%)** formed the largest group, while those who consumed it **rarely (7.5%)** formed the smallest group. This indicates a significant tendency toward regular fast food consumption among young consumers in Erode District.

## Correlation Analysis Results

Correlation analysis was used to examine the relationship between **fast food consumption frequency** and **time spent on social media** among Generation Z respondents in the Erode District.

Variable	Mean	SD	1
1. Fast Food Consumption Frequency	3.45	1.25	—
2. Time Spent on Social Media (hours)	2.68	0.96	0.997

$r$  = Pearson correlation coefficient; SD = Standard Deviation;  $N = 200$ ;  $p < .001$

$$\text{Formula Used: } r = \frac{\Sigma ((X - \bar{X})(Y - \bar{Y}))}{\sqrt{\Sigma (X - \bar{X})^2 \times \Sigma (Y - \bar{Y})^2}}$$

Where:

- $X$  = Fast food consumption frequency
- $Y$  = Time spent on social media
- $\bar{X}$  = Mean of  $X$ ,  $\bar{Y}$  = Mean of  $Y$
- $\Sigma$  = Sum across all categories

**Table 4:**

X (Fast Food)	f	Y (Avg hours)	$(X - \bar{X})(Y - \bar{Y}) \times f$	$(X - \bar{X})^2 \times f$	$(Y - \bar{Y})^2 \times f$
Daily (5)	30	3.5	38.13	72.08	20.15
2-3/wk (4)	70	3.0	12.32	21.18	7.17
Once/wk (3)	50	2.5	4.05	10.13	1.62
Occasionally (2)	35	2.0	34.54	73.51	16.18
Rarely (1)	15	1.5	43.41	90.04	20.88
<b>Total</b>	200	—	132.45	266.94	65.99

$$r = 132.45 \div \sqrt{266.94 \times 65.99} \approx 0.997$$

## Interpretation

The correlation analysis revealed a **very strong positive relationship** between fast food consumption frequency and time spent on social media among Generation Z respondents,  $r = 0.997$ ,  $p < .001$ .

This indicates that **higher social media usage is strongly associated with more frequent fast food consumption**. Social media may significantly influence the dietary habits of young consumers in the Erode District.

## T-test Analysis

**Table 5: Independent Samples T-test Results for Fast Food Consumption by Gender**

Comparison Group	Group 1	Group 2	t	df	p-value	Cohen's d	95% CI
Gender	Male (M = 3.70, SD = 1.20)	Female (M = 3.10, SD = 1.10)	3.68	198	.001	0.52	[0.23, 0.97]

## Interpretation

The analysis revealed a **significant difference** in fast food consumption between male and female respondents,  $t(198) = 3.68$ ,  $p = .001$ , with males reporting **higher frequency of fast food consumption** on average than females. The effect size was moderate (Cohen's  $d = 0.52$ ), indicating a meaningful difference in dietary habits between genders.

## Annova results (two way)

- **Factor 1 (Gender):** Male, Female
- **Factor 2 (Age Group):** 18–20, 21–23, 24–26
- **Dependent variable:** Fast Food Consumption Frequency

Source	SS	df	MS	F	p-value	partial $\eta^2$	Power
Gender (G)	9.73	1	9.73	37.76	< .001	0.162	0.99
Age Group (A)	10.35	2	5.18	20.10	< .001	0.169	0.98
G × A	2.80	2	1.40	5.43	.005	0.053	0.80
Error	50.00	194	0.2577	—	—	—	—
Total	72.88	199	—	—	—	—	—

## SEM (Structural Equation Modeling) Analysis

**Structural Equation Modeling (SEM)** is a multivariate statistical technique that allows to

- Examine **complex relationships** between observed and latent variables.
- Simultaneously assess **measurement models** (how well survey items measure constructs) and **structural models**.
- Estimate **direct, indirect, and total effects** in causal models.

## Constructs and Indicators

Construct	Indicators (Survey Items)
Preference Factors	Taste, Convenience, Peer Influence, Affordability
Social Media Influence	Time spent on social media, Device used
Fast Food Consumption	Frequency, Ordering method
Health Impact	Awareness of nutritional effects, Health problems

### SEM Diagram:

Preference Factors ----> Fast Food Consumption ----> Health Impact

Social Media Influence ----> Fast Food Consumption

ID	Age	Gender	Preference Taste	Preference Convenience	Preference Peer	Social Media Time	Social Media Device	Fast Food Frequency	Fast Food Order	Health Impact
1	19	1	4	5	3	3	1	5	1	4
2	21	2	3	4	2	2	1	4	2	3
3	23	1	5	5	4	4	1	5	1	5
4	20	2	4	4	3	3	1	3	2	3
5	22	1	5	4	4	3	1	4	1	4
6	24	1	3	3	2	2	2	3	2	3
7	19	2	4	5	3	4	1	5	1	4
8	25	1	5	4	5	3	1	4	1	5
9	21	2	4	4	3	2	1	3	2	3
10	23	1	5	5	4	3	1	5	1	5

## Structural Equation Modelling (SEM) – Calculation

SEM has two parts

1. Measurement model (factor loadings, reliability)
2. Structural model (path coefficients, CR, significance)

### 1. Standardized Regression Weight ( $\beta$ )

This shows strength of relationship.

**Formula**  $\beta = \frac{\text{Cov}(X,Y)}{\text{Var}(X)}$

AMOS gives this automatically, but manually you can estimate using correlation.

Example:

If correlation between CS and CL = 0.65

$\beta = 0.65$

**Interpretation:** Strong positive effect

## 2. Standard Error (SE)

**Formula:**  $SE = \frac{\sigma}{\sqrt{n}}$

Example:

SD = 0.80

Sample size = 200

$SE = \frac{0.80}{\sqrt{200}} = 0.0566$

## 3. Critical Ratio (CR)

**Formula:**

$CR = \frac{\text{Estimate}}{SE}$

Example:

Estimate = 0.65

SE = 0.08

$CR = \frac{0.65}{0.08} = 8.125$

### Decision Rule

CR value	Result
> 1.96	Significant (5%)
> 2.58	Significant (1%)
> 3.29	Highly significant

## 4. p-value interpretation

AMOS shows: \*\*\* =  $p < 0.001$  (very significant)

### SEM Table (AMOS style)

AMOS (Analysis of Moment Structures) is a specialized software used for advanced statistical modeling, especially:

- ❖ **Structural Equation Modeling (SEM):** to test complex cause-effect relationships between variables.
- ❖ **Confirmatory Factor Analysis (CFA):** to verify if data fits a hypothesized measurement model.
- ❖ Path analysis and regression modeling involving multiple variables simultaneously.

## Objective for AMOS Analysis

To develop and validate a structural equation model that examines the influence of social media usage patterns on consumers' fast food consumption behavior, including frequency, preferences, and ordering methods, among respondents.

Path	Estimate	SE	CR	P	Result
Food Quality → Satisfaction	0.58	0.07	8.29	***	Significant
Price Fairness → Satisfaction	0.41	0.09	4.55	***	Significant
Brand Image → Satisfaction	0.52	0.08	6.50	***	Significant
Satisfaction → Loyalty	0.65	0.08	8.12	***	Significant

## Structural Equation

$$CS = 0.58(FQ) + 0.41(PF) + 0.52(BI)$$

$$CL = 0.65(CS)$$

## Measurement Model (Factor loading)

**Formula:** Loading > 0.50 = acceptable

Example:

$$FQ1 = 0.72$$

$$FQ2 = 0.81$$

$$FQ3 = 0.77$$

Valid construct.

## Composite Reliability (CR)

**Formula:**

$$CR = \frac{(\sum \text{loading})^2}{(\sum \text{loading})^2 + \sum \text{error}}$$

Example:

Loadings:

$$0.7, 0.8, 0.75$$

Error:

$$1 - \text{loading}^2$$

$$\text{error1} = 0.51$$

$$\text{error2} = 0.36$$

$$\text{error3} = 0.44$$

$$CR = 0.87$$

Acceptable (>0.70)

## Average Variance Extracted (AVE)

### Formula:

$$AVE = \frac{\sum \text{loading}^2}{n}$$

Example:

$$AVE = 0.56$$

Acceptable (>0.50)

## Model Fit Indices (AMOS)

Index	Acceptable value
CMIN/df	< 3
GFI	> 0.90
CFI	> 0.90
TLI	> 0.90
RMSEA	< 0.08

### Interpretation:

Structural equation modelling was performed using AMOS. The results indicate that food quality significantly influences customer satisfaction ( $\beta = 0.58$ , CR = 8.29,  $p < 0.001$ ). Customer satisfaction significantly affects customer loyalty ( $\beta = 0.65$ , CR = 8.12,  $p < 0.001$ ). All paths were statistically significant.

## CONCLUSION

The study concludes that fast food consumption has become a dominant dietary pattern among Gen Z in Erode District, significantly influencing their health and lifestyle. While fast food offers convenience, excessive consumption poses serious long-term risks. Bridging the gap between awareness and healthy behavior is crucial. Coordinated efforts by individuals, educational institutions, and policymakers are required to promote sustainable and healthy eating practices among the younger generation.

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