

## **Identifying the Structure of Consumer Perception of Fast Food: An Exploratory Analysis**

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*Proliferation of fast food in developing countries has opened up the possibility of unhealthy eating and nutritional challenges to economically able consumers, leading to a number of future health issues. It appears that the nutritional challenges are no more confined within the poor consumers only. However, these challenges may not be as unavoidable as they were previously thought. Many consumers, who consume fast food products, may not necessarily view those foods as healthy and nutritious. This perceptual strength against popular fast food culture could be a starting point where further initiatives can be based with a view to containing its consumption for the sake of better public health benefits. This paper attempts to identify the dimensions of perception regarding fast food products and conducts an empirical study to classify those dimensions by using data reduction technique like EFA (Exploratory Factor Analysis). The EFA confirmed a number of dimensions that would be useful in identifying and modeling the multi-dimensional perception construct in future research.*

**Keywords:** fast food, perception, public health benefits, fast food culture, exploratory factor analysis

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