

**KNOWLEDGE, ATTITUDES AND PRACTICES TOWARDS  
CONSUMPTION OF FAST FOOD AMONG FHS STUDENTS OF  
MALDIVES NATIONAL UNIVERSITY**

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**KNOWLEDGE, ATTITUDES AND PRACTICES TOWARDS CONSUMPTION OF  
FAST FOOD AMONG THE STUDENTS OF MALDIVES NATIONAL UNIVERSITY**

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June 2016

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I hereby declare that this Project is the result of my own work, except for quotations and summaries which have been duly acknowledged.

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Date: 8<sup>th</sup> June 2016

# KNOWLEDGE, ATTITUDES AND PRACTICES TOWARDS CONSUMPTION OF FAST FOOD AMONG THE STUDENTS OF MALDIVES NATIONAL UNIVERSITY

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**June 2016**

**ABSTRACT**

Eating healthy foods and living in a healthy life is one of the essential requirements for having long life expectancy. However, people are consuming fast foods with lots of calories but with little nutritional value that leads to chronic diseases like (NCDs) which was the major causes of morbidity and mortality in Maldives. This cross sectional descriptive study was carried out to identify knowledge, attitude and practices towards consumption of fast food among health background students of Maldives National University in May 2016. Among 100 participants who participated in the study, it has found that majority of participants were aware about the risks causes due to consumption of fast food. 45% of the participants have strongly agreed that fast food can causes NCDs and other diseases. Even though, participants have knowledge about the risk of consuming fast food, there were about 28% of participants who consume fast food every day while, 40% of the participants consume fast food weekly. Consumption of fast food among participants increases due to their lifestyle. As there 54% of the participants who agree that they prefer fast food when they want to become socialize with friends and family. In addition, 59% of the participants have strongly believed taste of the fast food makes to consume more fast food. Therefore, it can be said that the students have knowledge about risk factors of fast food consumption however; the attitudes and practices of students should be changed. Hence, the community should work on the policy of providing healthy meals conveniently at lower cost. Also the university should work on creating awareness among students to minimize intake of fast food and increase level of healthy foods to be consumed.

**Key words:** Fast food, Attitude, Knowledge, Perception, Health background students

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## **ABBREVIATIONS AND ACRONYMS**

1. MNU- Maldives national University
2. FHS- Faculty of health sciences
3. AGE- acute gastroenteritis
4. SCT: social cognitive theory
5. WHO- World health organization
6. GSHS- Global school based student health survey
7. NCDs- Non communicable diseases

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background to the Study**

Eating healthy food and living in a healthy life is one of the essential requirements for a long life. Somehow, developing world has changed the habits of replacing healthy foods by consumption of foods which has several adverse effects on health of individuals (Ashakiran & R, 2012).

Life expectancy is reduced by serious health problems such as type 2diabetes, heart diseases and certain types of cancers which are associated from obesity. As obesity is a public challenge that is increasing due to unhealthy eating habits and lifestyle changes (Fortin & Yazbeck, 2011). As a result of unhealthy eating habits consumption of different types of fast food in all ages are increasing in, both developed and developing countries. Thus, fast food “generally refers to foods that contribute lots of calories but little nutritional value” (Magee, 2016). On the other way fast food can be define as any meal that takes little or less time for preparation can be considered. Moreover, these fast food items are readily available and easy for consumption (Islam & Ullah, 2010).

## **1.2 Problem Statement/justification**

According to the Global school based students health survey (GSHS) report of 2009, there are about 15.7 % of the students who eats from fast food restaurants on three or more times a day (Ministry of Health, 2009). This report shows a trend in the people according to their life style changes. Hence, lifestyle changes which comes with the development has high prevalence of risk factors such as consumption of sugary and fatty foods and drinks, tobacco use and sedentary lifestyle has led to NCDs( Non-communicable diseases) which was the major causes of morbidity and mortality in the country (Ministry of Health, 2016).

Unknowingly people are making a way to increase diseases like Diabetes Mellitus, hypertension, cardiovascular diseases and other chronic diseases which lead to life treating in the end because of consumption of fast food or junk food (Fortin & Yazbeck, 2011).

Therefore, identifying extent of junk food consumption in young adults and finding the factors which promotes its consumption is a first step towards planning strategies to minimize health hazards due to fast food. Also it is important to find ways to minimize the long term impacts of consuming fast food. Young adults or the people who are living in a stress full life are more prone to consume fast food due to their busy schedule. Mostly the students are not aware of the risks facing due to fast food consumption.

People who works and living in a busy schedule are consuming fast food, as because it is easily available and it taste good to satisfy hunger for the time being. According to the shops, fast food or junk food is the items which are on high demand in

all age groups. Even students take junk food for their intervals as it is easily available and good to taste.

### **1.3: Purpose of the study**

The purpose of the study is to identify knowledge, attitudes and practices towards consumption of fast food among health background students of Maldives national university.

### **1.4. Objectives of the Study**

1. To identify knowledge level of FHS students about the risk factors related to fast food consumption.
2. To identify the causes of consuming fast food among the FHS students.
3. To understand the FHS student's perception about the consumption of fast food

### **1.5: Research Question**

Do the students of FHS have knowledge about risk of fast food consumption?

Does the knowledge about risk factors affect student's perception and attitudes towards consuming fast food?

### **1.6: Significance of the study**

By using the result of this study, university can conduct awareness programs among students of university. The results of this study can be evidence which shows the trends in the consumption of fast food and the risk facing due to consuming of fast food. The result of this study can show the students behavior towards consuming fast food and ways to minimize the consumption of the fast food among university students.

### **1.7: Scope of the Study**

Due to limited time, resources and self-funding, only students who studies in FHS were included in this study. Thus, the study is mainly focused on to the students who are studying in FHS Male' campus of Maldives National University. Even though, university has other faculties in Male' and Atolls, where many other students are studying and whom the results of this study can be applied. However, this covers only the FHS Male' campus, result of this study can be applied to the all youths who are aged 16-35 years.

## **1.8: Definitions of Terms**

1. **Fast food:** Foods that contribute lots of calories but little nutritional value.
2. **Obesity:** The word "obesity" means too much body fat. It's usually based on your body mass index (BMI), which you can check using a BMI calculator. BMI compares your weight to your height.
3. **Prevalence:** the fact or condition of being prevalent; commonness
4. **Gastritis:** Gastritis is an inflammation, irritation, or erosion of the lining of the stomach. It can occur suddenly (acute) or gradually (chronic).
5. **AGE- Acute gastritis** is a sudden inflammation or swelling in the lining of the stomach. It causes severe and nagging pain. However, the pain is temporary and usually lasts for short bursts at a time.
6. **Diabetes:** describes a group of metabolic diseases in which the person has high blood glucose (blood sugar), either because insulin production is inadequate, or because the body's cells do not respond properly to insulin, or both.
7. **Hypercholestromia:** Hypercholesterolemia is a condition characterized by very high levels of cholesterol in the blood.
8. **NCDs (Non- communicable Diseases):** Non- communicable diseases (NCDs), also known as chronic diseases, are not passed from person to person. They are of long duration and generally slow progression.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1 Introduction**

This chapter is mainly focused on four areas. At first the theoretical framework chosen for this study will be explained with the conceptual framework based on this theory. Secondly, it would cover the study area in a perspective from worldwide. Next it would be focusing literature review on the specific variables of the study subject and it will be explained. Finally it would be looking on to the situation of Maldives regarding the study subject.

#### **2.2 Theoretical Framework**

Theoretical framework used for this study is a theory which was proposed by Miller and Dollard in 1941 which was known as social cognitive theory (SCT). The SCT theorizes social context with a dynamic and reciprocal interaction of the person, environment and behavior (Boston University School of Public Health, 2016).

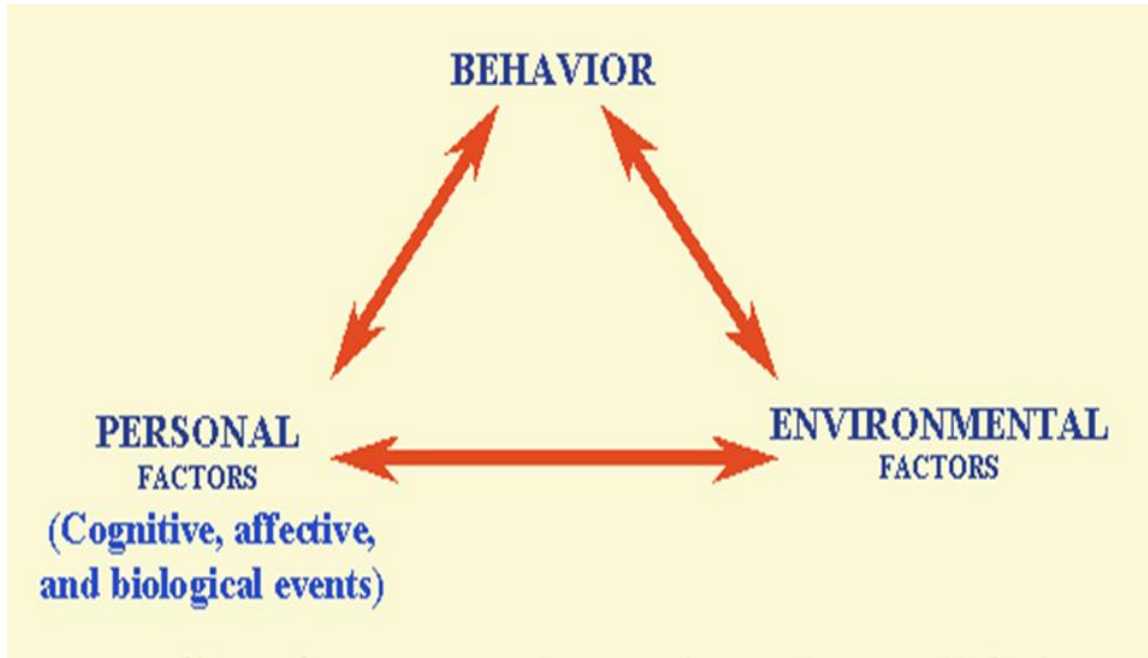


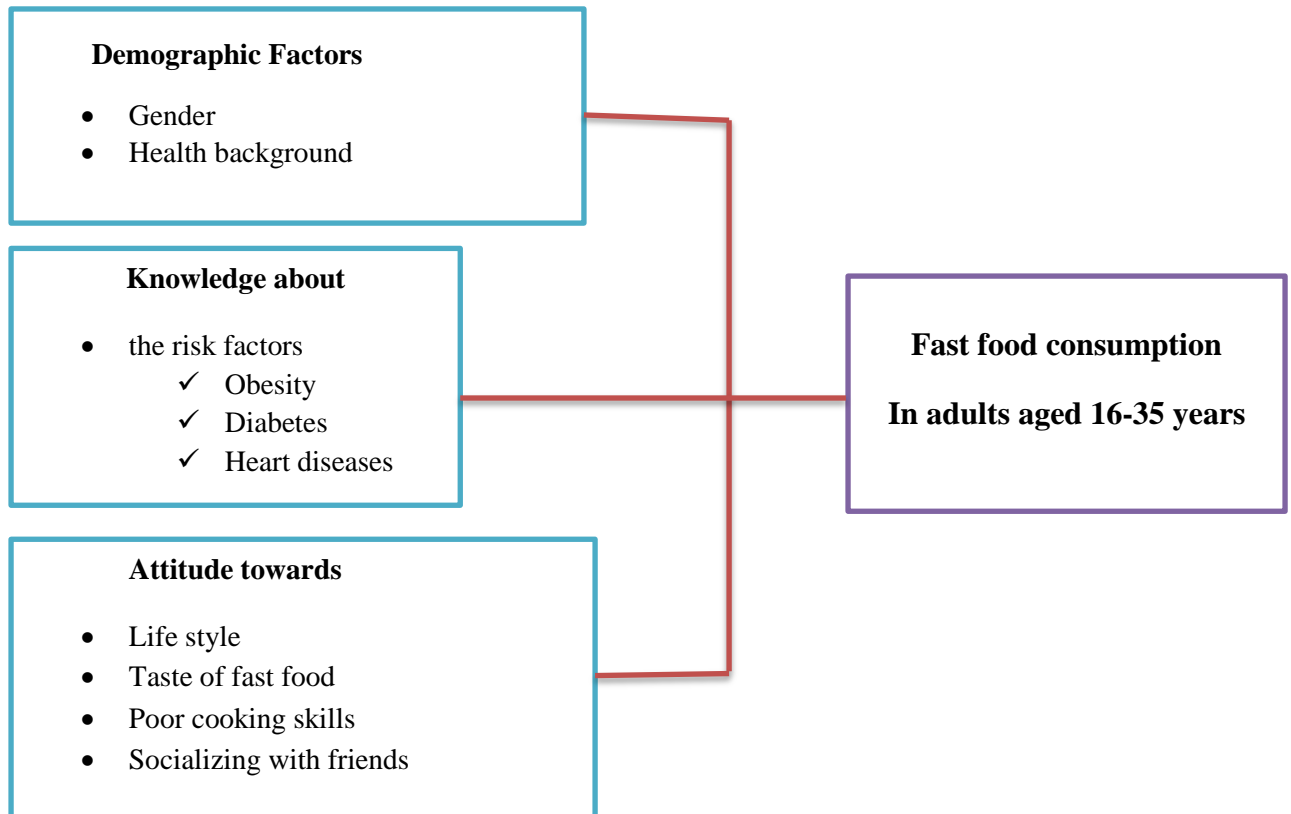
Figure: 2.1 Bandura's theory of The Reciprocal Triadic Determinism

Based on Bandura's theory of reciprocal triadic determinism, a conceptual frame work for this study has been designed. As it shows personal factors like gender, background of study will leads to behavioral factors like eating habits, poor cooking skills and other factors lead to diseases like obesity, diabetes and heart diseases and other types of diseases.

### 2.3 Conceptual framework

**INDEPENDENT VARIABLE**  
**VARIABLE**

**DEPENDENT**



**Figure 2.2: Conceptual framework of the study**

A conceptual framework gives a pathway to the title of the study, by accessing the relationship between dependent variable and independent variable. Independent variables of the study would be measured by conducting the study based on the dependent variable. And effects of the dependent variable will be justified.

## **2.4: Previous studies**

### **2.4.1. Prevalence**

There are many studies conducted based on consumption on fast food world widely. According to a study of Australia in 2008, it has suggested that there are more than 57% of people who consume fast food in Australia (Brindal, 2010) . When, Bulgarians has its highest frequencies of fast food intake among college students up to 50% according to a survey conducted among four European countries which indicate as it needs a stronger public health action to control intake of fast food (Ansari et al. 2012). Moreover in Greece, college students who are away from their parents are more likely to have increased amount of sugary foods and fast foods in their diets.

Eventually fast food restaurants have been originated from the United States (US) in 1962. Since then, they have introduced foods such as McDonald's, KFC and pizza Hut outlets all over the world (Islam & Ullah, 2010). There are more than 200,000 fast food restaurants in US alone. And the chains of the restaurants in US have their sales up to 50 to 65% from overseas respectively. Therefore, this represents the high depend on the fast food across the globe (Islam & Ullah, 2010).

## **2.5: Situation in Maldives**

According to a survey conducted in Maldives in 2004, NCDs are developing in Maldives. And obesity is also high in Maldives population when compare to other south Asia countries (Ministry of Health and Gender, 2014). According to the data of the Health protection Agency 2016, there are more than 367 food establishments who provide fast food to population in Male', While, there are more than 683 food establishments in Atolls

according to HPA (HPA 2016). Therefore, this is an evidence of the trends in fast food consumption in overall Maldives.

## **2.6: Reasons for consumption of fast food**

Approximately one-fifth of world population is adolescents and 84% of these adolescents are from developing countries. The psychological changes in adolescents need for their independence, their identity and for an active lifestyle which makes a strong difference on nutrients and food choices of them (Antony & Bhatti, 2015). Hence, increasing obesity which was led by junk food consumptions are described as a global concern in both developed and developing countries. Moreover, there is various psychological, physical and economical consequence of obesity which leads to chronic factors like type 2 diabetes; hypertension and hypercholestromia which are issues need to address their ill health (Antony & Bhatti, 2015).

There are many reasons that people go for fast food rather than healthy food or homemade food. According to a study based on self-reported consumption of fast food meals by university students in USA, the amount of consumption of fast food increases depending on the choices of menu, cost, taste, convenience, and sometimes due to poor cooking skills of the students. On the other hand some students use fast food when they want to become more socialized with their colleges (McLean-Meyinsse et al.2015).

### **2.6.1. Cost of fast food**

When people are living in busy schedule people will be consuming meals prepared away from home as these meals are inexpensive when compare to the healthy food. Hence, this will be a reason that people of consuming fast food rather than healthy food (Brindal, 2010). One of the most attractive qualities for consumption of fast food is easily available and inexpensive of fast food according to a study conducted in Australia (Brindal, 2010). Therefore, people will go for low cost food in the menu of the restaurant which is low in nutrients and high calories which make a way to go for obesity and other chronic conditions associated with obesity (Fortin & Yazbeck, 2011).

### **2.6.2. Socializing with friends**

The customs of modern society of being socializing with people around us, colleagues, friends, neighbors for business or social purposes are meeting in a public places where home away food is being prepared. Moreover, due to less time for spending socializing with others people tend to prefer convenient, quick meals rather than traditional long meals. As a result people will be preferring home away fast food items for their functions (Islam & Ullah, 2010). In this modern world people tend to have programs like birthday celebration, anniversary celebration, wedding parties and business parties away from home, in the food establishments which provide fast foods. This is due to less time to cook at home, convenience or needing of quick meals for the programs so that they can enjoy with the family outing and celebrations. This encourages people to have fast foods available from restaurants and not to cook at their homes (Islam & Ullah, 2010).

### **2.6.3. Taste of fast foods**

Many people eat fast food just to enjoy the great taste followed by convenience of it. Mostly young adults have greater interest on taste of fast food rather than convenience (Nora A. ALFaris et al 2015). According to a study conducted in Finland, 71% of participants have found fast food meals are excellent for them so they do not care about the price of fast food. Moreover, majority of the participants do not have any knowledge about the nutritional value of fast food (Nora A. ALFaris et al 2015).

### **2.6.4. Attitudes towards fast food**

Most of the students who study in colleges are busy in their day today life. Hence, there are students who depend on the fast food only for their meals. According to a study conducted among college students in Bangladesh 22% of participants consume fast food in 4 days of a week and there are 21.3% participants who consume fast food every day of their life ( Bipasha & Goon, 2013). Moreover, students are more prone to obesity related issue as there are about 96% of students who have soft drink with the fast food they take ( Bipasha & Goon, 2013).

### **2.6.5. Types of fast foods**

Many studies have found that college students consume more processed foods such as hamburgers, cheese burgers, french fries, deep fried chicken, pizzas and donuts. Also it has a close relation with soft drink consumption (Thamarai at el.,2015).

#### **2.6.6. Harmful effects of fast food**

Even though, fast foods are common and have an excellent taste, there are many harmful effects of junk food. The effects can be either long term or short term effects. There are harmful effects like fats content in the fast food leads to high cholesterol level. And sugar content in these food will leads to obesity. Combination of these two conditions will be causing hypertension which keeps away to stroke and heart diseases (Nora et al 2015). Moreover, consumption of fast food will increase risk of having life threatening conditions like certain types of cancers, weight gain, obesity, diabetes and other conditions (Nora et al 2015).

#### **2.6.7. Obesity**

“Obesity is defined as excess of body fat as measured by Body Mass Index (BMI) ratio in adults” (Geeta & Mishra, 2013). Hence the fat and sugar content mainly cholesterol has adverse effects on health. As most all the fast food has high contents of sugar and fats which leads to obesity (Geeta & Mishra, 2013).

#### **2.6.8. Diabetes**

As there are high levels of sugar contents in the fast food, it makes metabolism of the body difficult. Therefore, when high sugar content is taken, pancreases secretes high amount of insulin for minimize the dangerous sugar content levels in the blood (Geeta & Mishra, 2013).

### **2.6.9. Heart diseases and high blood pressure**

Almost all the fast foods contains high amount of sodium which leads to risks of high blood pressure (Ashakiran & R, 2012). According to the WHO recommendation, daily recommended sodium consumption is less than 5g per day. Although the body requires less amount of sodium consumption, when more sodium is consumed more it contributes to high blood pressure, congestive heart failure, cirrhosis and diseases like kidney diseases (WHO, 2014).

## **CHAPTER 3**

### **METHODOLOGY**

#### **3.1 Introduction**

This chapter of the study will give a path way to the research design used in this study, population and sampling, instrument used for data collection, procedures of data collection, ethical consideration, how validity and reliability is measured and the data analysis frame work which describes how the collected data of this study will be analysed.

#### **3.2 Research Design**

This is a cross sectional descriptive study. In this research numerical data will be collected. Therefore, the statistical results were explored using the participants view on the topic.

#### **3.3 Population and sample**

Target population for this study was the FHS students from Maldives National University (MNU). The study was conducted in Faculty of Health Sciences (FHS). As

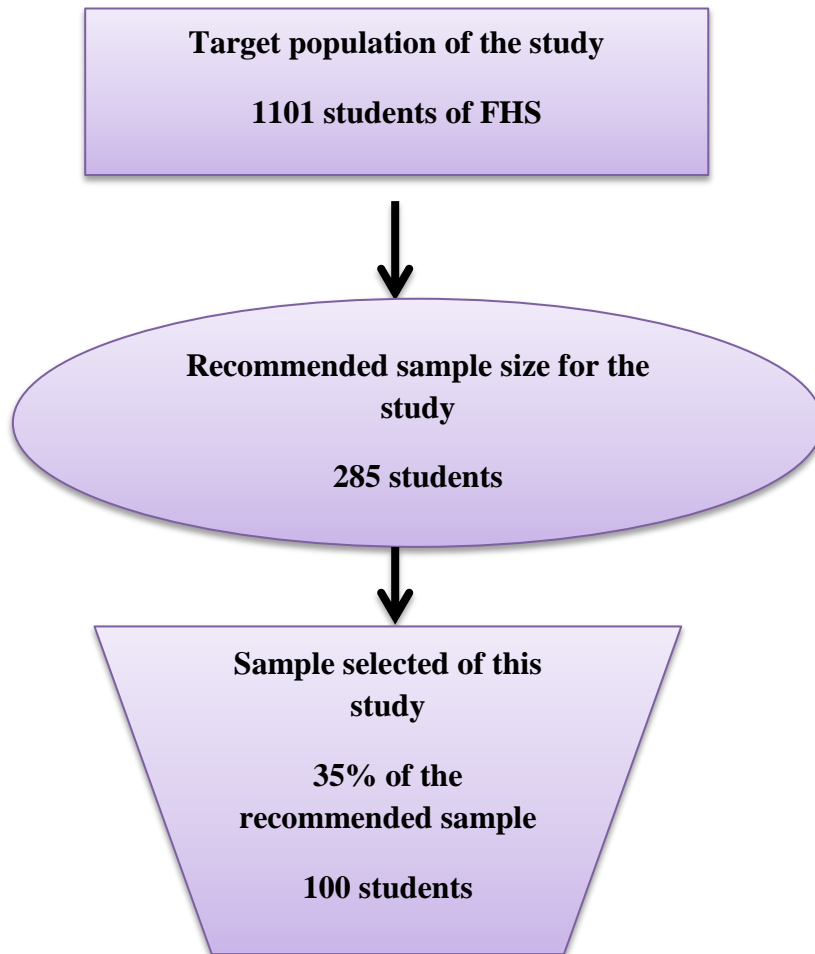
this study was targeted to the health background students only FHS students will be involved.

The formula used for to calculate sample size is

$$n = \frac{Z^2 pq}{d^2}$$

Somehow, the sample size for this study was calculated using an online sample calculator which was available from [www.raosoft.com](http://www.raosoft.com).

The population of FHS was 1101 (MNU, 2014). By taking 5% of margin error, 95% of confidence level and 50% of response distribution the recommended sample size was 285. But due to limited time and self-funding approximately 35% of the sample size was taken to this study. As, 35% of the sample size was about 100 participants, simple random sampling method was used to collect data from participants.



**Figure 3.1: population and sample size flow chart**

### **3.4 Instrumentation**

In this study the data was collected using a self-administered questionnaire. Questionnaire has four sections. First section is for personal information of participants like gender, Age, course they study, semester and about they have had consumed fast food. If they answer “No” to this question, then it will be the end of questionnaire for that

participant. If answer is “yes” for this question then, participant has to continue answering the questionnaire.

Next section is based on the knowledge of participants about consuming fast food. There will be three questions in this section which is one question to select a choice and other two questions are rating questions. Section three will consist of 7 questions. This part will be based on the personal behaviour towards consumption of fast food. Hence, this part will contains multiple choice questions, questions which provide option of selecting one or more than one options and likert scale questions.

Moreover, the last section of the questionnaire will be based on the participants perception based on their knowledge about the subject. Question formats with dichotomous questions like “Yes” and “No” questions were included and also open ended questions to find out the participants perception regarding the topic.

Likert scale questions will have scaling of 1-5 values. When starting with value 5 being strongly agree, 4 being agree, 3 for being undecided, 2 for being disagree and 1 for being strongly disagree.

While analysing the questionnaire, the scales would be categorized as high knowledge and low knowledge then, positive attitude and negative attitude. If participants have chosen 1-3 it would be considered as low knowledge or negative attitude. Also if participants chose value of 4 and 5 then, it will be considered as high knowledge and positive attitude.

The questionnaire was based on the literatures on the topic, research question of this study and research objectives of the topic. A copy of questionnaire will be attached to the Appendix B. And this study is target to students of faculty of health sciences (FHS).

### **3.5 Pre-Testing**

The questionnaire was pretested to decrease the errors that might arise from questionnaire. To pre-test the questionnaire a pilot survey was conducted among 10 participants of same age who are studying in MNU using sample questionnaire. And after pilot survey, recommended changes from the participants to the questionnaire were accepted and the questionnaire was edited before carrying the survey.

### **3.6 Data collection Procedure and ethical considerations**

Data for this study was collected from the students who were studying in the Faculties of MNU. Thus, before giving the questionnaire participants were given information on the purpose of the research. For this study data was collected using self-administered questionnaire which was filled by students during their studying hours. Questionnaire was filled by only the participants who signed the consent form.

Participants were fully informed about the aims and objectives of the study. The participants has right to withdraw their part of information, if they do not want to participate in this study after giving their information. The questions in this survey were designed only to collect information for this survey; information collected from the questionnaire will not be disclosed with any other people. Also the participants were informed about the confidentiality of the information. The participants have signed a consent form provided. Also a copy of consent form will be attached in Appendix A.

### **3.7 Data Analysis**

Data collected in this research was analysed by Statistical Package for the Social Sciences (SPSS) software version 17.0. The descriptive statistics of the independent variables like age, course etc can be found like mean, median, mode. The frequencies and the percentages of the variables were found and interpreted in the graphs and in the tables.

**Table 3.1: Summary of data analytic frame work**

|                                                                                       | <b>Research Question</b> | <b>Instrument Question No.</b> | <b>Sources of Data</b>          | <b>Types of Data</b> | <b>Technique of Analysis</b> |
|---------------------------------------------------------------------------------------|--------------------------|--------------------------------|---------------------------------|----------------------|------------------------------|
| To Analyze the Demographic characteristics of the participants in the study.          |                          | Section A                      | Self-administered questionnaire | Primary              | MS Excel & SPSS              |
| To identify knowledge level about the risk factors related to fast food consumptions. |                          | Q 5, Q6, Q7                    |                                 |                      |                              |
| To identify the causes of consuming fast food among the FHS students.                 |                          | Q9-Q15                         | Self-administered questionnaire | Primary              | MS Excel & SPSS              |
| To understand the university student's perception about the consumption of fast food  |                          | Q16, Q17, Q18                  | Self-administered questionnaire | Primary              | MS Excel & SPSS              |

## **CHAPTER 4**

### **DATA ANALYSIS AND RESULTS**

#### **4.1 Introduction**

The purpose of this study was to understand the level of knowledge about risk factors of fast food, attitudes and practices towards fast food among FHS students. This chapter will be following to the results of the study conducted among FHS students. The results will be take a pathway to the participants demographic characteristics, their knowledge level about the risk factors, their perception and their behavior towards fast food consumption.

#### **4.2 Participation Rate**

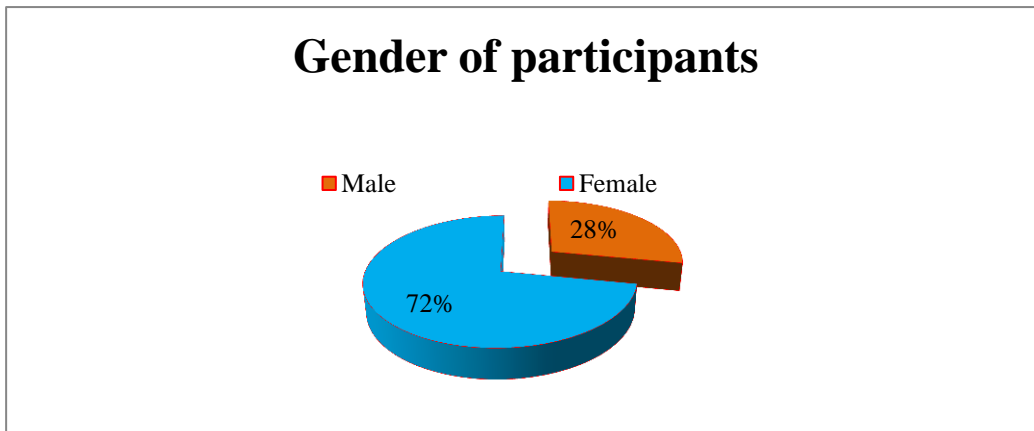
This study is mainly focused on to the FHS students who are studying in health field. All the participants have given their full potential to fill the questionnaire which was designed to this study. Hence, it covers 100% participant rate.

### 4.3. Results

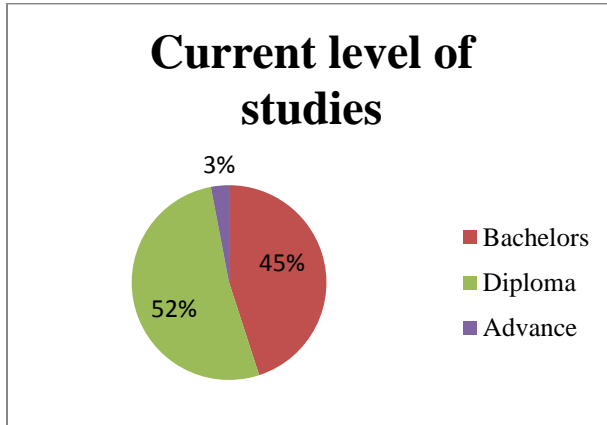
#### 4.3.1. Table: Frequency and the percentages of demographic characteristics

| Characteristics                 | Frequency<br>(n = 100) | Percent<br>(%) |
|---------------------------------|------------------------|----------------|
| <b>Age</b>                      |                        |                |
| Young Adults (16-35 years)      | 100                    | 100            |
| Mean = 22.27 Min = 17 Max = 34  |                        |                |
| <b>Gender</b>                   |                        |                |
| Male                            | 28                     | 28             |
| Female                          | 72                     | 72             |
| <b>Current Level of Studies</b> |                        |                |
| Bachelors                       | 45                     | 45             |
| Diploma                         | 52                     | 52             |
| Advance                         | 3                      | 3              |

Figure 4.3.1: of demographic characteristics



Among 100 participants mean age was 22.27 when minimum age was 17 years and maximum age of the participants was 34 years. Also from 100 participants, 28% were males while, there the other part was female with 72%.



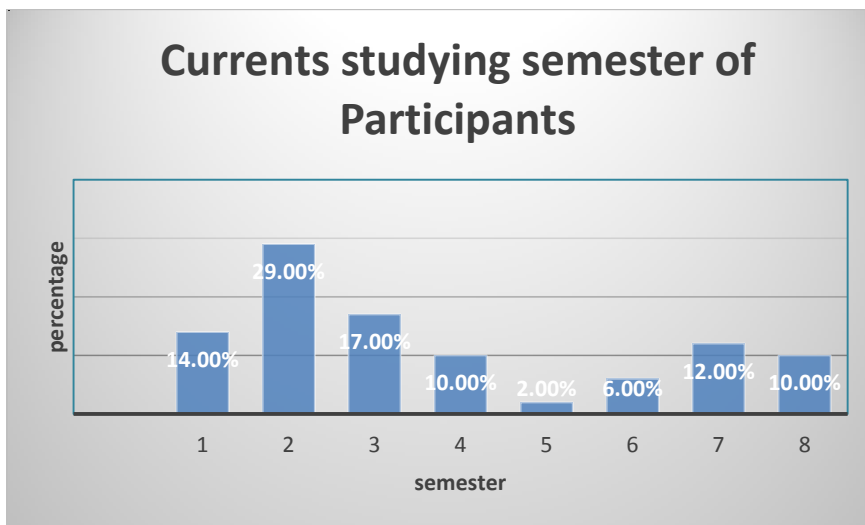
**Figure 4.3.2. Current level of studies of participants**

When it comes to current educational level 45 participants were studying their bachelor's degree. When 52% of 100 participants were following with their diploma, only 3 participants were studying from their Advance certificate.

**Table 4.3.2: Frequency and percentages of current studying semesters of participants**

| <b>Current studying semester</b> | <b>Frequency (N=100)</b> | <b>Percentage (%)</b> |
|----------------------------------|--------------------------|-----------------------|
| Semester 1                       | 14                       | 14.0                  |
| Semester 2                       | 29                       | 29.0                  |
| Semester 3                       | 17                       | 17.0                  |
| Semester 4                       | 10                       | 10.0                  |
| Semester 5                       | 2                        | 2.0                   |
| Semester 6                       | 6                        | 6.0                   |
| Semester 7                       | 12                       | 12.0                  |
| Semester 8                       | 10                       | 10.0                  |
| Total                            | 100                      | 100.0                 |

**Figure 4.3.3: Current studying semesters of participants studying**

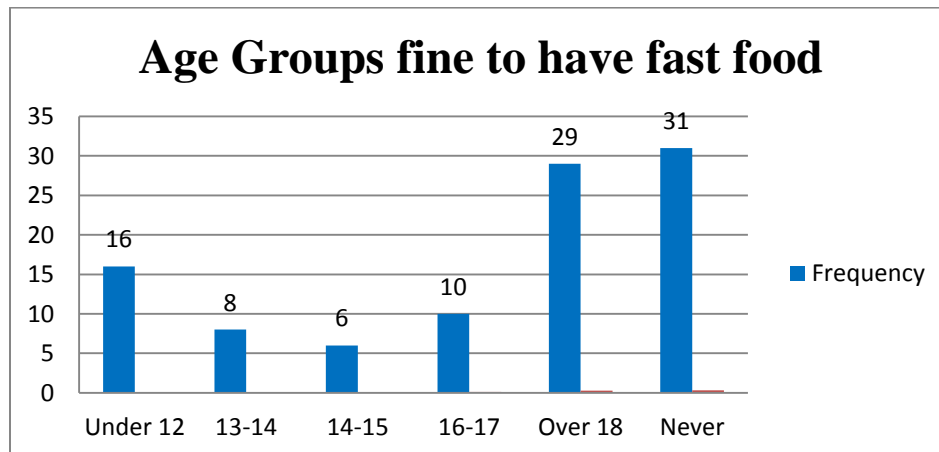


Among 100 participants there were about 14 participants who studies in semester 1, while there are about 29% of the participants who were studying in semester 2. there are 17% of the participants who were studying in semester 3 while, 10% of the participants studies in semester 4. Also there are 2% of the participants who studies in semester 5. Next 6\$ of the participants studies in semester 6 and there were about 12% of the participants who studies in semester 7 and 10% of the participants who studies in their final semester.

**Table 4.3.3: Frequency and percentages of participants about the age that can consume fast food**

|                                          | Frequency<br>(n= 100) | Percentage<br>(%) |
|------------------------------------------|-----------------------|-------------------|
| <b>Age Groups fine to have fast food</b> |                       |                   |
| Under 12                                 | 16                    | 16.0              |
| 12-13                                    | 8                     | 8.0               |
| 14-15                                    | 6                     | 6.0               |
| 16-17                                    | 10                    | 10.0              |
| Over 18                                  | 29                    | 29.0              |
| Never                                    | 31                    | 31.0              |

Figure 4.3.4: participants view on the age group that can consume fast food



As this table shows 16% participants have said it will be acceptable to consume fast food children under 12, while 8 participants said that 12-13 years children can have fast food. Another 6% participants have said 14-15years children can have fast food, while 10 participants said 16-17 years children can have fast food. Moreover, 29% participants have found that over 18 pupils can consume fast food, while, 31% participants have highlighted there were no age group that benefits from consuming fast food.

**Table 4.3.4: Frequency and percentage of the participant’s awareness about the fast food consumption and its health risks**

|                                         | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------|-------------------------------|---------------------------|
| <b>Fast food causes health problems</b> |                               |                           |
| Strongly agree                          | 45                            | 45.0                      |
| Agree                                   | 47                            | 47.0                      |
| Undecided                               | 4                             | 4.0                       |
| Disagree                                | 1                             | 1.0                       |
| Strongly disagree                       | 3                             | 3.0                       |

This table shows 45% of the participants strongly agree that fast food causes health problems, while 47% of participants agree that fast food causes health problems. Only 4 participants have not decided whether fast food causes health problems. Among 100 participants only 1 participant disagree that fast food causes health problems while there are about 3.0% participants strongly disagree about fast foods leads to health problems.

## Degree of knowledge about the diseases that causes from fast food consumption

**Table 4.3.5: Frequency and percentages of participants view on diabetes caused by fast food**

|                                  | Frequency<br>(n= 100) | Percentage<br>(%) |
|----------------------------------|-----------------------|-------------------|
| <b>Fast food causes diabetes</b> |                       |                   |
| Strongly agree                   | 61                    | 61.0              |
| Agree                            | 25                    | 25.0              |
| Undecided                        | 10                    | 10.0              |
| Disagree                         | 3                     | 3.0               |
| Strongly disagree                | 1                     | 1.0               |

About 61.0% participants strongly agree that fast food can cause diabetes while, 25 participants agree that diabetes can be causes by fast food. 10% participants have not decided whether fast food causes diabetes or not. There were 3 participants who do not agree that fast food can cause diabetes while, 1 participant strongly believes that it does not cause diabetes.

**Table 4.3.6: How participants believe that fast food can cause cancer**

|                                | Frequency<br>(n= 100) | Percentage<br>(%) |
|--------------------------------|-----------------------|-------------------|
| <b>Fast food causes cancer</b> |                       |                   |
| Strongly agree                 | 15                    | 15.0              |
| Agree                          | 40                    | 40.0              |
| Undecided                      | 32                    | 32.0              |
| Disagree                       | 7                     | 7.0               |
| Strongly disagree              | 6                     | 6.0               |

As this table shows that 15% participants have strongly agreed that fast food can cause cancer while 40% of the participants have agreed that it can cause cancer. There are 32 participants who haven't decided anything about cancer can cause by fast food consumption. Only 7 participants have disagreed about fast food can cause cancer, while 6 participants have totally disagreed that fast food can cause cancer.

**Table 4.3.7: How participants believe that fast food can cause Obesity**

|                                 | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------|-------------------------------|---------------------------|
| <b>Fast food causes obesity</b> |                               |                           |
| Strongly agree                  | 62                            | 62.0                      |
| Agree                           | 34                            | 34.0                      |
| Undecided                       | 1                             | 1.0                       |
| Disagree                        | 2                             | 2.0                       |
| Strongly disagree               | 1                             | 1.0                       |

From 100 participants who participated in the survey about 62% participants were strongly agreeing that fast food consumption causes obesity, while 34% agrees that it causes obesity. Only 1% participants have not decided about relation between obesity and fast food consumption. While 2% participants disagree that it causes obesity and other 1% people strongly disagrees about fast food causes obesity.

**Table 4.3.8: Frequency and percentages of participants believe that fast food can cause Heart diseases**

|                                        | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------------|-------------------------------|---------------------------|
| <b>Fast food causes heart diseases</b> |                               |                           |
| Strongly agree                         | 43                            | 43.0                      |
| Agree                                  | 47                            | 47.0                      |
| Undecided                              | 7                             | 7.0                       |
| Disagree                               | 3                             | 3.0                       |

Total 43% of the participants strongly agree that fast food leads to the heart diseases, while 47% of the participants agree it. 7 participants have no idea whether fast food consumption causes heart diseases or not, nevertheless there are 3 participants who disagree with fast food causing heart diseases.

**Table 4.3.9: Frequency and Percentage of the level of consumption of fast food among the participants**

|                                              | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------------------|-------------------------------|---------------------------|
| <b>the level of consumption of fast food</b> |                               |                           |
| Daily                                        | 28                            | 28.0                      |
| Weekly                                       | 40                            | 40.0                      |
| Occasionally                                 | 32                            | 32.0                      |

About 28% of participants consume fast food daily, while 40% of participants have consumed any type of fast food weekly and from 100 participants 32 participants take fast food occasionally.

**Table 4.3.10: Frequency and Percentage of the types of fast food that the participants prefer to have**

|                                               | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------|-------------------------------|---------------------------|
| <b>Types of fast food participants prefer</b> |                               |                           |
| Burgers, submarine, sandwiches, pizza, etc    | 62                            | 62.0                      |
| Fried noodles, fried rice etc                 | 34                            | 34.0                      |
| Packed items from shops                       | 1                             | 1.0                       |
| Short eats                                    | 2                             | 2.0                       |
| All                                           | 1                             | 1.0                       |

Out of 100 participants who have taken part in this survey 62% of the participants have highlighted they prefer fast food like burgers, submarines, sandwiches, pizza, etc. fried rice, fried noodles and other these type of fast food dishes were prefer about 34% of the participants. 2% of the participants have said they prefer short eats, while 1% of the participants prefer fast food items available in the shops. Also the other 1% of the participants takes all above mentioned.

**Table 4.3.11:** Frequency and percentages of types of drinks that participants prefer to have with fast food

|                                               | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------|-------------------------------|---------------------------|
| <b>Type of drink preferred with fast food</b> |                               |                           |
| Soft drink                                    | 43                            | 43.0                      |
| Fresh juices                                  | 47                            | 47.0                      |
| Water                                         | 7                             | 7.0                       |
| Milkshakes/coffee/smoothies/packets           | 3                             | 3.0                       |

From 100 participants who participated in the survey, 43% participants says that they prefer soft drinks when they have fast food. While 47% participants prefer fresh juices, only 7% of participants take water with fast food consumption. Hence, other 3% of participants prefer to have milkshakes, coffee or smoothies with fast food.

**Table 4.3.12:** Frequency and percentages of participants view about taste of fast food

|                                                           | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------------------|-------------------------------|---------------------------|
| <b>Taste makes participants to consume more fast food</b> |                               |                           |
| Strongly agree                                            | 59                            | 59.0                      |
| Agree                                                     | 39                            | 39.0                      |
| Disagree                                                  | 1                             | 1.0                       |
| Strongly disagree                                         | 1                             | 1.0                       |

59% of the participants strongly say that good taste of fast food makes them to consume fast food, while 39% of the participants also agree that taste make to consume more fast food. Out of 100 participants there was 1 participant who disagrees with others. Also 1 participant completely disagrees about taste making a great way to consume fast food.

**Table 4.3.13:** Frequency and percentages of participants view about varieties of fast food

|                                                               | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------------------------------------|-------------------------------|---------------------------|
| <b>varieties makes participants to consume more fast food</b> |                               |                           |
| Strongly agree                                                | 11                            | 11.0                      |
| Agree                                                         | 54                            | 54.0                      |
| Undecided                                                     | 20                            | 20.0                      |
| Disagree                                                      | 13                            | 13.0                      |
| Strongly disagree                                             | 2                             | 2.0                       |

Out of 100 participants only 11% of the participants strongly agree that fast food varieties make them to have fast food and 54% of the participants agree like that. There were 20% of participants who have not decided about varieties make them to have more fast food. While 13 participants disagree about fast food varieties increase fast food consumption, 2 participants were strongly disagreeing about that fast food was consumed more when the varieties were more.

**Table 4.3.14:** Frequency and percentages of participants view about their busy schedule makes them to take fast food

|                                                    | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------------------------|-------------------------------|---------------------------|
| <b>No time to cook makes fast food consumption</b> |                               |                           |
| Strongly agree                                     | 44                            | 44.0                      |
| Agree                                              | 19                            | 19.0                      |
| Undecided                                          | 11                            | 11.0                      |
| Disagree                                           | 12                            | 12.0                      |
| Strongly disagree                                  | 14                            | 14.0                      |

44% of participants strongly agree that when they have no time to cook, it makes them to have more fast food. When 19 participants agree about it there were 11 participants who have not decided anything about busy schedule and fast food. When 12 participants disagree about busy schedule makes them to have more fast food, there were about 14% strongly disagree about busy schedule makes to consume fast food.

**Table 4.3.15: Frequency and percentages of participants view about convenient of fast food makes them to take fast food**

|                                                             | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-------------------------------------------------------------|-------------------------------|---------------------------|
| <b>Convenient of fast food makes more fast food consume</b> |                               |                           |
| Strongly agree                                              | 59                            | 59.0                      |
| Agree                                                       | 39                            | 39.0                      |
| Disagree                                                    | 1                             | 1.0                       |
| Strongly disagree                                           | 1                             | 1.0                       |

When participants are asked about the convenient of fast food make them to consume more fast food. 59% of the participants strongly agree that they take fast food as it is convenient, while 39% of the participants also agree with it. There are 1 participant who disagrees with it and also a participant who totally disagrees with it.

**Table 4.3.16: Frequency and percentages of participants take fast food to be socialize with friends**

|                                                                | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food is consumed more when socializing with others</b> |                               |                           |
| Strongly agree                                                 | 11                            | 11.0                      |
| Agree                                                          | 54                            | 54.0                      |
| Undecided                                                      | 20                            | 20.0                      |
| Disagree                                                       | 13                            | 13.0                      |
| Strongly disagree                                              | 2                             | 2.0                       |

11% of participants strongly believe that they prefer fast food restaurants or fast food providing places when they want to socialize with their friends or family. Another 54% people agree about it, when 20% of participants do not agree whether it makes fast food consumption or not. When 13% of people disagree with it, there were 2 participants who strongly disagree with fast food consumption is increases when socializing with friends or others.

**Table 4.3.17: Frequency and percentages of participants view on taking fast food when they are hungry**

|                                               | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food is consumed more when hungry</b> |                               |                           |
| Strongly agree                                | 44                            | 44.0                      |
| Agree                                         | 19                            | 19.0                      |
| Undecided                                     | 11                            | 11.0                      |
| Disagree                                      | 12                            | 12.0                      |
| Strongly disagree                             | 14                            | 14.0                      |

Out of 100 participants 44% of participants strongly agree that they consume fast food when they are hungry. While 19% of participants agree that hunger makes them to consume more fast food. 11% of participants have not decided whether there was an association between hunger and fast food intake. There were 12 participants who disagree with hungry makes them to consume more fast food also 14 participants strongly disagree with this.

**Table 4.3.18: Frequency and percentages of participants take fast food when they are bored**

|                                              | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food is consumed more when bored</b> |                               |                           |
| Strongly agree                               | 26                            | 26.0                      |
| Agree                                        | 41                            | 41.0                      |
| Undecided                                    | 19                            | 19.0                      |
| Disagree                                     | 10                            | 10.0                      |
| Strongly disagree                            | 4                             | 4.0                       |

When 4% of the participants strongly disagree about boredom makes them to consume more fast, 20% of participants strongly disagree with it so that they strongly agrees that boredom makes increase in fast food consumption. While 19 participants have not decided anything about boredom and fast food intake, there were about 41 % of the participants who agree when 10 participants do not agree about boredom makes consumption of fat food.

**Table 4.3.19: Frequency and percentages of participants view on taking fast food when they are working with assignments**

|                                                                 | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food is consumed more when working with assignments</b> |                               |                           |
| Strongly agree                                                  | 30                            | 30.0                      |
| Agree                                                           | 39                            | 39.0                      |
| Undecided                                                       | 17                            | 17.0                      |
| Disagree                                                        | 12                            | 12.0                      |
| Strongly disagree                                               | 2                             | 2.0                       |

There were about 30 participants who strongly agree that they take fast food when they work with assignments, and 39% of participants agree about it. 17 participants have not decided whether working with assignments make them to eat while 12% of participants disagree with it. And 2 participants strongly disagree with working assignments increase fast food consumption.

**Table 4.3.20: Frequency and percentages of participants view on taking fast food when they are busy**

|                                             | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food is consumed more when busy</b> |                               |                           |
| Strongly agree                              | 37                            | 37.0                      |
| Agree                                       | 32                            | 32.0                      |
| Undecided                                   | 12                            | 12.0                      |
| Disagree                                    | 17                            | 17.0                      |
| Strongly disagree                           | 2                             | 2.0                       |

Among 100 participants 37% participants strongly agree with they consume fast food when they are busy, while 32% of the participants agree with them. 12% of the participants have not decided whether they take fast food when they are busy. And there are about 17% of the participants disagree that fast food is consumed when they are busy. Moreover, there are about 2% of the participants strongly disagree about consumption of fast food when they are busy.

**Table 4.3.21: Frequency and percentages of participants view on the places participants prefer for consuming fast food**

|                                             | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food were consumed more at home</b> |                               |                           |
| Strongly agree                              | 26                            | 26.0                      |
| Agree                                       | 39                            | 39.0                      |
| Undecided                                   | 24                            | 24.0                      |
| Disagree                                    | 6                             | 6.0                       |
| Strongly disagree                           | 5                             | 5.0                       |

When participants asked about the places they prefer to have fast food 26% of participants strongly agree that they prefer home to have fast food. While other 39% of the participants agree about it, there were about 24 participants who have not decided about taking fast food at home. When 6 % of the participants disagree with it, 5% of the participants strongly disagree about taking fast food at home.

**Table 4.3.22: Frequency and percentages of places that participants prefer for consuming fast food**

|                                                           | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food were consumed more at café or restaurant</b> |                               |                           |
| Strongly agree                                            | 43                            | 43.0                      |
| Agree                                                     | 42                            | 42.0                      |
| Undecided                                                 | 6                             | 6.0                       |
| Disagree                                                  | 8                             | 8.0                       |
| Strongly disagree                                         | 1                             | 1.0                       |

43% of the participants strongly agree that they prefer café and restaurants to have fast food, while 42% of the participants agree about it. While 6% of participants have not decided anything, there are 8% of the participants who disagree with it. And 1 participant strongly disagrees about consuming fast food in café or restaurants.

**Table 4.3.23: Frequency and percentages of the place participants prefer for consuming fast food-University**

|                                                   | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food were consumed more at university</b> |                               |                           |
| Strongly agree                                    | 55                            | 55.0                      |
| Agree                                             | 36                            | 36.0                      |
| Undecided                                         | 6                             | 6.0                       |
| Disagree                                          | 2                             | 2.0                       |
| Strongly disagree                                 | 1                             | 1.0                       |

As 55% of students strongly believe that they consume more fast food when they are at university, while another 36% of the participants also agree. 6 participants have not decided anything about it. When there were 2% of the participants who disagree about it and 1 participant who strongly disagree about taking fast food in the university.

**Table 4.3.24: Frequency and percentages of the place participants prefer for consuming fast food-Workplace**

|                                                   | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|---------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food were consumed more at work place</b> |                               |                           |
| Strongly agree                                    | 16                            | 16.0                      |
| Agree                                             | 49                            | 49.0                      |
| Undecided                                         | 23                            | 23.0                      |
| Disagree                                          | 7                             | 7.0                       |
| Strongly disagree                                 | 5                             | 5.0                       |

From total 100 participants about 16 % of the participants were strongly agreeing that they prefer their work place to have fast food while 49% of the participants agree with them. 23 participants have not decided anything about whether fast food consumption increases at work place. While 7 % participants disagree that workplace makes them to consume more fast food. Moreover there were about 5 % who totally disagree about work place making them to have more fast food.

**Table 4.3.25: Frequency and percentages of the place participants prefer for consuming fast food-Public place**

|                                                     | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-----------------------------------------------------|-------------------------------|---------------------------|
| <b>Fast food were consumed more at public place</b> |                               |                           |
| Strongly agree                                      | 9                             | 9.0                       |
| Agree                                               | 40                            | 40.0                      |
| Undecided                                           | 20                            | 20.0                      |
| Disagree                                            | 16                            | 16.0                      |
| Strongly disagree                                   | 15                            | 15.0                      |

Nearly 9% of the participants strongly agree that they take more fast food when they are at public place, while there were about 40 % of the participants who agrees with them. 20% of the participants have not decided that being in public place increase fast food consumption. While 16% of the participants disagree with it, there were about 15% of the participants who strongly disagrees about having fast food at a public place.

**Table 4.3.26: Frequency and percentages of reason for continuing fast food even aware of health risks of fast food**

|                                                  | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|--------------------------------------------------|-------------------------------|---------------------------|
| <b>Reasons for fast food consumption</b>         |                               |                           |
| like it a lot                                    | 47                            | 47.0                      |
| Addicted                                         | 7                             | 7.0                       |
| think there are more benefits compare to risks   | 5                             | 5.0                       |
| Due to busy schedule                             | 14                            | 14.0                      |
| Healthy foods are expensive/not prepared at home | 5                             | 5.0                       |
| like it a lot/addicted                           | 3                             | 3.0                       |
| like it a lot and think there are more benefits  | 6                             | 6.0                       |
| like it a lot and due to busy schedule           | 9                             | 9.0                       |
| like it a lot/addicted and due to busy schedule  | 4                             | 4.0                       |

About 47% of participants say that they consume fast food because they like fast food a lot. When 7% of the participants were addicted to fast food, 5% of the participants think that it has more benefits when compared to the risks of fast food therefore, they take fast food. When the participants do not have time to cook due to busy schedule, 14% of the participants prefer to have fastest meals like fast food. Another reason for fast food consumption among young adults were that healthy foods were more expensive, as 5% of the participants prefer fast foods which were cheap when compare to healthy foods.

**Table 4.3.27: Frequency and percentages of participant’s perception about stopping fast food intake if they were informed about health risks**

|                                     | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|-------------------------------------|-------------------------------|---------------------------|
| <b>Stopping of fast food intake</b> |                               |                           |
| Yes                                 | 10                            | 10.0                      |
| No                                  | 32                            | 32.0                      |
| Maybe                               | 58                            | 58.0                      |

When participants were asked about perception of stopping fast food consumption if they know about the health risks of fast food consumption, 10% of participants says that they will stop intake of fast food consumption. While 32% of the participants said that they will not stop even if they were informed about the health risks of fast food consumption, when 58% participants said that they might stop or they might not stop taking fast food in their daily life.

**Table 4.3.28: Frequency and percentages of health problems that was caused by fast food consumption**

|                                  | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|----------------------------------|-------------------------------|---------------------------|
| <b>Stopping fast food intake</b> |                               |                           |
| Yes                              | 41                            | 41.0                      |
| No                               | 59                            | 59.0                      |

As participants were asked about whether they have had any health problems due to fast food intake, 41% of participants said that they have had some types of health related problems due to intake of fast food. Also 59% of the participants said that they have not had any health related problem due to intake of fast food.

**Table 4.3.29: Frequency and percentages of Health problems faced by participants because of fast food consumption**

|                                          | <b>Frequency<br/>(n= 100)</b> | <b>Percentage<br/>(%)</b> |
|------------------------------------------|-------------------------------|---------------------------|
| <b>Reasons for fast food consumption</b> |                               |                           |
| Gastritis                                | 15                            | 15.0                      |
| High cholesterol level                   | 5                             | 5.0                       |
| Obesity/Overweight/Weight gain           | 16                            | 16.0                      |
| AGE                                      | 1                             | 1.0                       |
| Eye inflammation                         | 1                             | 1.0                       |
| Constipation                             | 2                             | 2.0                       |
| Increased blood sugar                    | 1                             | 1.0                       |
| <b>Total</b>                             | <b>41</b>                     | <b>41.0</b>               |

Total 41 participants had said about that they have faced health problems when consumed fast food. From 41 participants, 15% participants have complained about they have had gastritis when they consume fast food. 5% of participants have complained that they had high cholesterol level regarding intake of fast food while 16% of participants had weight gained or obesity. 1 participant had eye inflammation also 1 participant have had AGE. While 2 participants had highlighted they had constipation while 1 % have had increased blood sugar.

## **CHAPTER 5**

### **DISCUSSION AND CONCLUSION**

#### **5.1 Introduction**

The purpose of this study is to understand the level of knowledge about risk factors of fast food, attitudes and practices towards fast food among FHS students. Accordingly, this chapter of the study will give away to the main findings of the study with the relation of the results with the similar previous studies. Moreover, this chapter will give a path to implications and limitations of the study. Finally, this chapter will give conclusion and recommendation for the research.

#### **5.2: Summary of Main Finding**

The study was targeted in to the age of 16-35 years of students who studies in FHS of MNU. Majority of the participants were female, that was about 72% and other 28% of the participants are males. Mean age of the participants were 22.27 years. 45% of the participants were from bachelor's degree while 52% of the participants were studying diploma and other there were about 3 students who were studying their advance certificate.

Almost all participants have highlighted that they consume fast food in their day today life while there were about 28% of participants consume fast food daily. Moreover, 40% of participants have consumed any types of fast food weekly and from 100 participants while other 32 participants take fast food occasionally.

When participants were questioned about that places they prefer to have fast food, about 55% of the participants said that they will be going to the café or restaurants while another 55% of the participants who strongly agrees that they will prefer university to have fast food. Also there were about 30% of the participants who strongly agrees about that fast food consumption increases while they work for the assignments.

Moreover, participants were asked about their perception of stopping fast food consumption when they know the ill effects of fast food, 10% of the participants have agreed to stop fast food consumption while 32% of participants said that they will not stop even if they know the ill effects of fast food. And there were about 58% of the participants said that they may stop or they may not stop even though they know the bad effects of the fast food consumption.

### **5.3 Discussion**

Among 100 participants who were aged between 16-35 years, 28% were males while 72% of the participants which was the majority of the participants were females. Average age of the participants was 22.2 years when youngest participants were age of 17 years and the eldest participant's age were 34 years. As the target population was FHS students who studies in MNU, there were about 45 bachelors' students, 52 diploma students and 3 Advance certificate students.

### **5.3.1. Knowledge**

When participants were asked about their views on the age group whom can be fast food safe, about 16% of the participants have strongly agreed that children age under 12 can have fast food. There were about 29% of the participants that were agreeing above 18 years people can have fast food. Moreover, there were about 31% of the participants who agrees that there were no age group that can consume fast food or there were no age that fast food can be safe. Regarding in to similar article it has found that advertising fast food and beverages makes young adults to consume fast food as the advertisements manipulates the minds of young adults (Kumar et al.,2012).

When participants were asked about their perception about health problems caused by fast food, about 45% of the participants were strongly agreeing that fast food can cause health problems. Addition to that 47% of the participants also agrees that fast food can cause health problems. From 100 participants 61% of the participants strongly agree that fast food can cause diabetes, while other 25% of the participants agree with them. When 15% of the participants strongly agree that fast food causes cancer, about 40% of the participants agree with them.

Even though, majority of the participants in this study believes that fast food can cause health problems, there were about 28 participants who consume fast food every day. And another 40% of the participants consume fast food weekly. Hence this shows that even if the participants were aware of the health effects of fast food, the results show that they consume fast food at higher rate. As a similar study (Thamarai at el.,2015) suggest that

even though 73.2% of the medical students were aware of the side effects, most of the participants consume fast food due to taste and deliciousness.

Moreover, about 62% of the participants strongly agree that obesity can be caused from consumption of fast food, though 34% of the participants also agree with it. Nearly 43% of the participants strongly agrees that fast food can causes heart diseases and there were about 47% of the participants who agree about heart diseases were caused by consuming of fast food. As a study done in Chennai, shows that the 26.8% of the participants in that survey were not aware of side effects of the caused by fast food. Also there were about 56.5% of medical students who were aware of the side effects of the fast food (Thamarai at el.,2015). Hence, majority of the participants in this study believes that fast food causes several health problems.

### **5.3.2. Practices**

Approximately 28% of participants consume fast food daily, while 40% of the participants consume fast food weekly. Also there were about 32% of the participants who consume fast food occasionally. As a similar study has found that adolescents who live away from home have poor diet quality hence, it makes consumption of more fast food. As a result it shows that each and every adolescent consume fast food in their day today life (Thamarai at el.,2015).

Out of 100 participants who have taken part in this survey 62% of the participants have highlighted they prefer fast food like burgers, submarines, sandwiches, pizza, etc. fried rice, fried noodles and other these type of fast food dishes were prefer about 34% of the participants. 2% of the participants have said they prefer short eats, while 1% of the

participants prefer fast food items available in the shops. Also the other 1% of the participants takes all above mentioned. Similarly a study has found that people consume more processed food such as hamburgers, french fries, pizzas with soft drinks or packets (Thamarai et al., 2015).

### **5.3.3. Attitudes**

While 59% of the participants have strongly believed that taste of fast food makes them to consume more fast food, there were about 44% of the participants who strongly believes that when they have no time to cook they consume more fast food. Moreover, there were about 54% of the participants who agrees that consuming fast food increases when they socialize with their friends or families. Furthermore there were about 44% of participants who strongly believes that hunger satisfaction makes them to consume more fast food. As in a similar study conducted in America, college students have listed convenience, lack of time to cook; busy schedule makes them to consume fast food (Bryant & Dundes, 2008). Similarly, another study have found that college students prefer fast food to be socialize with friends, studying with assignments and limited choice of other foods(Qudah et. El 2012).

#### **5.4 Implication**

Even though, the participants are aware of the health risks of the fast foods, their consumption of fast food was high due to many reasons. As it was because, healthy food were not available easily and it was cheaper when compare to fast food. Also when they were living in a busy schedule they will prefer the food which will satisfy their hunger easily from a food which was conveniently available. Therefore, the community should work on the policy of providing healthy meals conveniently at lower cost. Also the university should work on creating awareness among students to minimize intake of fast food and increase level of healthy foods to be consumed.

### **5.5: Limitations**

As this study was limited to a single faculty, this study may not be generalized for all medical students or all the students who studies in MNU. This study was limited to only students who are studying in FHS of male, due to limited time and resources. Also for literature review, there was no published research in Maldives regarding this issue. Therefore, literature based on Maldivian context will not be included in this study.

### **5.6 Recommendation and Directions for Future Research**

In order to minimize the consumption of fast food it should have measures like making students and community aware about risk factors of having fast food. Also it should create awareness about healthy meals and these healthy meals should have an affordable price. Moreover, community should be aware about the preparing healthy foods in the food establishments which are a major source of fast food production. On the other hand, community should be aware about benefits of healthy foods so they can encourage students and other members in the community to eat from home. Therefore, NCDs and other factors associated from consumption of fast food can be reduced.

For future research about same topic, the researcher can make research more reliable and effective, sample size could be increased up to 100%. Addition to that researcher can involve students from other faculties and faculties in the atolls also can be involved. Therefore, in that research, researcher can compare about the fast food habits of medical background students and non-health background students.

### **5.7: Conclusion**

Finding of this study determines that majority of the participants were aware of the ill effects of the fast food. Therefore, they agree that fast food can cause NCDs like heart diseases, diabetes, obesity and certain types of cancer. Even though, they were aware of the health effects causes due to fast food consumption, the participants tender to have fast food at least once in a week due to their busy schedule, availability of fast healthy food as healthy foods were cheaper. The majority of the participants prefer to have fast food to satisfy their hunger when they were living in a busy schedule. Moreover, participants believe that taste of fast food and time of socializing with the friends and family makes them to have fast food.

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**Appendix A**  
**Questionnaire**

**Questionnaire to identify Knowledge, Attitude and practices towards consumption of fast food among students of faculty of health sciences**

**Personal information**

1. Gender: a) male  b) female
2. Age:
3. Course:
4. Semester:
5. Have you ever consumed fast food?  
a) Yes  b) No  (If “No” End of Questionnaire and If “Yes” Please Continue with the Question 6)

**Knowledge**

**6. At what age do you think it is fine to consume fast food?**

- a. Under 12       b. 12 -13       c. 14-15   
d. 16-17       e. Over 18       f. Never

**7. Does fast food consumption causes health problems?  
(Please choose appropriate number for this question)**

|            | <b>Strongly Agree</b> | <b>Agree</b> | <b>Undecided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|------------|-----------------------|--------------|------------------|-----------------|--------------------------|
| <b>Yes</b> | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |

**8. Fast food can cause?**

**(Please choose appropriate number for each option in this question)**

|                   | <b>Strongly Agree</b> | <b>Agree</b> | <b>Undecided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|-------------------|-----------------------|--------------|------------------|-----------------|--------------------------|
| a. Diabetes       | 5                     | 4            | 3                | 2               | 1                        |
| b. Cancer         | 5                     | 4            | 3                | 2               | 1                        |
| c. Obesity        | 5                     | 4            | 3                | 2               | 1                        |
| d. Heart diseases | 5                     | 4            | 3                | 2               | 1                        |

**Personal behavior towards fast food**

**9. How often do you use fast food?**

- a. Daily
- b. Weekly
- c. Occasionally
- d. Never

**10. What type of fast food do you prefer most?**

- a. Burgers, submarines, sandwiches, pizza, etc
- b. Fried Rice, fried noodles etc
- c. Packed items from shops
- d. Others:

**11. What type of drink will you prefer to have with fast food?**

- a. Soft Drink (eg: Cola, Energy Drinks,etc)
- b. Fresh Juice (eg: fresh orange, fresh Mango, etc)
- c. Water
- d. Other

Specify: .....

**12. Why do you eat fast food?**

**(Please choose appropriate number for each option in this question)**

|                                 | <b>Strongly Agree</b> | <b>Agree</b> | <b>Undecided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|---------------------------------|-----------------------|--------------|------------------|-----------------|--------------------------|
| a. I like the taste             | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |
| b. Because of Varieties         | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |
| c. I am too busy to cook        | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |
| d. It is convenient             | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |
| e. To be socialize with friends | <b>5</b>              | <b>4</b>     | <b>3</b>         | <b>2</b>        | <b>1</b>                 |

**13. When do you prefer to take fast food?**

**(Please choose appropriate number for each option in this question)**

|                                         | <b>Strongly Agree</b> | <b>Agree</b> | <b>Undecided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|-----------------------------------------|-----------------------|--------------|------------------|-----------------|--------------------------|
| a. When I am hungry                     | 5                     | 4            | 3                | 2               | 1                        |
| b. When I am bored                      | 5                     | 4            | 3                | 2               | 1                        |
| c. When I'm working<br>with assignments | 5                     | 4            | 3                | 2               | 1                        |
| d. When I am busy                       | 5                     | 4            | 3                | 2               | 1                        |

**14. Which place do you prefer for consuming fast food?**

**(Please choose appropriate number for each option in this question)**

|                            | <b>Strongly Agree</b> | <b>Agree</b> | <b>Undecided</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|----------------------------|-----------------------|--------------|------------------|-----------------|--------------------------|
| a. At home/ Friend's House | 5                     | 4            | 3                | 2               | 1                        |
| b. Café/ Restaurant        | 5                     | 4            | 3                | 2               | 1                        |
| c. University/ College     | 5                     | 4            | 3                | 2               | 1                        |
| d. Work Place              | 5                     | 4            | 3                | 2               | 1                        |
| e. Public place            | 5                     | 4            | 3                | 2               | 1                        |

**15. What makes you to consume fast food even if you are aware of the health risks of fast food?**

- a. I like it a lot
- b. I am addicted
- c. I think there are more benefits compare to the risks
- d. I am unable to stop because of busy schedule
- e. Other reasons

If others please specify .....

**16. Will you stop consuming fast food, once you know the health risks associated with fast food?**

- a)Yes       b) No       c) May be

Reason for your answer.....

**17. Have you ever faced any health problem due to fast food consumption?**

**If Yes” What are the problems you have faced?**

.....

**18. Please give your comments about the ways that fast food consumption can be minimized?**

.....

.....

**Thank you for your precious time!**

**Appendix B**  
**Consent form**

### **Informed Consent**

I, Aminath Adam (ST.NO: 20455), student of bachelors in primary health care , faculty of Health Sciences, is going to undertake a research study to find knowledge, Attitude and practices towards fast food consumption among FHS students. This questionnaire will be filled by students of faculty of health sciences.

So I kindly request you to complete this questionnaire as much as possible for you. Your information required for this questionnaire will not be exposed and your name is not required for the questionnaire. The information you provide will be confidential and it will only be used for academic purpose. Your participation is voluntarily and you will never be forced to answer any of the questions in the questionnaire. You have your own right to answer or ignore any question of the questionnaire. Still your contribution is highly preferable to complete this survey.

There are no physical or emotional risks for participating in this survey. Even though, if you feel or decide to discontinue after filling the questionnaire, you are welcome to stop from there. Your participation up to that end will be highly appreciated.

If you have any queries regarding any part of the questionnaire, you are most welcome to contact me.

My name is Aminath Adam, Phone number: 7678979

E-mail address: [amy\\_anjal@live.com](mailto:amy_anjal@live.com)

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I have read and understood all the information regarding this study. I hereby agree to participate in this study on my own willing and conscious.

**Signature:**

**Contact Number:**

**Date:**

**Appendix C**  
**Timeline**

**Time line**

| March 2016       |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |
|------------------|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------------|
| Task             | Week 1 |  |  |  |  | week 2 |  |  |  |  | Week 3 |  |  |  |  | Week 4 |  |  |  |  | Task done by |
| writing proposal |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
|                  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |
|                  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |

| April 2016              |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |
|-------------------------|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------------|
| Task                    | Week 1 |  |  |  |  | week 2 |  |  |  |  | Week 3 |  |  |  |  | Week 4 |  |  |  |  | Task done by |
| carrying out the survey |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
| Analysis of data        |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
| writing research        |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
|                         |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |

| May 2016                        |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |
|---------------------------------|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------|--|--|--|--|--------------|
| Task                            | Week 1 |  |  |  |  | week 2 |  |  |  |  | Week 3 |  |  |  |  | Week 4 |  |  |  |  | Task done by |
| Finalizing the research project |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
| Preparing the presentation      |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  | Aminath(Me)  |
|                                 |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |
|                                 |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |        |  |  |  |  |              |