CONSUMERS' PREFERENCE AND CONSUMPTION TOWARDS JUNK FOOD AMONG HOUSEHOLDS IN VAVUNIYA DISTRICT

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The study sought to investigate Consumers' preference and consumption towards junk food among households in Vavuniya District. The main objective of this study is to determine the factors Effect on junk food consumption. 120 households were randomly selected for the study and data was collected through a structured questionnaire. The research revealed seven variables as Age, Gender, Marital Status, Occupation, Income, Education Level, and Number of family members mainly determine junk food consumption. The data were analysed by using descriptive statistics, the Chi-Square test, and the logistic Regression Model. The Chi-Square Test shows that there is a significant association between junk food consumption and Gender and, it shows that marital status and Occupation do not have a significant association with junk food consumption. According to Logistic Regression Analysis Age, Gender, Education, Monthly earning, and Number of family members have a statistically significant impact on the probability to consume junk food. But, marital status and occupation do not have a statistically significant effect on the probability to consume junk food. All people have been concerned about their healthy life and have to take a balanced diet. A balanced diet is very important for a healthy life. The government needs to introduce awareness programs to avoid junk food consumption.

Keywords: *Balance Diet; Consumer Preference; Junk food consumption; Logistic Model; Probability*