

Introduction: Fast food is popular because the food is inexpensive, convenient, and tastes good. A sample size of 30 respondents was taken among the people of Muscat region. However, fast food is often made with cheaper ingredients such as high fat meat, refined grains, and added sugar and fats, instead of nutritious ingredients such as lean proteins, whole grains, fresh fruits, and vegetables. The aim of the study is to find out how the modern society peoples are influenced by eating of fast food from outside fast Centre/restaurants. It is suggested that good housekeeping is to be kept and maintained at the time of preparation of fast food and good consumer relationship should be maintained to improve sales. This study also tends to find out the various type of factor motivates the people to eat fast food. The analysis exhibits many respondents would like to go regular restaurants to eat fast food.