EVALUAREA CONSUMULUI DE PRODUSE DE TIP FAST-FOOD ÎN RÂNDUL TINERILOR

EVALUATING THE CONSUMPTION OF FAST-FOOD PRODUCTS AMONG YOUNG PEOPLE

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Abstract: The fast-food restaurant industry offers fast and convenient dining experiences at a relatively low cost. The interest, enthusiasm and curiosity of Romanians for fast-food products have ensured the continuous growth of the market. These restaurants, which are located on the boulevards of big cities, in malls, in shopping centers or gas stations, attract customers while they are shopping or traveling in a certain place. Consumer attention is captured by aggressive advertising, which visually and olfactive stimulates the feeling of hunger, through oversized portions, taste, diversity, fast service, affordable products. Due to the dynamic and alert lifestyle of contemporary society, fast-food has become the most common alternative to cooking for Romanians. The purpose of the research is to determine the attitude and perception towards fast-food products among young people and to evaluate the consumption of these products. The methodology applied in this research is based on the use of the survey through a questionnaire, on a sample of 100 persons aged between 19-23 years, coming from 85% of the urban area.

Keywords: fast-food industry, green products, sustainability, marketing, green marketing