Society & Social Justice · GS - I

How do you account for the growing fast food industries given that there are increased health concerns in modern society? Illustrate your answer with the Indian experience.

EXAM YEAR	PAPER	SUBJECT
2025	GS - I	Society & Social Justice

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Urbanisation, rising incomes, convenience, changing lifestyles, youth, advertising, food delivery, affordability, health concerns, nutritional transition

Model Answer

Introduction

The growth of fast-food industries despite health concerns reflects a complex interaction of economic, social, technological and cultural factors.

1. Changing Lifestyles

Urbanisation, longer working hours, nuclear families and time constraints increase demand for convenient and quickly available food.

2. Economic and Demographic Factors

Rising disposable incomes, expanding middle-class consumption and a large young population create a substantial market. Competitive pricing also makes fast food accessible to diverse income groups.

3. Technology and Marketing

Food-delivery platforms, digital payments and location-based services have reduced access barriers. Aggressive advertising, attractive branding and social-media marketing particularly influence younger consumers.

4. Indian Experience

Global chains have expanded alongside Indian quick-service restaurants offering products adapted to local tastes. The growth of delivery-based food services has further accelerated consumption.

5. Health Paradox

High consumption of energy-dense foods can contribute to obesity and lifestyle-related diseases. Yet consumers often prioritise taste, convenience and affordability over long-term health.

Way Forward

Nutritional awareness, transparent labelling, healthier product reformulation and responsible advertising can help reconcile convenience with public health.

Conclusion

Fast-food growth is therefore driven not by ignorance alone but by structural changes in lifestyles and markets. Health-conscious consumption must accompany this transformation.

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