
| RESEARCH ARTICLE

Social Impact of "Take-out Fast Food" from the Perspective of Sociology

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| ABSTRACT

With the continuous development of the social economy, the "take-out fast food" industry has come into being and gradually comes into the public's view. This paper mainly analyzes the social impact of "take-out fast food" from a sociological perspective, i.e., the positive and negative impacts, and puts forward some constructive opinions and measures on how to make "take-out fast food" more environmentally friendly and healthy, which can help; In this regard, it is necessary to further strengthen the market supervision, enhance food quality and safety, strengthen the standardization of fast food delivery and enhance the safety awareness of riders, as well as to continuously strengthen the ability to deal with problems after the sale and to strengthen people's concept of green consumption.

| KEYWORDS

Sociology; "take-out fast food"; impact

| ARTICLE INFORMATION

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1. Introduction

Out-of-home foods (takeaway, take-out, and fast foods) have become increasingly popular (Janssen, 2018). With the rapid development of the Internet, people's fast-paced social life and social consumption levels continue to improve, "take-out fast food" industry, cell phone ordering App software also came into being, while people's standard of living, quality of life, and consumer culture concept has also changed greatly, a cell phone, a phone, on a mobile phone, a phone, can solve their daily life, takeout fast food as a convenient and fast way to eat has gradually into our daily life. By analyzing the impact of take-out fast food, we hope that people can correctly understand the social impact of take-out fast food and recognize its positive and negative impacts, especially the negative impact of take-out fast food. At the same time, through the analysis of the negative impact of take-out fast food, some suggestions and countermeasures are proposed.

2. Methodology

2.1 Field survey method

The field research on China's take-out fast food industry was conducted to obtain the first-hand information needed for the study. Through field visits and participation in meetings, we have gained a deeper understanding of the current situation, mode, effectiveness, and problems of the take-out fast food industry, which enhances the rationality of this paper's research.

2.2 Questionnaire survey method

On the basis of the research, the questionnaire was designed in a targeted manner. Data analysis software was used to systematically analyze the questionnaires to understand the current situation and major problems of China's take-out fast food industry and to accurately grasp the difficulties and priorities of China's take-out fast food industry.

2.3 Interview method

Interviews were conducted with some of the personnel engaged in take-out fast food and individual interviews with some of the managers responsible for the take-out fast food industry to gain an in-depth understanding of their specific practices and current difficulties.

3. Definition and Characteristics

3.1 "Definition of "take-out fast food"

"Takeaway" mainly refers to the business through the ordering APP to take orders for all kinds of meals, drinks, and other packaged delivery to the hands of the customer, that is, a delivery service, "fast food" is mainly "fast" refers to the pre-prepared food for guests to eat quickly and easily. The main connection between the two is convenience, so it can be considered that "take-out fast food" mainly refers to the ability to provide customers with convenient use of food delivery services.²2"Characteristics of "take-out fast food

3.2.1 Convenient and fast

Convenience and speed are short, easy and fast; customers simply order online and wait for a period at home to enjoy the food; waiting for this process, customers save time and save the journey. The business also reduces the customer in the store after meal cleaning time.

3.2.2 Wide range of food products

Takeout fast food is complete. All kinds of online food meet the taste buds of young people; you can also see different flavors of the food when ordering online, you can taste different cuisines around the world, and you can enjoy different cuisines at home anytime, anywhere.

3.2.3 Many options available

Compared to canteens and outside stores, repeatedly eating several dishes, fewer dishes, time will get tired of eating. Takeaway fast food better shows its characteristics; customers can browse a wide variety of food on the phone, they can choose their favorite food to order, and the dishes available for customers to choose from are also more.

4. Research content

4.1 The positive impact of "take-out fast food."

4.1.1. Contribute to narrowing the gap between the rich and the poor and increasing employment opportunities

A distinguishing characteristic of fast food is its convenience (Jekanowski, 2001). China's current economic development is very unbalanced, regional development is also very unbalanced, due to the emergence of the take-out fast food industry, to a certain extent, to provide people with a lot of conveniences, allowing many people to create more wealth and value in the only time they have, and the take-out fast food industry is also constantly developing to the third and fourth tier cities, more drive the consumption level of the third and fourth tier cities also promote the economic development of the third and fourth tier cities, thus also narrowing the gap between the rich and the poor.

Customers place orders online, and the process of packaging and delivering food requires certain personnel to package and deliver food, which adds new jobs for a large number of people who have lost their jobs, and the delivery fees in the takeaway industry are relatively good, and the threshold is low, so it attracts a large number of people to join the industry and promotes the economic development of society. On the whole, the healthy development of the takeaway industry will continue to improve the overall efficiency of the economy and bring more job opportunities to more unemployed people, thus also promoting the stable development of the economy.

4.1.2 Beneficial to promote economic diversification and the development of related industrial chains

Economic diversification refers to the situation of breaking the single path of economic development while developing in the necessary, multiple directions and fields. Economic diversification is an objective requirement of economic internationalization, socialization, and marketization, which can include the diversification of industrial structure, the ownership structure of production materials, the domestic market, the international market, and product structure. The development of the take-out fast food industry has enabled many of us to enjoy good food without leaving home; although it is a new industry, the trend of development is very rapid.

Young Chinese are facing a remarkable transformation in their diet structure as China is under a rapid economic transition.^[3]Most of the consumer groups to the majority of young people, but also other age groups of consumers. With the growth of time, the take-away fast food industry is becoming more and more mature, and consumer groups are becoming more and more extensive.

This industry is not only convenient for customers but also makes China's economy towards diversified development, but also promotes the development of take-out fast food related industries. First, drive the diversified development of the traditional catering industry, changing the single nature of the traditional catering industry sales, before just customers went to the restaurant to eat, customers paid and then ordered food in the store to finish, and now with the continuous rise of the take-out fast food industry, many traditional catering industries is also changing the sales model, slowly into the take-out fast food industry, making sales more diversified, people can advance Online ordering to the store to take food can also be online orders directly to the door service, while the traditional catering industry is no longer bound to the impact of the environment on the customer's dining experience, reducing the cost of the traditional catering industry. Second, also led to the development of the electric car industry; in the distribution of food, the rider's essential tool is the electric car; electric cars are small size can shuttle in the streets and alleys at will, even if the traffic jam they can also march at will, do not worry about traffic jams, so the electric car has become the rider's main means of transport, and every day to run many times, while the loss of electric cars is also relatively large, so the replacement The cycle of the electric car is also very frequent, thus driving the sales and development of electric cars. Third, with the rise of disposable tableware and food packaging production industry, people need to be equipped with disposable tableware and food bags for every meal merchant; with more and more people ordering take-out, disposable tableware consumption is also growing, and some businesses are designed to attract customers by packaging tote bags, making the food packaging industry is also developing rapidly. The development of the take-out fast food industry has driven the development of these industrial chains and also made China's economy now moving toward diversification and development.

4.1.3 It is conducive to promoting the coordinated and synchronized development of social and economic benefits

Social benefit refers to the role played by certain work and research results in people's lives and social production, which reflects the benefits brought to society by certain work and research results. Economic benefit refers to the comparative relationship between the possession and consumption of labor and the beneficial results that meet the needs of society in economic activities. Fast food is one of the world's fastest growing food types (Jiang, 2019). Takeout fast food in the booming development at the same time bring social and economic benefits that can not be underestimated; it allows people to meet their growing material needs. The current takeout fast food variety is relatively convenient and fast to many busy students; working people bring benefits, so that they can quickly eat in the busy, but also so that they can create more value in the limited time. In addition, the most indispensable part of the take-out fast food industry is the rider industry. Although many first-tier cities do not agree with this profession, the riders will often share the difficulties in the work together with mutual encouragement; in such a working environment, they will not feel lonely, so these riders experience the realization of their self-worth but also to improve their sense of social identity. Thus, the win-win situation of economic and social benefits is achieved.

4.1.4. Facilitates diversification of food choices

With the continuous improvement of our people's living standards, people's diet has now risen from the earliest need to eat to a higher level. People also want to change a different way of eating, takeout fast food just to meet this demand, not only convenient and fast and more diverse food, so that we can eat at home without going out to different local specialties, and even more foreign more distinctive food points takeout can be done, people can experience in this different food that will not be the culture. China's traditional food culture is mainly a variety of flavors, chewing slowly, beauty, interest, and medical food combination, but with the rapid development of society today, some of these have not been suitable for the modern, fast-paced life, Western-style fast food in the 1980s into our country. Chinese fast food also draws on the Western fast food method of continuous development and innovation firmly attracted people's attention, such as buns, rice, dumplings, and other food by People like; nowadays, the collision of various kinds of food makes the food culture also more and more diverse.

4.2 The negative impact of "take-out fast food."

4.2.1 Insufficient market supervision, some food safety potential risks

First, many businesses flocked to online sales, and the number of people and market regulators can not be very comprehensive in the supervision of these businesses. Cell phone APP ordering mode of take-out fast food is not directly from the business to the hands of customers, but by the take-out rider will have been processed food to the hands of consumers, in the middle of what the food has gone through, food made from what ingredients and no one knows. Second, many businesses do not have health permits due to lax supervision, and some unlicensed small workshops make food casually processed into the hands of consumers. These small workshops have garbage piles, flies flying, rats scurrying, and no qualified health and safety certificate, but many consumers do not know the store even uses gutter oil and expired and spoiled food to consumers cooking, seriously damaging the health of consumers. In order to attract consumers, some stores often carry out promotional activities or full reduction activities, malicious brush praise, but never pay attention to food safety issues. Third, due to inadequate market supervision, many businesses often provide false information, and the information uploaded to online stores does not match the information in physical stores at all, making it impossible for consumers to understand the actual situation and the potential risks of food safety.

4.2.2 Some take-out fast food delivery is not standardized, delivery time beyond the promised time

In the delivery of take-out, the rider is the most important link in the take-out fast food industry. There is no take-out rider, then take-out delivery simply can not be carried out, but there are many problems in the delivery of this link, often seen everywhere many take-out riders gathered in one piece waiting to deliver food, electric cars, motorcycles placed everywhere regardless of whether it will affect others, and a small number of take-out riders are not uniformly dressed, some riders placed on the take-out box and not regularly disinfected, these are very unregulated.

We can see on the order APP although there is a delivery timeout penalty, there will often be a delivery time beyond the promised time, sometimes because of the weather, the peak ordering period, there is a long distance to take food, and other reasons that lead to many riders and can not deliver food in time, some people get the rice in hand may be cool, making many consumer satisfaction will be greatly reduced.

4.2.3 After-sales handling service is not perfect, "fast" culture continues to impact

With the continuous development of our society, consumers' awareness of their rights is getting stronger and stronger, and they will take relevant measures to protect themselves when their rights are damaged. When consumers order food through the takeaway platform, they will exercise their rights in a timely manner when they encounter problems with the delivery or quality of the takeaway and complain to the merchant through the platform. However, at this stage, many businesses tend to give perfunctory answers to complaints, and even the phenomenon of the platform and the business shirking responsibility for each other, resulting in a delay in solving the problem. Some takeaway platforms do not communicate well with consumers, do not actually consider consumers' problems in depth, and do not deal with consumers' after-sales problems in a timely manner.

With the booming development of takeaway fast food also derived from the "fast" culture, "fast" seems to have become the mainstream of society today. Everyone is in a hurry to run, and it is too late to stop and seriously feel the world; takeout fast food brings "fast", convenient and fast; at the same time, we also need to seriously face the impact of "fast" culture. In this "faster and faster" social environment, society has generally accepted the perverse tendency to "fast on the hero"; as long as you can fast, it is the skill, is the ability, and "fast" is The "fast" everything. Therefore, some people pursue "fast", regardless of the means, costs and consequences. If you want to market pork quickly, you can inject hormones regardless of whether the meat can be eaten; if you want rapid GDP growth, you will desperately invest and desperately consume resources. This kind of speed beyond the law is like a speeding train. It is difficult to slow down, let alone stop; the "fast" culture continues to influence us.

4.2.4 Can cause some environmental pollution

With the convenience of take-out fast food, people through the cell phone app has become a convenient choice for dining, order take-out at the same time will create garbage. At the same time, China's large population, China has also become the world's largest volume of food take-out fast food; although it brings a lot of conveniences, it can not ignore the pressure it brings to the environment. Disposable lunch boxes are discarded at will after use, which seems to have little impact on the environment and brings a huge burden.

At the same time, the take-out waste recycling rate is low, and the distribution of take-out fast food waste is relatively fragmented. Most of the boxes are adsorbed meal soup, oil, food residues, etc.; if you have to recycle it, the economic cost will be very high, unprofitable will also consume a lot of unnecessary resources, the recovery value is too low, so these take-out fast food waste can only flow into the waste treatment plant for compressed landfill, or be incinerated, incineration The gas produced in the process undoubtedly caused pollution to the air, the compressed landfill will occupy a large area of land, and these disposable food boxes are also difficult to degrade, these effects on people's living environment and ecological environment has produced a lot of damage. The catering take-out industry is using wholesale meal boxes for packaging. After the consumer finishes eating, it is easy to discard the meal box waste, which also causes more serious environmental pollution. As the market continues to expand, the number of lunch box waste also continues to increase, and many packaging is difficult to recycle, resulting in serious environmental pollution. At present, the take-out fast food brought about by living waste everywhere, and the rise of this mode of consumption brought about by environmental pollution is obvious to all. The current food packaging has caused some pollution to the environment; with the continuous development of the take-out fast food industry, the number of take-out fast food boxes used is also increasing; these disposable tableware boxes containing meals and living waste mixed together are difficult to distinguish, but also difficult to recycle It is also difficult to recycle. If this waste is not handled properly, it will bring great harm to the environment.

5. Results and Discussion

To address the current problems of China's "take-out fast food", we propose targeted measures to make China's take-out fast food industry healthier and more environmentally friendly.

5.1 Strengthen market supervision, enhance food quality and safety

With the continuous improvement and development of the take-out fast food industry, the relevant departments should continue to improve the strengthening of market supervision related systems, to achieve offline online supervision at the same time, check the business license of each business, safety and health certificate, and increase efforts to check small workshops and business stores with illegal behavior, to give serious treatment. At the same time, adopt incentive mechanisms not only for relevant departments to monitor but also to encourage consumers to actively monitor and reward consumers who report the truth. In addition, the relevant departments should often send special staff to restaurants for food inspection, sampling food material sources, store environmental conditions, staff health environment, etc., for problematic stores to give serious penalties, fines amount necessary to directly take the penalty can not enter the take-out platform. Continuously strengthen supervision to improve food quality and safety.

5.2 Strengthen the standardization of take-out fast food delivery as well as enhance the safety awareness of riders

Relevant departments for take-away riders' parked cars indiscriminately phenomenon should be specifically divided into the location of the rider parking vehicles. For arbitrary parking to be punished, the take-away platform side should give riders distribution of uniform clothing, strict requirements for riders to dress uniform, regular inspection of take-away riders whether to place the take-away box disinfection, for not actively perform obedience to the necessary punishment to strengthen the normative. In terms of delivery, we can continuously increase investment in technology, constantly improve food delivery path optimization, plan routes for riders who receive orders in a timely manner and avoid traffic peaks, and provide them with real-time voice announcements to improve riders' delivery efficiency. Strengthen platform management, strengthen rider traffic safety education, strengthen daily reminders, urge the take-out fast food delivery platform to establish a system to ensure employee safety, create benefits while focusing on safety, not only to guide rider employees to consciously comply with traffic regulations and maintain traffic order but also to allow rider employees to ensure their own safety while also not harming the safety of others.

5.3 Constantly strengthen the ability to deal with problems after the sale

The take-out platform should verify and solve consumers' problems in a timely manner, continuously strengthen communication with consumers, learn more about consumers' needs and give satisfactory answers to consumers' questions. Takeaway-related platforms should also continue to improve the system. The current network platform often exists some customer service perfunctory consumer does not solve the actual problem phenomenon, which will lead to a continuous reduction in consumer satisfaction, is not conducive to the development of business. Therefore, regarding consumer after-sales issues, businesses, as well as takeaway platforms, should be resolved and processed in a timely manner to continuously improve their store reputation. Market operators should analyze effective problem-solving methods in the same industry, learn from excellent experiences, analyze for our regional market, and improve the ability to analyze and handle big data, further retain old customers, strive to develop new customers, and promote the improvement of the overall efficiency of the business.

5.4 Strengthen people's concept of green consumption

The economic benefits brought by the take-out fast food industry are huge, but at the same time, the problems of the environment should not be ignored. In the development of the take-out fast food industry at the same time, the relevant departments should continue to improve the raw materials of take-out meal boxes, as far as possible, to produce disposable tableware of biodegradable materials. The government level should also introduce national environmental standards for disposable tableware, and strengthen the control of the number of disposable tableware and environmental standards, to solve the problem of pollution from the root of disposable tableware; For consumers to continue to strengthen their own green consumption concept, to create a good atmosphere, through the Internet, newspapers, television and other related media platforms to continue to promote the harm of disposable tableware and plastic bags, and to promote the importance of reducing the use of people, and continue to strengthen the concept of green consumption.

6. Conclusion

At present, the development of take-out fast food is rapid, which brings huge economic benefits to Chinese society and provides employment opportunities to many people. In order to contribute to the high-quality development of the take-out fast food industry and the sustainable development of its related industrial chain, we analyze the positive and negative impacts of "take-out fast food" on people through a sociological perspective and propose some constructive suggestions and measures to address the negative impacts. The study found that take-out fast food is, to some extent, conducive to narrowing the gap between the rich and the poor in China, increasing employment opportunities, promoting economic diversification and the development of related industrial chains, facilitating the coordinated and simultaneous development of social and economic benefits, and at the same time facilitating the diversification of food choices. But there are also some negative effects, such as insufficient market supervision and some potential food safety risks; part of the take-out fast food delivery is not standardized, delivery time beyond the promised time; after-sales service is not perfect, "fast" culture continues to impact; may cause some environmental pollution.

This study provides a holistic analysis of the development of China's take-out fast food industry from a macro perspective, which is a complement to the existing literature and is also relevant to the sustainable development of China's take-out fast food industry. However, the comprehensiveness of the perspective is lacking because this study is based on the analysis from the perspective of sociology, and not much is involved in economics and political science. For the current development of China's take-out fast food, we should work together to improve the negative impact of take-out fast food and jointly promote the healthy operation and coordinated development of take-out fast food and society. Thus, it is necessary to strengthen market supervision and enhance food quality and safety; strengthen the standardization of fast food delivery and enhance the safety awareness of riders; continuously strengthen the ability to deal with problems after the sale; and also strengthen people's concept of green consumption.

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