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ANALYSIS AND MANAGEMENT OF FAST FOOD CONSUMPTION ENVIRONMENTAL IMPACT

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The paper aims to analyze the impact that the consumption of fast food products has on the environment, highlighting the negative impact that the consumption of these products has, such as greenhouse gas emissions, the generation of waste in very large quantities, but also the consumption of natural resources.

• Material and method

In this study, we analyzed both the specialized literature and used a questionnaire applied to a sample of respondents in order to observe both their consumption behaviors and the degree of awareness regarding the ecological impact.

• Results and discussions

From the analysis of the results, we observed that many respondents prefer to consume this type of products due to lack of time and because they are more accessible, and in terms of concern for the environment, it is more declaratively presented, and certain concrete behaviors, such as recycling or reducing consumption, are less observed.

Conclusions

This paper provides an extremely useful basis for the development of management strategies oriented towards responsible and sustainable consumption. Therefore, promoting ecological education, using biodegradable packaging, and encouraging responsible consumption among fast food consumers contribute to reducing negative effects on the environment.