



Linkages between Urban Lifestyle and Growing Fast Food Consumption in Guwahati, India

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ABSTRACT

The rapid pace of urbanisation and changing lifestyles have contributed to a substantial increase in fast food consumption, particularly among urban populations. This study examines the relationship between urban lifestyle and fast food consumption behaviour in Guwahati city. Primary data were collected from 400 fast food consumers in Guwahati using a structured questionnaire. Descriptive statistics, Spearman’s rank correlation, Mann-Whitney U test, and Kruskal-Wallis H test were employed to analyse the data. The findings reveal that there is a significant positive association between urban lifestyle and fast food consumption frequency and monthly expenditure on fast food. Significant differences in lifestyle scores were observed across age, occupation, educational level, and monthly income groups, whereas no significant gender differences were found. The results suggest that urban lifestyle is an important determinant of fast food consumption behaviour, with demographic characteristics also contributing to variations in lifestyle patterns.

KEYWORDS: Urban lifestyle, fast food consumption, consumption behaviour, Urbanisation, Globalisation

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1. Introduction

The aroma of sizzling burgers, the crunchy crisp of fries, and the convenience of a quick meal have become defining features of modern life. Fast food, characterised by its speed of service

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and affordability, has reached nearly every corner of the globe. From bustling urban centres to remote rural areas, fast food outlets have proliferated, catering to diverse clientele.

The fast food industry has expanded globally over the past few decades, and it is mainly due to the forces of urbanisation, globalisation, and shifting dietary habits (Banaji, 1996; Vepa, 2004; Anand, 2011; Panwar & Patra, 2017), appealing to consumers of all ages and backgrounds. Urbanisation and globalisation together have led to changes in our dietary patterns, from traditional home-cooked meals to fast and processed meals (Biswajit, 2015). Also, the entry of Multinational Quick Service Restaurants (QSRs) like McDonald's and KFC has provided consumers with access to standardised fast food offerings and has gained popularity among urban consumers due to their brand (Patni, 2012; Kavyasri & Vijayanti, 2022). While these changes offer convenience and accessibility, they also raise concerns regarding their health, economic, and social implications. Due to the sedentary and fast-paced lifestyle of urban people, fast food has gained popularity among people, making it a staple in their day-to-day lives (Stowe, 2017; Popkin, 2009). The fast-food industry's emphasis on high-calorie, high-sodium, and processed foods has been linked to:

- **Obesity & Diabetes:** Studies indicate a direct correlation between fast food consumption and rising obesity rates, particularly in children (Kaushik et al., 2011).
- **Heart Disease & Hypertension:** Processed foods often contain excessive trans fats and sodium, increasing cardiovascular risks.

In 2022, the global fast food market reached a milestone with sales amounting to \$731.65 billion, signalling a robust growth trajectory expected to continue through 2031. The Population Review reports that the United States leads in Fast food consumption, with over one-third of individuals consuming 1-3 times per week. According to the IMARC Group, India's fast food market size was valued at USD 19.9 billion in 2025 and is projected to reach USD 37.6 billion by 2034, exhibiting a **CAGR of 6.95%** from 2026-2034.

India has emerged as one of the fastest-growing fast food markets in Asia. The evolution of Indian society is happening at a higher pace, with a rise in the working population, higher income levels, and more outdoor activities such as travelling, trips with friends and family. Trends like digitalisation, changing customer perception, increasing delivery and takeaway, etc., are helping in the expansion of the sector. The city's growth in the fast food sector is accompanied by expanding Quick Service Restaurant (QSR) chains, rapid growth of the

informal fast food sector and online food delivery platforms. Also, the changing lifestyle of people to a sedentary and modern lifestyle has led to an increase in the consumption of fast and processed food (Mak et al., 2012).

These changes are also evident in Guwahati, the largest city in Assam and the entry point to northeastern India. According to the 2011 Census, Guwahati has the highest rate of urbanisation in Assam at 82.9%. Over 25% of Assam's urban population lives in Guwahati alone, demonstrating the city's dominance in the state's urban landscape. Despite being a Tier-2 city, Guwahati's rate of urbanisation is on par with some other Tier-1 cities (Indian Population Census, 2011). The fast-food market in Guwahati reflects a unique interplay of global and local influences. Multinational fast-food chains such as KFC, Domino's, and Pizza Hut coexist with regional and traditional fast-food outlets, which fulfil diverse consumer preferences. However, with the growth of this fast-food sector, due to changes in the lifestyles of urban people, there also arises a health concern among the people.

According to Merriam-Webster, Lifestyle is a typical way of life of an individual, group, or culture, which is associated with reflecting or promoting an enhanced or more desirable lifestyle. Thus, a study on the lifestyle of the people living in Guwahati will allow researchers, marketers, and healthcare professionals to understand human behaviour and societal trends.

Thus, Guwahati becomes an important study area, and the paper will attempt to see if there are any linkages between the modern lifestyle of the people in Guwahati and Fast food consumption.

2. Literature Review

2.1 Globalisation and Food Consumption Behaviour

Globalisation has a big impact on the way people eat around the world. As modern marketplaces and supermarkets became more common in developing countries, people gained access to a wider variety of food products. Studies by Mak et al. (2012), Nam et al. (2010), Hawkes (2006), Lipoeto et al. (2012), Phillips (2006), Fox et al. (2019), Nygård and Storstad (1998), Seale et al. (2003), and Baker and Friel (2016) argue that globalization has transformed food production, distribution and consumption behaviour in developed and underdeveloped nations. In recent years, middle-income countries in Asia have seen rapid changes in their food



systems. Thus, there has been a sharp rise in the sale of ultra-processed foods, such as snacks and ready-to-eat meals.

2.2 Lifestyle and Health effects of Fast food

Studies reveal that over the years, due to changes in the lifestyle of the people, the average amount of calories and nutrients people consume has been going down. However, fat intake has steadily increased and is now the only major nutrient group showing clear growth. At the same time, diets have shifted toward foods that are high in fat and sugar but low in fibre. This change has been linked to a rise in chronic health problems like obesity and diabetes. According to Kumar et al. (2007), Deaton and Dreze (2009), Landy (2009), Thow (2009), Kearney (2010), Tripathi and Srivastava (2011), Blichfeldt & Gram (2013), and Rathi et al. (2017), both rural and urban consumers have moved away from traditional cereals and now prefer non-cereal foods. This shift reflects broader changes in food preferences. With globalisation, energy-dense and nutrient-poor foods—like sugary drinks and processed snacks—have become more common, especially in cities. These foods are often cheaper and easier to find due to trade liberalisation, which opened up markets and made imported products more available. As a result, many people in India, especially those who are nutritionally vulnerable, face a higher risk of poor nutrition and weight gain due to unhealthy eating habits.

2.3 Factors affecting Fast food consumption

As people's income increases—whether they live in rural, urban, or metropolitan areas—they tend to spend more money on processed foods. This is especially noticeable among urban consumers, who tend to spend a larger portion of their income on processed and fast food items. According to Anand (2011), Kaushik et al. (2011), Sharma and Pokhrel (2016), Patel & Rathod (2017), and Sehrawat (2019), with an increase in income, people also eat out more often, which is termed as “Food Away From Home”, and it is consumed not just for convenience but also for enjoyment. Advertisements play a big role in shaping food choices. Many ads promote unhealthy foods, making them look fun, tasty, and desirable. Emotional states like depression, boredom, or worry can also affect eating habits. People may turn to fast food or snacks for comfort, even when they know it's not healthy. Studies by Akbay et al. (2007), Ghoochani et al. (2018), Yahya et al. (2013), Li et al. (2020), and Saha et al. (2021) suggest that convenience, affordability, taste preferences, brand reputation, peer influence, advertising, and lifestyle changes are major determinants of fast-food consumption. Despite being aware of the health risks linked to fast food—like obesity and other health problems—many people still choose to eat it. Eating out has become more than just a way to get nourishment. It's now seen as a form

of entertainment and social activity. As people's social circles grow, they tend to eat out more often, enjoying the experience with friends and family.

3. Research Gap

While existing studies provide valuable insights into consumer behaviour, health outcomes, and the evolution of food, there is a distinct lack of literature focusing on the economic dimensions of fast-food expansion linked to lifestyle changes among people—particularly in Tier-2 urban centres like Guwahati. This research attempts to bridge that gap by analysing how urban lifestyle can act as a promoting factor in fast food consumption.

4. Research Design

The study adopts a quantitative research design to examine the linkages between lifestyle characteristics and fast food consumption among the consumers of Guwahati. The sample of the study consists of consumers of Fast food, i.e., people who consume fast food at least once a day per week. Accordingly, a total of 400 respondents, aged 15 years and above, were taken for the study from different areas of Guwahati city. Mostly, people were enquired about while consuming fast food in outlets, and groups of students consuming fast food from roadside stalls, etc. Since no comprehensive sampling frame was available, non-probability purposive and convenience sampling techniques were adopted.

The data for the study is primary in nature, collected during June 2025 to February 2026 through structured personal interviews using a questionnaire method. Information was collected on Demographic characteristics like Age, gender, education, monthly income, monthly expenditure, fast food consumption frequency, etc.

5. Study Area

The study was conducted in Guwahati because lifestyle changes are seen to be frequent where urbanisation takes place rapidly. Guwahati is one of the fastest-growing urban hubs in the entire North East India. Also, the coexistence of multinational fast food chain restaurants and an active informal street fast food sector makes Guwahati an important study area.



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6. Research Objectives

- 1) To assess the level of urban lifestyle among Fast food consumers in Guwahati.
- 2) To examine the relationship between Urban Lifestyle and Fast food consumption frequency.
- 3) To examine the relationship between Urban lifestyle and Monthly Fast food expenditure among consumers in Guwahati.
- 4) To examine whether Urban Lifestyle differs across demographics.

7. Hypothesis

➤ For Objective 2

H01- Urban Lifestyle is not significantly associated with fast food consumption frequency.

H11- Urban Lifestyle is significantly associated with fast food consumption frequency.

➤ For Objective 3

H02- Urban Lifestyle is not significantly associated with monthly expenditure on fast food.

H12- Urban Lifestyle is significantly associated with monthly expenditure on fast food.

➤ For Objective 4

H03- Urban Lifestyle do not differ significantly across age groups.

H13- Urban Lifestyle differs significantly across age groups.

H04- Urban Lifestyle do not differ significantly across gender groups.

H14- Urban Lifestyle differ significantly across gender groups.

H05- Urban Lifestyle do not differ significantly across occupation groups.

H15- Urban Lifestyle differ significantly across occupation groups.

H06- Urban Lifestyle do not differ significantly across highest education groups.

H16- Urban Lifestyle differ significantly across highest education groups.

H07- Urban Lifestyle do not differ significantly across monthly income groups.

H17- Urban Lifestyle differ significantly across monthly income groups.

8. Findings of the Study

Objective 1-

Table 1- General characteristics of the study sample (N=400)

Characteristics	Frequency (%)
Age groups	
➤ 15-24	202 (50.5)
➤ 25-34	120 (30.0)
➤ 35-44	63 (15.8)
➤ 45+	15 (3.8)
Gender	
➤ Male	158 (39.5)
➤ Female	242 (60.5)
Occupation	
➤ Student	219 (54.8)
➤ Government Job	39 (9.8)
➤ Private Job	90 (22.5)
➤ Business	36 (9.0)
➤ Other/ Housewife	16 (4.0)
Highest Education Level	
➤ High School	80 (20.0)
➤ Bachelor's Degree	188 (47.0)
➤ Master's Degree	102 (25.5)
➤ Doctorate	21 (5.3)
➤ Others	9 (2.3)
Monthly Income	

➤ Below Rs 10,000	194 (48.5)
➤ Rs 10,000 - Rs 19,999	64 (16.0)
➤ Rs 20,000 - Rs 29,999	69 (17.3)
➤ Rs 30,000 – Rs 39,999	31 (7.8)
➤ Rs 40,000 – Rs 49,999	17 (4.3)
➤ Rs 50,000 and above	25 (6.3)

Table 1 presents the socio-demographic characteristics of the 400 respondents included in the study. The majority of the respondents included in the study belonged to the 15-24 age group, i.e., 50.5%, followed by the age group 25-34 years (30%), while only 3.8% were aged 45 years and above. Female respondents constituted a larger proportion of the sample (60.5%) than the males (39.5%).

With respect to occupation, students formed the largest group (54.8%), followed by private sector employees (22.5%), government employees (9.8%), business owners (9%) and housewives and others (4%).

Regarding educational attainment, nearly half of the respondents (47%) possessed a bachelor's degree, followed by a master's degree (25.5%), while 20% had completed high school.

In terms of monthly income, 48.5% of the respondents reported earnings below Rs 10,000 per month. Respondents earning Rs 20,000- Rs 29,999 constituted 17.3% of the sample, followed by those earning Rs 10,000- Rs 19,999 (16%).

Thus, the overall sample was predominantly composed of young, female, student respondents with a bachelor's degree and relatively low monthly income.

Urban Lifestyle is measured using five statements, L1, L2, L3, L4 and L5, each measured by a 5-point Likert Scale.

L1 - I often have a busy schedule that leaves little time for cooking.

L2 - Fast food is a part of modern lifestyle.

L3 - Eating fast food is trendy in my peer group.

L4 - I consume fast-food near my workplace for ease.

L5 - I save more time by dining at fast-food places.

Table 2 - Reliability Statistics

Cronbach's Alpha	No of items
0.731	5

To assess the internal consistency among the statements, Cronbach's Alpha is tested. In our study ($\alpha = 0.731$), it has exceeded the recommended threshold level of 0.60, indicating excellent internal consistency among the statements of Urban Lifestyle.

Table 3 – Item Statistics					
	Statements	Mean	SD	Variance	N
L1	I often have a busy schedule that leaves little time for cooking.	3.22	1.217	1.480	400
L2	Fast food is a part of modern lifestyle.	3.19	1.125	1.266	400
L3	Eating fast food is trendy in my peer group.	3.19	1.132	1.281	400
L4	I consume fast food near my workplace for ease.	3.36	1.096	1.202	400
L5	I save more time by dining at fast food places.	2.92	1.186	1.406	400

Table 3 indicates the Mean, Standard Deviation and Variance for each individual statements related to Urban Lifestyle. Respondents generally agreed with the statements, with the highest mean observed for “I consume fast food near my workplace for ease” ($M=3.36$, $SD= 1.096$). The lowest mean was seen for the statement “I save more time by dining at fast food places” ($M=2.92$, $SD= 1.186$). The sample size for all items was 400, indicating consistent responses across the scale.

Table 4 - Scale Statistics			
Mean	S.D	Variance	No of items
15.87	3.996	15.967	5

Table 4 reports the overall scale statistics for the 5-item lifestyle construct. It indicates the Mean, Standard Deviation and Variance for the total items. Here, the overall mean equals 15.87, and S.D. equals 3.996, suggesting moderate variability in respondents' overall attitude towards fast food as a part of urban lifestyle.

The Five Tables below indicate the frequency and percentage for each individual statement, measured by a (1-5 Likert scale, from Strongly Disagree to Strongly Agree).

Table 5 – Frequency and Percentage distribution of 5 statements according to Likert Scale					
	L1	L2	L3	L4	L5
	N (%)	N (%)	N (%)	N (%)	N (%)
Strongly Disagree	44 (11.0)	41 (10.3)	38 (9.5)	35 (8.8)	57 (14.3)
Disagree	59 (14.8)	65 (16.3)	74 (18.5)	51 (12.8)	100 (25.0)
Neutral	132 (33.0)	106 (26.5)	100 (25.0)	89 (22.3)	91 (22.8)
Agree	95 (23.8)	154 (38.5)	151 (37.8)	187 (46.8)	124 (31.0)
Strong Agree	70 (17.5)	34 (8.5)	37 (9.3)	38 (9.5)	28 (7.0)

In the above table, L1 shows the frequency distribution for the statement “I often have a busy schedule that leaves little time for cooking”. The majority of respondents were Neutral (33%, n=132), followed by Agree (23.8%, n=95) and Strongly Agree (17.5%, n=70). Only 25.8% expressed disagreement.

L2 shows the frequency distribution for the statement “Fast food is a part of modern lifestyle”. Here, the majority of respondents Agreed (38.5%, n=154), followed by Neutral (26.5%, n=106), while 26.6% Disagreed or Strongly Disagreed.

Similarly, L3 shows the frequency distribution for the statement “Eating fast food is trendy in my peer group”. Here also, the majority of respondents Agreed (37.8%, n=151), followed by Neutral (25%, n=100), while only 28% Disagreed or Strongly Disagreed.

Again, in L4, the frequency distribution for the statement “I consume fast food near my workplace for ease” is shown and it indicates that majority of the respondents (46%, n=187) Agreed, followed by Neutral (22%, n=89), and only 21.6% Disagreed to Strongly Disagreed.

Lastly, L5 presents the frequency distribution for the statement “I save more time by dining at fast food places” and here also the majority of respondents Agree (31%, n=124), followed by Disagree (25%, n=100) and Neutral (22.8%, n=91). Here only 14.3% respondents Strongly Disagreed.

Overall, we can summarise that the responses were largely Neutral to Positive for all the five Urban Lifestyle Statements.

Objective 2-

In this objective, the relationship between Urban Lifestyle and Fast food consumption frequency is tested. But before testing, as the Urban Lifestyle is measured with 5 statements, so a Lifestyle Score was computed as -

$$\text{Lifestyle_Score} = (L1+L2+L3+L4+L5) / 5$$

Table 6 - Fast food consumption frequency		
	Frequency	Percentage
➤ 1-3 times a week	185	46.3
➤ 4-6 times a week	137	34.3
➤ 7 times a week or more	78	19.5

Table 6 depicts the frequency of Fast food consumption among the respondents of Guwahati and here it is seen that nearly 46.3% respondents consume fast food 1-3 times a week, 34.3% consume 4-6 times a week and 19.5% consume fast food 7 times or more in a week.

As, the fast food consumption frequency variable is measured on an ordinal scale, Spearman's rank Correlation Coefficient was used to see the relationship between fast food consumption frequency and Lifestyle.

Table 7- Correlations

		Lifestyle_Score	FF_Freq
Spearman's rho	Correlation Coefficient	1.000	.190**
	Lifestyle_Score Sig. (2-tailed)	.	.000
	N	400	400
	Correlation Coefficient	.190**	1.000
	FF_Freq Sig. (2-tailed)	.000	.
	N	400	400

** . Correlation is significant at the 0.01 level (2-tailed).

Table 7 above reveals that there is a weak but statistically significant positive correlation between Lifestyle score and fast food consumption frequency ($\rho=0.190$, $p<0.001$). This indicates that respondents with higher lifestyle scores or busier characteristics tend to consume fast food more frequently. Thus, we fail to accept the Null Hypothesis and it is concluded that lifestyle is significantly associated with fast food consumption frequency among consumers in Guwahati.

Objective 3-

In this objective, the relationship between Urban Lifestyle and Monthly Expenditure on Fast food consumption is tested.

Table 8- Monthly Expenditure on Fast Food		
	Frequency	Percentage
➤ Below Rs 500	120	30.0
➤ Rs 500 – Rs 999	108	27.0
➤ Rs 1000 – Rs 1499	84	21.0
➤ Rs 1500 – Rs 1999	58	14.5
➤ Rs 2000 – Rs 2499	19	4.8
➤ Rs 2500 – Rs 2999	8	2.0
➤ Rs 3000 and above	3	0.8

The distribution of Monthly Expenditure on fast food among the respondents reveal that Nearly 30% of the respondents spend below rupees 500 per month, 27% spend between rupees 500 to 999, 21% spend between rupees 1000 to 1499, 14.5% spend between rupees 1500 to 1999, 4.8% spend between rupees 2000 to 2499, 2% spend between rupees 2500 to 2999 and 0.8% above rupees 3000. Overall, the findings indicate that the majority of respondents (57%) spend less than rupees 1000 per month on fast food, suggesting that most consumers have relatively low monthly expenditure on fast food. The high proportion of respondents aged 15-24 years may partly explain why a majority of respondents reported spending less than rupees 1000 per month on fast food.

Since monthly expenditure is measured as an ordinal variable, Spearman's rank correlation coefficient is employed to examine the relationship between urban lifestyle and monthly fast food expenditure among consumers in Guwahati.

Table 9- Correlations

			Lifestyle _Score	MonthlyExp_ FF
Spearman's rho	Correlation Coefficient		1.000	.162**
	Lifestyle_Score	Sig. (2-tailed)	.	.001
	N		400	400
	Correlation Coefficient		.162**	1.000
	MonthlyExp_FF	Sig. (2-tailed)	.001	.
	N		400	400

** . Correlation is significant at the 0.01 level (2-tailed).

The above Table 9 reveals that there is a weak but statistically significant positive correlation between Lifestyle score and Monthly expenditure on fast food ($\rho=0.162$, $p=0.001$). This indicates that respondents with higher lifestyle scores or busier characteristics tend to spend more on fast food per month. Thus, we fail to accept the Null Hypothesis, indicating that lifestyle is significantly associated with monthly fast food expenditure among consumers in Guwahati.

Objective 4- To examine whether Urban Lifestyle differs across demographics (Age, Gender, Occupation, Highest Education Level and Monthly Income), the Urban Lifestyle score was taken, and the Mann-Whitney U test and Kruskal-Wallis test were conducted.

Table 10- Ranks

	Age	N	Mean Rank
Lifestyle_Score	15-24	202	175.67
	25-34	120	222.86
	35-44	63	230.38
	45+	15	230.50
	Total	400	

Table 11- Test Statistics^{a,b}

	Lifestyle_Score
Chi-Square	19.133
df	3
Asymp. Sig.	.000
Sig.	

a. Kruskal-Wallis Test

b. Grouping Variable: Age

A Kruskal-Wallis test was conducted to examine whether lifestyle scores differed between different age groups of respondents. The mean ranks of the age groups (35-44) and (45+) are higher than those of the lower age groups. The Chi-Square value reported was 19.133 with 3 degrees of freedom, and it is significant ($p < 0.01$). Therefore, we reject the null hypothesis, indicating that there is a significant difference between lifestyle score and age groups.

Table 13- Test Statistics

	Lifestyle_Score
Mann-Whitney U	18456.500
Wilcoxon W	47859.500
Z	-.587
Asymp. Sig. (2-tailed)	.557

a. Grouping Variable: Gender

Table 12- Ranks

	Gender	N	Mean Rank	Sum of Ranks
Lifestyle_Score	Male	158	204.69	32340.50
	Female	242	197.77	47859.50
	Total	400		

A Mann-Whitney U test was conducted to examine whether lifestyle scores differed between male and female respondents. The mean rank of males (204.69) was slightly higher than that of females (197.77). However, the difference was not statistically significant as $p > 0.05$. Therefore, the null hypothesis was not rejected, indicating that there is no significant difference in lifestyle scores between male and female respondents.

Table 14- Ranks			
	Occupation	N	Mean Rank
Lifestyle_Score	Student	219	179.66
	Govt Job	39	217.54
	Prvt Job	90	238.58
	Business	36	233.94
	Other/ Housewife	16	154.72
	Total	400	

Table 15- Test Statistics^{a,b}

	Lifestyle_Score
Chi-Square	23.383
df	4
Asymp. Sig.	.000

a. Kruskal-Wallis Test

b. Grouping Variable:
Occupation

Similarly, a Kruskal-Wallis H Test was conducted to see whether lifestyle score differed across different occupation groups among respondents. The mean rank was seen to be higher for Private Job respondents, and the difference was statistically significant (Chi-Square= 23.383, $p < 0.01$), indicating the rejection of the null hypothesis.

Table 16- Ranks

	Highest_Edu.	N	Mean Rank
Lifestyle_Score	High School	80	157.77
	Bachelor's Degree	188	209.53
	Master's Degree	102	204.00
	Doctorate	21	262.83
	Others	9	206.50
	Total	400	

Table 17- Test Statistics^{a,b}

	Lifestyle_Score
Chi-Square	18.405
df	4
Asymp. Sig.	.001

a. Kruskal-Wallis Test

b. Grouping Variable:
Highest_Edu

Again, a Kruskal-Wallis H Test was conducted to see whether lifestyle score differed across Highest Education Level, and the results indicate that there is a statistically significant

difference between lifestyle score and the five Highest Education Levels ($p < 0.01$), indicating the rejection of the null hypothesis.

Table 18- Ranks

	Monthly_Income	N	Mean Rank
Lifestyle_Score	Below Rs 10000	194	180.14
	Rs 10000- Rs 19999	64	178.06
	Rs 20000- Rs 29999	69	251.01
	Rs 30000- Rs 39999	31	251.65
	Rs 40000- Rs 49999	17	254.56
	Rs 50000 and above	25	176.34
	Total	400	

Table 19- Test Statistics^{a,b}

	Lifestyle_Score
Chi-Square	32.664
df	5
Asymp. Sig.	.000

a. Kruskal-Wallis Test

b. Grouping Variable:
Monthly_Income

Again, the Kruskal-Wallis H Test was conducted to examine whether lifestyle score differed across different Monthly Income groups, and the results indicated that there is a statistically significant difference between lifestyle score and six Monthly Income groups, implying the rejection of the null hypothesis. Discussion and Conclusion

9. Discussion and Conclusion

Table 20 presents the summary of hypothesis testing conducted in the study. Out of the seven null hypotheses, 6 were rejected, while one hypothesis (H04) failed to be rejected.

Table 20- Hypothesis Testing Summary

Null Hypothesis	Statement	Statistical Test	p-value	Decision
H01	Urban Lifestyle is not significantly associated with fast food consumption frequency.	Spearman's rank Correlation Coefficient	<0.001	Rejected H01
H02	Urban Lifestyle is not significantly associated with monthly expenditure on fast food.	Spearman's rank correlation coefficient	0.001	Rejected H02
H03	Urban Lifestyle do not differ significantly across age groups.	Kruskal Wallis Test	<0.001	Rejected H03
H04	Urban Lifestyle do not differ significantly across gender groups.	Mann-Whitney U test	0.557	Fail to Reject H04
H05	Urban Lifestyle do not differ significantly across occupation groups.	Kruskal Wallis H Test	<0.001	Rejected H05
H06	Urban Lifestyle do not differ significantly across highest education groups.	Kruskal Wallis H Test	0.001	Rejected H06
H07	Urban Lifestyle do not differ significantly across monthly income groups.	Kruskal Wallis H Test	<0.001	Rejected H07

The findings reveal that urban lifestyle was significantly associated with both fast food consumption frequency and monthly expenditure on fast food. Significant differences in Lifestyle scores were also observed across age, occupation, education level and monthly income groups. However, no significant difference in lifestyle scores was found between male and female respondents. Overall, the results suggest that lifestyle plays an important role in shaping fast food consumption behaviour, while demographic factors such as age, occupation, education, and income also influence lifestyle patterns.

Although the relationships observed were statistically significant, the correlation coefficients were relatively weak, suggesting that urban lifestyle is only one part of several factors influencing fast food consumption. Future research may incorporate additional behavioural variables to provide a more comprehensive understanding of consumer behaviour.

These findings provide useful insights for policymakers and fast food businesses in understanding consumer behaviour and designing strategies that address the evolving lifestyle preferences of urban consumers. The study tries to address the need for promoting healthier food choices while also acknowledging the growing influence of urban lifestyles on fast food consumption in Guwahati.

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AI tools were used solely to assist with grammar, language editing, and clarity of expression. No AI tool was used to generate or analyse the research data, results, or conclusions. The authors take full responsibility for the accuracy, originality, and integrity of the manuscript.

11. Conflict of Interest

The authors declare that there is no conflict of interest.

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