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Fast Food Consumption Pattern among Youth in Ogbomoso Metropolis of Oyo State, Nigeria

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Abstract

Fast food has become a prominent feature of diet and has grown into a dominant dietary pattern among youth worldwide. It is difficult to escape noticing the colourful edifice and bill boards of these food outlets, one is probably just around the corner of your street. Mr Biggs, Tastes Fried Chicken, Sweet Sensation, Big Treat, Favourite etc. Due to competitive nature of the market many of the food outlets market have started to blend their menus with African cuisines like Pounded Yam, Amala, Moin-Moin, Eda, Semovita, Fufu etc.This study analyzed fast food consumption pattern among the youth in Ogbomoso metropolis of Oyo State, Nigeria. Data were collected randomly from two hundred (200) respondents with the use of structured questionnaire. Data was analyzed using descriptive statistics, Logit and Tobit regression analysis. Data analysis revealed that 68% of the respondents were male, 92% were singled, 86.5% had tertiary education, 71% are Christians while 72% of the respondents were students. Average age was 24.5 years. The factors affecting the respondents decision to consume fast food are gender, hours spent in watching television, income, education and hours spent at work/school.

Keywords:
Fast food, Consumption, Youth, Tobit.

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