

The Globalization of Fast Food Chains that Transform Eating Pattern in Pakistan

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Abstract: The present study aimed to investigate the globalization of fast food chains that transform eating pattern in Pakistan. The data were collected from F-6, Bahria Town Rawalpindi, Lahore defense by a questionnaire. The data were analyzed on SPSS. The results indicate that these transformations in food pattern are closely associated with large openings of fast food outlets in supermarkets and advertisements on information communication technologies. Moreover, study show that food patterns are increasingly transformed through globalization of McDonaldization. The study concluded that people think that fast food eating avoids extra expenditure and travel. The study further settled that fast food employees provide quick services that save the consumer time. Consumer's professional nearness and readymade food also saves time of the consumer along with take away facility. By means of the comprehension of the research it is concluded that demand of fast food is diffusing in most sections of the people. Fast food, convenience of the phenomena fashioned people to be dependent on it, without understanding the conceivable effect or hazards that could disturb human health.

Keywords: Food Chain, Globalization, Pakistan

1. Introduction

Castells (2011) describe globalization as mounting assimilation of the globe that is of cultures, societies and economies which meet in global market or in social sphere under multiculturalism. The former is the interaction of the products with people of different origin besides nationalities at an international level. The latter is cross cultural interaction between local and global cultures, that gave birth to the new global culture that is identical across the world or it has affected the local cultures. Likewise Giulianotti & Robertson (2004) further added the cultural dimension of globalization and said it is both the solidity (compression) of the world in one single whole, and at the same time amplification of consciousness of the individuals and peoples.

Pakistan is a developing state together with a significant strategic position, an atomic authority, having huge natural possession and a pluralist social order as well. The significance of the study McDonaldization of society through globalization, which denotes to the increasing assimilation of same food norms across the world has turn out to be one of the highest hotly-debated subjects form many years, but up till now this arena is not studied systematically and comprehensively in Pakistan, vis-à-vis its transforming food pattern towards fast food. The collective and combined effects of globalization and McDonaldization have prominently influenced usual eating practice over the last few decades. Adding up to this fast foods in the consistent nutrition has been so general and pervasive that in various states traditional foods are often being swapped by modern fast foods, where fast food has turn out to be an inseparable and intimate part of habitual diet. The McDonaldization of culture formulates an idiomatic and colloquial manifestation, which designate an overcoming social process which is principal over other traditional foods and forming an international homogeneity in consumption habits. The reasons and explanations for fast food eating have been effectively considered in modern sociological research. On the other hand, there have been few sociological researches directed to recognize the explanations and reasons after people consumption behaviors in the study area of Pakistan. This investigation will discover and focus on individual food consumption processes and why persons are inclined to convinced eating fast food from the values of socio-economic economic determinants of globalization, global information communication technology advertisements and finally the rapid development of fast food chains in the urban centers of the study area. A sociological examination of the association concerning fast food eating pattern, attitude, approaches and perceptions possibly has determined new features of fast food consumption. At the same time, cultural and societal transformation tobe responsible for a synthesis of conclusions. Together with suggestions for handling the transformations evolving in the study area, this would be a base line research for socio cultural inquiries of McDonaldization through globalization for Pakistani culture.

2. Review of Literature

Literature review establishes acquaintance and understanding with the present form of information, which makes reliability and trust worthiness of ongoing research.

This research assessed the application of various dynamics of fast foods in take in dissimilar age groups in males and females of Pakistan. The work was carried out in Karachi, through structured questionnaire. Entire population was 489. The outcome has declared that fast food is more prevalent among women (n=93) deep fried potatoes and burger, in males (n=117) with more than one kind of fast food. Cold drinks were highly preferred by males (n=150) than females (n=102). The rate of recurrence of use of fibrous and vegetable among females (n=99) as related to the male (n=166) ($p=0.032$, $\chi^2= 9.817$). It was observed that problem of overweight

was found in females than males. It was furthermore set up that largely (n=85) men and (n=93) women were suffered from several sicknesses by eating fast food Qasmi *et al.* (2014). Fast foods are consumed in great quantities and became an addiction. There search was arranged as a communal base across sectional work. Boys of teen age were chosen randomly through straight questionnaire scheme. The statistics were inquired by using SPSS. Total 541 members were questioned, among the population 82.9% have their place in the class 1 socioeconomic standing of high income, while approximately 49.9% of the respondents were fond of KFC as their desired fast food dwelling. Fast food obsession was ominously related with male gender (p=0.03), professionals (p=0.00), bachelors (p=0.00), who delight in quick food services of fast food were (p=0.01) students who like McDonald were (p=0.03) Arumugam *et al.* (2015). Saudi Arabia has come contact with a demographic changeover in nutrition and reflected as forward-thinking state, as its nourishment evolution was established in the WHO grouping. It go through profound and swift fluctuations in nutritional pattern. By means of life style factors that are interconnected to the economic state of affairs in terms of time restrictions and nearness of fast food restaurant to the workplace. Therefore, old-fashioned foods are substituted by fast foods, which has led to the development of fast food business Benajiba (2016).

3. Research Methodology

Methodology is associated and interrelated to logic for the rationale of research and information collection. In a quantitative research design a group structured questions are asked through questionnaire (Simonsen et al.,2010). The universe of current research was restrained to Capital city of Pakistan Islamabad, two cities, Rawalpindi and Lahore from the Province of Punjab Pakistan.

4. Population of the Study

The selected population belong to the most developed and metropolitan area of the cities. Population have diverse socio economic statuses according to the nature of the study. Population, for this, F-6, Bahria Town Rawalpindi, and Lahore Defense is selected. Total Number of houses of the population was 2570 where from sample size has been drawn by using proportional allocation formula.

S.S = Sample Size

$n/N \times S.S$

5. Results

5.1 Uni-variate Analysis

Univariate analysis is a method or process for examining and analyzing data on one single variable. Each and every variable in any data is explored entirely and independently. It is classified into two major sections.

- ❖ Descriptive Statistical Orientation
- ❖ Inferential Statistical Orientation

Table 1: Distribution of the Respondents according to their Age and Gender

| Age of the Respondents in Completed Years | | | |
|--|------------------------|---------------------------|-------------------|
| Sr. No | Characteristics | Frequency | Percentage |
| I | Up to 15-30 | 155 | 42.3 |
| II | 31-45 | 204 | 49.1 |
| III | 46-60 | 39 | 10.2 |
| IV | Above 60 | 7 | 1.1 |
| | Total | 394 | 100.0 |
| Mean: | 34.44 | Standard Deviation | 10.0 |
| Gender of the Respondents | | | |
| I | Male | 281 | 71.3 |
| II | Female | 113 | 28.7 |
| | Total | 394 | 100.0 |

Table 1 reflects the age of the respondents in completed years. As age is a significant variable which represents the maturity level and rational mode of thinking of there spondent’s with each of passing year. It also contributes towards independent decision making process with growing level of maturity. The Table shows the highest number of the respondents visiting fast food restaurants according to their age. The results reveal that almost of the respondents 49.1% belonged to the age group of 31-45. They dominate age group of the present study. The second group 42.3% belonged to the very young population of the study area which was ranging from the age of 16-30. A small percentage 10.2% from the age of 46-60, only 1.1% belonged to age group above 61-67. The minimum age of the respondents was 16 while the highest age was 67 years. The mean age of the respondent was 34.44 and standard deviation was 10.0. The other part of the table displays gender of the respondents. Both male and female were the respondents and part of the present study. Both gender can best describe the real behavior of the individuals and their families regarding fast food from the perspective of gender. The results show that male were in majority 71.3%, whereas females who were also part of the study were approximately 28.7%, one third of the respondents.

Table 5: Distribution of the Respondents by Marital Status and Level of Education

| Marital Status of the Respondents | | | |
|--|------------------------|--------------------|-------------------|
| Sr. No | Characteristics | Frequency | Percentage |
| I | Single | 161 | 40.9 |
| II | Married | 233 | 59.1 |
| III | Total | 394 | 100.0 |
| Level of Education of the Respondents | | | |
| I | Middle | 8 | 2.6 |
| II | Matric | 9 | 2.9 |
| III | FA/FSc | 14 | 4.0 |
| IV | Graduation | 159 | 39.0 |
| V | MSc or Above | 206 | 51.5 |
| | Total | 394 | 100.0 |
| Mean | 15.11 | Standard Deviation | 1.396 |

Results demonstrates the marital status and level of education of the respondents of present study. The distribution of the marital status of the respondents reveals that majority 59.1%, whereas 40.9 % more than one third were young and unmarried. The table further portrays level of education of the respondents from study area. Most of the respondents 51.5% were in class of M.Sc. or above. The mean level of the educational qualification of the respondents was 15.11 and the Standard Deviation was 1.396.

Table 7: Distribution of the Respondents by Visit and Name of Fast Food Restaurant

| Family Visit to the Fast Food Restaurant | | | |
|---|------------------------|------------------|-------------------|
| Sr. No | Characteristics | Frequency | Percentage |
| I | Frequently | 122 | 31.0 |
| II | Rarely | 241 | 61.2 |
| III | Never | 31 | 7.9 |
| | Total | 394 | 100.0 |
| Name of the Fast Food Restaurant | | | |
| I | McDonalds | 121 | 30.7 |
| II | KFC | 111 | 28.2 |
| III | Barger King | 16 | 4.1 |
| IV | Pizza Hut | 86 | 21.8 |
| V | Howdy | 14 | 3.6 |
| VI | Dominos | 11 | 2.8 |
| VII | Subway | 12 | 3.0 |

| | | | |
|-------------|--------------|--------------------|-------|
| VIII | Others | 23 | 6.0 |
| | Total | 394 | 100.0 |
| Mean | 15.11 | Standard Deviation | 1.396 |

Findings demonstrates how often respondents himself and his family visits to fast food restaurants. The results show that majority 61.2% of the respondents had visited fast food restaurants rarely that is they used to go fast food restaurants after one or two weeks interval. The table further unfolds name of fast food restaurants which they visit frequently. The results here reveal that the highest number 30.7% of the respondents go to the McDonald. The 28.2% of the respondents like to go to KFC, while 21.8% of the remaining respondents like to go to the pizza hut. There was lot of variation in the fast food restaurants that respondents had visited on their eating out plan. The leftovers restaurants were Burger king 4.1%, Howdy 3.6%, Subway 3.0%, and Dominos 2.8%. Only 6.0% of the respondents replied other restaurants which were Dunkin' Donuts, Krispy Kreme, Nando's, Hardees and Big Daddy's Fast Food restaurants.

Table 7: Distribution of the Respondents by last time visit to Fast Food Restaurants and Family preference of Fast Food

| Family's last visit to fast food restaurant | | | |
|--|------------------------|------------------|-------------------|
| S.No. | Characteristics | Frequency | Percentage |
| I | less than a week | 91 | 23.1 |
| II | 1-2 weeks ago | 115 | 29.2 |
| III | 3-4 weeks ago | 49 | 12.4 |
| IV | more than 4 weeks | 139 | 35.3 |
| V | Total | 394 | 100.0 |
| Family's preference of fast food | | | |
| I | Frequently | 53 | 13.5 |
| II | Rarely | 194 | 49.2 |
| III | Never | 147 | 37.3 |
| | Total | 394 | 100.0 |

Table result exhibits the respondents' last visit to fast food restaurants. The table shows more than one third of the respondents 35.3% had visited fast food restaurant more than four weeks ago. While 29.2% had visited fast food restaurants 1-2 weeks ago. The highest number of the respondents 23.1% used to go per week or twice a week. While the table further determines behavior of the respondents in relation to the fast food preference by their family over

homemade food. The results disclose here that most of the respondents 49.2% said their family rarely prefer fast food over home food.

Table 5 Distribution of the respondents according to their views about fast food as a fashion and friends influence

| Fast food as a fashion | | | |
|--|------------------------|------------------|-------------------|
| S.No. | Characteristics | Frequency | Percentage |
| I | Yes | 368 | 93.4 |
| II | No | 26 | 6.6 |
| | Total | 394 | 100.0 |
| Friends and colleagues' influence | | | |
| I | Frequently | 165 | 41.9 |
| II | Rarely | 192 | 48.7 |
| III | Never | 37 | 9.4 |
| | Total | 394 | 100.0 |

Table depicts data whether the eating of fast food has become a fashion. This question was of paramount importance. As it shows the growing interest of the people in eating of fast food. It is becoming habit of the respondents thereby the results expressed the intense magnitude of the respondents who acclaimed it by expressing yes to it. Approximately, whole of the respondents 93.4% showed their consent at fast food has turned into a fashion in their lives. While only 6.6% of them showed their discontentment over it. Furthermore, the table indicates behavior of the respondents in relation to fast food eating influenced by their friends and colleagues. It shows the intervention of the intimate relation at social and professional level.

Table 6 Distribution of the respondents by visiting fast food on special occasion and with whom they visit

| Visiting on special occasions | | | |
|--|------------------------|------------------|-------------------|
| S. No | Characteristics | Frequency | Percentage |
| I | Frequently | 168 | 42.6 |
| II | Rarely | 201 | 51.0 |
| III | Never | 25 | 6.3 |
| IV | Total | 394 | 100.0 |
| With whom celebrate special occasions | | | |

| | | | |
|-----|------------|-----|-------|
| I | Family | 153 | 38.8 |
| II | Relatives | 17 | 4.3 |
| III | Friends | 209 | 53.0 |
| IV | Colleagues | 13 | 3.3 |
| V | Neighbors | 2 | .5 |
| | Total | 394 | 100.0 |

Table shows behavior of the respondents in relation to visiting fast food on special occasion. The results show that 51.0% of them expressed that they rarely go to fast food restaurant on special occasion. Meanwhile the 42.6% more than one third of the total respondents revealed that they frequently go to fast food restaurants on special occasion. In addition, the overhead table exhibits that more than half 53.0% go to fast food restaurants on special occasions with friends, while more than one third of the respondents 38.8% go with their family and only 4.3% of them like to go with relatives, 3.3% with colleagues and 0.5% with their neighbors.

Table 7 Distribution of the respondents by their opinion about fast food save time, cost, branded image and to maintain social status

| Characteristics | SA | A | UD | DA | SDA | Total | Mean/SD |
|---|---------------|---------------|-------------|-------------|------------|--------------|---------------|
| i) Celebrations are time and cost effective | 87 (22.1) | 251 (63.7) | 29 (7.4) | 13 (3.3) | 2 (.5) | 394 (100) | 1.93/ .690 |
| ii) Fast foods avoids extra travel | 290 (55.4) | 197 (37.7) | 16 (4.1) | 33 (8.4) | 7 (1.8) | 394 (100) | 2.04/ .870 |
| iii) Fast food quick services save time | 93 (23.6) | 276 (70.1) | 15 (7.4) | 7 (1.8) | 3 (.8) | 394 (100) | 1.86/ .629 |
| iv) Feel secure at fast food restaurant | 124 (31.5) | 228 (57.9) | 28 (7.1) | 7 (1.8) | 3 (.8) | 394 (100) | 1.84/ .735 |
| v) Celebrations create sweet memories | 178 (45.2) | 208 (52.8) | 6 (1.5) | 1 (.3) | 1 (.3) | 394 (100) | 1.58/ .567 |

| | | | | | | | |
|---------------------------------------|---------------|---------------|-------------|-------------|------------|--------------|---------------|
| vi) Recording and sharing of memories | 150 (38.1) | 239 (60.7) | 3 (.8) | 1 (.3) | 1 (.3) | 394 (100) | 1.64/ .541 |
| vii) visit to maintain social status | 233 (59.1) | 135 (34.3) | 15 (3.8) | 9 (2.3) | 2 (.5) | 394 (100) | 1.51/ .725 |
| viii) Neighboring elite community | 255 (64.7) | 112 (28.4) | 11 (2.8) | 11 (2.8) | 5 (1.3) | 394 (100) | 1.47/ .792 |
| ix) Branded image of personality | 241 (61.2) | 133 (33.8) | 5 (1.3) | 11 (2.8) | 4 (1.0) | 394 (100) | 1.49/ .752 |
| x) Consumer culture attraction | 214 (54.3) | 163 (41.4) | 10 (2.5) | 7 (1.8) | 0 (0.0) | 394 (100) | 1.52/ .639 |
| xi) Awesome weather attraction | 196 (49.7) | 191 (48.5) | 10 (2.5) | 6 (1.5) | 1 (.3) | 394 (100) | 1.52/ .544 |
| xii) Symbolic talk with peoples | 225 (57.1) | 155 (39.3) | 7 (1.8) | 6 (1.5) | 1 (.3) | 394 (100) | 1.48/ .639 |

The abovementioned Table describes the significant features of fast food eating behavior as it is effective for saving the respondents time and money. The results show that majority of the respondents 66.0% were agreed to the time saving and cost effectiveness of the fast food. The average score of this component (Mean= 1.93, SD= .690) indicated that most of the time celebrating ceremonies are more time saving as well as cost effective at fast food restaurants. In addition the next indicator further illustrates that respondents visiting fast food restaurants save the extra travel and expenditure on the travel. The average score of this component was (Mean =2.04, SD = .870) described that most of the time fast food's home delivery avoids extra expenditure and travel. Additionally, the above cited table further clarifies that the services of the staff of the fast food restaurants save the time of the respondents who visit there. The average score of this component (Mean= 1.86, SD = .629) portrayed that fast food restaurant's staff provide quick services which save majority of the respondent's time. Furthermore, the above table pointed out about level of security of the respondents at the fast food restaurants. The security while eating is a big concern for them. The average score of this component (Mean= 1.84, SD = .735) designated most of the respondents feel themselves secure at fast food restaurant. Besides this table additionally defines the important feature of fast food where respondent's gathering creates sweet memories for them that last longer. the average score of this component (Mean= 1.58, SD= .567) specified that for majority of the respondents gathering and

celebrations at fast food restaurants create sweet memories. Moreover, the subsequent indicator explains respondent's record and share sweet memories at fast food restaurants. In this characteristic the significance of sharing these memories exposed and the results show that majority of the respondents 60.7% were agreed that they share these memories, The average score of this component (Mean=1.64,SD=.541) under line d that respondent's majority record and share sweet memories with each other. In addition referring to succeeding variable which illuminates that respondents visit fast food to maintain their social status. The average score of this component (Mean= 1.51, SD= .725) marked that majority of the respondents visit fast food restaurants to maintain their social status. Likewise, the other characteristic of the table points out that respondent's behavior is influenced by the intervening behavioral tendencies that stimulates respondent to visit fast food restaurants. The average score of this component (Mean= 1.47, SD= .792) make clear that majority of the respondents believed that their neighboring elite community influence them to visit fast food restaurants. Moreover, Table further expresses that the respondents feel branded image of their personality after visiting fast food restaurants, as the fast food chains are a part of multinational corporations which is a brand. The average score of this component (Mean=1.49, SD=.752) depicted that majority of the respondents feel branded image of their personality after visiting fast food restaurants. The successive variable explains that respondents visit fast food restaurants due to the effect of consumer culture that is people want to be part or participate in things in any way either by eating or visiting. The average score of this component (Mean=1.52,SD=.639) manifested that majority of the respondents were agreed that consumer culture attracts them to visit fast food restaurants. Furthermore, other characteristic demonstrates that behavioral tendencies of the respondents like pleasant and different weather compel them to visit fast food restaurant. The average score of this component (Mean=1.52,SD=.544) displayed that majority of the respondents agreed that some unusual awesome weather is always an attraction for them to visit fast food restaurant. Moreover, signifying to up coming point which states that fast food eating behavior is an attraction for the respondents when they symbolically talk with the people after visiting fast food restaurants. The average score of this component (Mean= 1.48, SD= .639) exhibited that for majority of the respondents symbolic talk with other people is a reason to visit fast food restaurant.

Table 8 Distribution of the respondents by their opinion about fast food quality, taste, infrastructure, supermalls and sitting plan

| Characteristics | SA | A | UD | D | SDA | Total | Mean/ SD |
|--|--------------|---------------|-------------|-------------|------------|--------------|---------------|
| i) Fast foods are better in quality from other foods | 62 (15.7) | 276 (70.1) | 26 (6.6) | 26 (6.6) | 4 (1.0) | 394 (100) | 2.07/ .758 |

| | | | | | | | |
|--|---------------|---------------|-------------|-------------|-------------|--------------|---------------|
| ii) Quality standards are always maintain by fast food restaurants | 66 (16.8) | 272 (69.0) | 29 (7.4) | 20 (5.1) | 7 (1.8) | 394 (100) | 2.06/ .776 |
| iii) Fast food are more tasteful | 120 (30.5) | 206 (52.3) | 29 (7.4) | 28 (7.1) | 11 (2.8) | 394 (100) | 1.99/ .957 |
| iv) Fast food offers variety of tastes and flavors | 134 (34.0) | 210 (53.3) | 16 (4.1) | 26 (6.6) | 8 (2.0) | 394 (100) | 1.89/ .905 |
| v) Shape and contents of fast food are better attractive | 146 (37.1) | 191 (48.5) | 24 (6.1) | 24 (6.1) | 9 (2.3) | 394 (100) | 1.88/ .932 |
| vi) Fast food franchises has better infrastructure and interior | 140 (35.5) | 230 (58.4) | 9 (2.3) | 12 (3.0) | 3 (.8) | 394 (100) | 1.75/ .713 |
| vii) Fast food restaurants' interior facilities are visually appealing and inspiring | 139 (35.3) | 230 (58.4) | 15 (3.8) | 6 (1.5) | 4 (1.0) | 394 (100) | 1.75/ .693 |
| viii) Super market and malls attached restaurants have more attraction | 149 (37.8) | 221 (56.1) | 14 (3.6) | 9 (2.3) | .3 (1.0) | 394 (100) | 1.71 .667 |
| ix) Sitting plan of some restaurants in gardens is more appealing | 189 (48.0) | 187 (47.5) | 12 (3.0) | 5 (1.3) | 1 (.3) | 394 (100) | 1.58/ .642 |

The Table illustrates respondent's attitude towards fast food quality relative to the other restaurants. The results here elucidate that majority of the respondents 70.1% were agreed to the point that fast food has better quality than to other restaurants. The average score of this component (Mean= 2.07, SD= .758) indicated that majority of the respondents were agreed that fast foods are better in quality from other restaurants. Additionally, the above cited table further elucidates that the quality of the fast food restaurants is always maintained. The average score of this component (Mean =2.06, SD = .776) described that most of the respondents were agreed that quality standards are always maintained by fast food restaurants. Moreover, next characteristic other part of the table makes clear that fast food items have more taste than to the traditional food items. The average score of this component (Mean=1.99,SD=.957) portrayed that majority of the respondents were agreed that fast food items are more tasteful as compared to traditional food. Furthermore, Table elucidates that the respondents find variety of food at fast food restaurants in relation to the traditional foods. The average score of this component (Mean=1.89,SD=.905) designated that respondents' majority was agreed that fast food restaurants offers variety of

tastes and flavors. Additionally, table further explored the point that food items at fast food restaurants is better than traditional foods in relation to appearance and content. The average score of this component (Mean= 1.88, SD= .932) specified that for majority of the respondents were agreed that shape and contents of fast foods is better than traditional food. Besides the table further unfolds that infrastructure and interior of fast food restaurants are better in comparison with traditional restaurant. The average score of this component (Mean= 1.75, SD= .713) underlined that respondents' majority was a greed that fast food franchises has better infrastructure and interior structure than local restaurants. In addition, the next variable of the table demonstrates respondent's opinion that fast food restaurants interior and infrastructural facilities are visually appealing and inspirational. The average score of this component (Mean= 1.75, SD= .693) marked that majority of the respondents believed that fast food restaurants' infrastructural and interior facilities are visually appealing and inspiring. Furthermore, next indicator shows that fast food restaurants attached to the super markets and malls have more attraction for the respondents. The average score of this component (Mean= 1.71, SD= .667) make clear that majority of the respondents agreed that supermarket and malls attached restaurants have more attraction. Besides, the table further determines respondent's opinion about sitting plan of fast food restaurants in gardens which is more appealing to the respondents. The average score of this component (Mean= 1.58, SD=.642) depicted that majority of the respondents were agreed that sitting plan of some of the restaurants in gardens is more appealing.

Table 9: Distribution of the respondents by their opinion about fast Food regarding health, hygiene, nutrition, body weight and diseases

| Characteristics | SA | A | UD | D | SDA | Total | Mean/ SD |
|---|--------------|---------------|---------------|---------------|--------------|--------------|----------------|
| i) Foods offers at fast food's restaurant are healthy | 22 (5.6) | 103 (26.1) | 56 (14.2) | 147 (37.3) | 66 (16.8) | 394 (100) | 3.34/ 1.191 |
| ii) fast food is fresh food which is good for health | 17 (4.3) | 98 (24.9) | 79 (20.1) | 145 (36.8) | 55 (14.0) | 394 (100) | 3.31/ 1.120 |
| iii) Fast food restaurant environment is hygienic | 43 (10.9) | 178 (45.2) | 73 (18.5) | 87 (22.1) | 13 (3.3) | 394 (100) | 2.62/ 1.047 |
| iv) fast Foods are cooked in clean environments | 35 (8.9) | 172 (43.7) | 109 (18.5) | 62 (15.7) | 16 (4.1) | 394 (100) | 2.62/ .986 |

| | | | | | | | |
|---|---------------|---------------|---------------|--------------|-------------|--------------|----------------|
| v) Their staff have neat appearance | 70 (17.8) | 245 (62.2) | 50 (12.7) | 25 (6.3) | 4 (1.0) | 394 (100) | 2.11/ .800 |
| vi) There is strict check and balance to keep the environment clean | 70 (17.8) | 195 (49.5) | 74 (18.8) | 45 (11.4) | 10 (2.5) | 394 (100) | 2.31/ .977 |
| vii) Fast food possess health hazardous ingredients | 72 (18.3) | 171 (43.4) | 104 (26.4) | 38 (9.6) | 9 (2.3) | 394 (100) | 2.34/ .961 |
| viii) Fast food have more fat | 117 (29.7) | 167 (42.4) | 47 (11.9) | 58 (14.7) | 5 (1.3) | 394 (100) | 2.15/ 1.048 |
| ix) Fast foods enhance body weight | 131 (33.2) | 196 (49.7) | 42 (10.7) | 22 (5.6) | 3 (.8) | 394 (100) | 1.91 .851 |
| x) fast food is dangerous to health | 141 (35.8) | 183 (46.4) | 42 (10.7) | 25 (6.3) | 3 (.8) | 394 (100) | 1.90 .882 |
| xi) Fast food arise diseases | 110 (27.9) | 195 (49.5) | 60 (15.2) | 22 (5.6) | 7 (1.8) | 394 (100) | 2.04/ .903 |
| xii) I prefer to take calories | 64 (16.2) | 153 (38.8) | 78 (19.8) | 84 (21.3) | 15 (3.8) | 394 (100) | 2.58/ 1.108 |
| xiii) I Prefer to visit vegetarian fast food outlets | 63 (16.0) | 154 (39.1) | 67 (17.0) | 88 (22.3) | 22 (5.6) | 394 (100) | 2.62/ 1.157 |
| xiv) I Prefer to visit non vegetarian fast food outlets | 69 (17.5) | 157 (39.8) | 78 (19.8) | 69 (17.5) | 21 (5.3) | 394 (100) | 2.53/ 1.128 |

Table exhibits health concerns of the respondents eating at fast food restaurants. Table discloses that more than one third of the respondents 37.3% were disagreed to the point that fast food is healthy food, while more than one fourth 26.1% were agreed. The average score of this element (Mean=3.34,SD=1.191) indicated that majority of the respondents were disagreed that fast foods is healthy. Moreover, the above mentioned table further describes the important feature of fast food eating behavior whether the fresh food at fast food restaurants is healthy. The average score of this component (Mean=3.31,SD=1.120) described that most of the respondents were disagreed

that food offered at fast food restaurants is fresh which is good for health. Furthermore, the table portrays respondent's attitude towards fast food hygienic environment. The average score of this component (Mean= 2.62, SD= 1.047) portrayed that majority of the respondents were agreed that fast food restaurant environment is hygienic. Moreover, the above cited table reveals that the fast food is cooked in clean and hygienic environment. The average score of this element (Mean=2.62,SD=.986) designated that majority of the respondents was agreed that fast Foods are cooked in clean environment. Likewise, table expounds the respondent's response about whether fast Foods staff have an eat appearance during their duty in fast food restaurants. The average score of this component (Mean=2.11,SD=.800)specified that majority of the respondents were agreed that fast food restaurant's staff have a neat appearance. Additionally, the next characteristic inquiries whether there is a strict check and balance at fast food restaurants to keep the environment clean. The average score of this element (Mean=2.31SD=.977) underlined that respondents majority was agreed that fast food restaurants always maintain strict check and balance to keep the environment clean. Furthermore, the table indicates result of whether fast food possess health hazardous ingredients in it or not. The average score of this component (Mean=2.34, SD= .961) marked that majority of the respondents believed that fast food possesses health hazardous ingredients in it. In addition, overhead table cited responses of the question that fast food contains more fats than local foods. The average score of this element (Mean= 2.15 SD= 1.048,) make clear that majority of the respondents agreed that fast food possess more fat than to local food. Likewise, table illustrates results of that eating of fast food enhances the body weight of the respondents. The average score of this component (Mean= 1.91 SD=.851) depicted that majority of the respondents were agreed that Fast foods enhance their body weight. In addition, the above table explains that excess of fast food can be dangerous for its guzzlers. The average score of this component (Mean= 1.90 SD= .882) manifested that the majority of the respondents were agreed to the point that excess of fast foods is dangerous for health. Furthermore, the above cited table elucidate that eating of fast food may cause disease to the respondents. The average score of this component (Mean= 2.04, SD= .903) displayed that majority of the respondents agreed to the point that eating of fast food may cause any diseases to them. Table determines the respondent's opinion about taking calories in their diet preferably. The average score of this element (Mean= 2.58, SD= 1.108) exhibited that majority of the respondents were agreed to the point that they always prefer to take calories in their diet. Table further concludes the respondent's opinion about taking calories in vegetarian fast food. The average score of this component (Mean= 2.62, SD= 1.157) unveiled that majority of the respondents were agreed that they prefer to visit vegetarian calories rich fast food. Moreover, the table accomplishes the respondent's opinion about taking calories in their diet preferably found in non-vegetarian (meat) fast food. The average score of it (Mean= 2.53, SD= 1.128) pointed out that majority of the respondents were agreed to the point that they prefer to visit non vegetarian (meat) calories rich fast food outlets.

Table 10: Distribution of the respondents by their opinion about fast food quantity, staff language and ethics, preference and visiting again

| Characteristics | SA | A | UD | D | SDA | Total | Mean / SD |
|---|---------------|---------------|--------------|--------------|-------------|--------------|----------------|
| i) I always prefer to visit fast food restaurant | 61 (15.5) | 192 (48.7) | 46 (11.7) | 79 (20.1) | 16 (4.1) | 394 (100) | 2.48/ 1.099 |
| ii) Quantity of fast food is enough to satisfy hunger | 39 (9.9) | 258 (65.5) | 38 (9.6) | 45 (11.4) | 14 (3.6) | 394 (100) | 2.33/ .929 |
| iii) Their staff keep a good language with me | 88 (22.3) | 265 (67.3) | 22 (5.6) | 19 (4.8) | 0 (0.0) | 394 (100) | 1.93 .684 |
| iv) Staff always maintain ethical relation with me | 91 (23.1) | 234 (59.4) | 47 (11.9) | 20 (5.1) | 2 (.5) | 394 (100) | 2.01/ .775 |
| v) I also be decent in their decent environment | 103 (26.1) | 249 (63.2) | 20 (5.1) | 15 (3.8) | 7 (1.8) | 394 (100) | 1.92/ .787 |
| vi) Fast food restaurants provide central air conditioner in summer | 126 (32.0) | 207 (52.5) | 35 (8.9) | 21 (5.3) | 5 (1.3) | 394 (100) | 1.91/ .855 |
| vii) Fast food restaurants provide central heating in winter | 100 (25.4) | 216 (54.8) | 49 (12.4) | 26 (6.6) | 3 (.8) | 394 (100) | 2.03/ .844 |
| viii) staff cooperate very well with their customers | 104 (26.4) | 250 (63.5) | 27 (6.9) | 12 (3.0) | 1 (.3) | 394 (100) | 1.87/ .680 |
| ix) Fast food restaurant staff behavior make respondent visit again and again | 114 (28.9) | 167 (42.4) | 71 (18.0) | 37 (9.4) | 5 (1.3) | 394 (100) | 2.12/ .974 |

The above cited table firstly describes the preference of fast food by the respondents whenever they plan to visit a restaurant. The average score of this component (Mean= 2.48, SD= 1.099) indicated that majority of the respondents were agreed that whenever respondents plan to visit a restaurant they prefer fast food restaurant. Moreover, the table shows respondent's opinion whether quantity of fast food satisfies their hunger. The results here discovered that majority of the respondents 65.5% were agreed to the point that quantity of fast food satisfy their hunger. The average score of this component (Mean =2.33, SD = .929) described that most of the respondents were agreed that quantity of food provided in the fast food is enough to satisfy their hunger. The next indicator stated and portrays that whether the fast food restaurants staff keep a good language with their customers. The average score of this component (Mean= 1.93, SD= .684) portrayed that majority of the respondents were agreed that fast food restaurant staff keep a good language with them. The next characteristic depicts that fast food restaurants staff always keep ethical relation with the respondents at fast food restaurants. The average score of this component (Mean= 2.01, SD = .775) designated that respondent's majority was agreed that fast food restaurant staff always maintain ethical relation with them. Additionally, next variable represents that fast food restaurant's decent environment influences the respondent's to be decent. The average score of this component (Mean=1.92,SD=.787) specified that majority of the respondents were agreed that at fast food restaurants they also prefer to be decent in their decent environment. In addition, the next characteristic in the table explained respondent's response towards the providence of the central air conditioner at the fast food restaurant in summer. The average score of this component (Mean= 1.91, SD= .855) underlined that respondent's majority was agreed that fast food restaurants provide central air conditioner in summer. Additionally, table shows respondent's response towards the providence of the central heating system at the fast food restaurant during winter. The average score of this component (Mean=2.03,SD=.844) marked that majority of the respondents believed that fast food restaurants provide central heating during winter. The above cited table further illustrates respondent's response about the cooperation of the staff of the fast food restaurants with their customers. The average score of this component (Mean= 1.8, SD= .680) make clear that majority of the respondents agreed that fast food staff cooperate very well with their customers. In addition, the above mentioned table clarifies respondent's response about the cooperation of the staff of the fast food restaurants with their customers makes them visit again and again. The average score of this component (Mean= 2.12, SD=.974) depicted that majority of the respondents were agreed that fast food restaurant's staff behavior compels the respondent to visit again and again.

Table 11: Distribution of the respondents by their opinion about Information Communication Technology advertisements make aware about fast food

| Characteristics | SA | A | UD | D | SDA | Total | Mean/ SD |
|--|---------------|---------------|--------------|---------------|-------------|--------------|----------------|
| i) Information Communication Technology' advertisements make aware about fast food restaurants | 149 (37.8) | 230 (58.4) | 13 (3.3) | 2 (.5) | 0 (0.0) | 394 (100) | 1.66/ .566 |
| ii) Exposure to different advertisements motivate to eat fast food | 112 (28.4) | 246 (62.4) | 26 (6.6) | 8 (2.0) | 2 (.5) | 394 (100) | 1.84/ .672 |
| iii) I often took decision by seeing inspirational advertisements of fast food | 148 (37.6) | 199 (50.5) | 33 (8.4) | 12 (3.0) | 2 (.5) | 394 (100) | 1.78/ .763 |
| iv) Colorful media advertisements of youth always attract me | 155 (39.3) | 208 (52.8) | 14 (3.6) | 14 (3.6) | 3 (.8) | 394 (100) | 1.74/ .756 |
| v) Introduction to different money saving deal advertisements makes me to take fast food | 160 (40.6) | 193 (49.0) | 14 (3.6) | 4 (1.0) | 0 (0.0) | 394 (100) | 1.75/ .799 |
| vi) More time I spent on advertisements it affect me more | 173 (43.9) | 156 (39.6) | 23 (5.8) | 38 (9.6) | 4 (1.0) | 394 (100) | 1.85/ .996 |
| vii) TV advertisements are more effective | 15 (38.1) | 204 (51.8) | 17 (4.3) | 22 (5.6) | 1 (.3) | 394 (100) | 1.78/ .790 |
| viii) Internet advertisements are more effective | 96 (24.4) | 141 (35.8) | 72 (18.3) | 83 (21.1) | 2 (.5) | 394 (100) | 2.38/ 1.085 |
| ix) Smartphone advertisements are more effective | 72 (18.3) | 122 (31.0) | 86 (21.8) | 108 (27.4) | 6 (1.5) | 394 (100) | 2.63/ 1.114 |
| x) I make decision by seeing fast food advertisements on Facebook and twitter | 70 (17.8) | 133 (33.8) | 79 (20.1) | 88 (22.3) | 24 (6.1) | 394 (100) | 2.65/ 1.182 |

Table validates behavioral tendencies of the respondents by seeing advertisements on information communication technology to get awareness about fast food restaurant. The average score of this component (Mean= 1.66, SD=.566) indicated that majority of the respondents were

agreed that Information Communication Technology advertisements create awareness about fast food restaurants. Moreover, table further shows opinion of the respondent about different advertisements of fast food which motivate them to eat fast food. The average score of this component (Mean =1.84, SD = .672) described that most of the respondents were agreed that their exposure to different advertisements motivate them to eat fast food. Additionally, table shows respondent's opinion that they decide because of its inspirational advertisements on information communication technology. The average score of this element (Mean= 1.78, SD= .763) portrayed that majority of the respondents was agreed that they often take their decision by seeing inspirational advertisements of fast food. In addition, the next indicator interprets behavioral tendencies of the respondents that after seeing colorful media advertisements of youth on information communication technology, respondents get attracted. The average score of this element (Mean=1.75,SD=.799) designated that respondents majority was agreed that colorful media advertisements of youth always attract them to eat fast food. Besides next indicator in table deduces behavioral tendencies of the respondents by their response after seeing money saving deal advertisements on information communication technology to they eat fast food. The average score of this component (Mean=1.68,SD=.690) specified that majority of the respondents was agreed that introduction to different money saving deals advertisements make them to take fast food. Furthermore, referring to the next characteristic of the table defines behavioral tendencies of the respondents that spending and giving more time to advertisements on information communication technology affects the respondent's behavior to take fast food. The average score of this component (Mean= 1.85, SD= .996) underlined that respondent's majority was agreed that more time they spent on advertisements it affects them more. Additionally, the next characteristic in the table concludes that behavioral tendencies of the respondents that watching TV affects the respondents more to take fast food. The average score of this component (Mean=1.78, SD= .790) marked that majority of the respondents believed TV advertisements are more effective. Additionally, the above pointed out table elucidates that the advertisements on internet that is also the part of the information communication technology affect the respondent more to take fast food. The average score of this component (Mean= 2.38, SD= 1.085) make clear that majority of the respondents was agreed that Internet advertisements are more effective. Besides, the table further explores that advertisements of smart phones are more effective to induce respondents to eat fast food. The average score of this component (Mean=2.63, SD=1.114) depicted that majority of the respondents were agreed that smart phone advertisements are more effective. In addition Table clarifies that respondents make their decision by seeing advertisements of fast food on Facebook and twitter. The average score of this component (Mean=2.65, SD=1.182) manifested that the majority of the respondents were agreed that they make decision by seeing fast food advertisements on Facebook and twitter.

6. Conclusion

The present study aimed to observe the transformation in food pattern. The study concluded that these transformations in food pattern are closely associated with large openings of fast food outlets in supermarkets and advertisements on information communication technologies. The findings of the study supported the hypothesis that food patterns are increasingly transformed through globalization of McDonaldization. Fast food is increasingly taking roots in the study area. People are increasingly dining out, especially the younger generation. The study concluded that people think that fast food eating avoids extra expenditure and travel. The study further settled that fast food employees provide quick services that save the consumer time. Consumer's professional nearness and readymade food also saves time of the consumer along with take away facility. The study further explored that different dynamics like super taste, quality standards, branded image, long working hours, elite community influence, high income, taste, interior and infrastructure, secure and decent environment and quick services all these are playing vital role in promoting fast food among public. The study additionally established super market and malls attached restaurants have more attraction. Income level is also a high consideration. Further, visits are to maintain social status, symbolically answering neighboring elite community, dual earner families, bachelor employees they always prefer to choose readymade food due to long working hours in absence of family. Such as, Job labor force in the urban areas is rapid, quick and convenient service is the primary reason for preferring fast food.

Above all, people are also importantly subjective to marketing such as advertisements. Information Communication Technology advertisements make many aware about fast food, similarly internet, TV and Facebook these advertisements always attract the customers. By means of the comprehension of the research it is concluded that demand of fast food is diffusing in most sections of the people. Fast food, convenience of the phenomena fashioned people to be dependent on it, without understanding the conceivable effect or hazards that could disturb human health.

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