



ISSN: 2395-7476  
IJHS 2017; 3(3): 135-137  
© 2017 IJHS  
www.homesciencejournal.com  
Received: 21-07-2017  
Accepted: 22-08-2017

**Anuradha Singh**  
Research Scholar,  
Department of Home Science,  
University of Lucknow,  
Uttar Pradesh, India

**Dr. Neena Mathur**  
Associate Professor, Mahila  
Vidyalyaya PG College, Lucknow,  
Uttar Pradesh, India.

## Fast food consumption by school going children (With reference to Lucknow city)

**Anuradha Singh and Dr. Neena Mathur**

### Abstract

Fast food culture is an emerging trend among the younger generation. Urban children tend to enjoy soft drinks, breads, potato chips, burger etc. In Lucknow city, fast food trend is growing very fast. About 43% out of total respondents like to have fast food once a week or weekends and 21.3% school going children eat outside monthly. The data are really shocking because we cannot ignore the adverse effect of eating fast food.

**Keywords:** Fast food, school going children, health

### Introduction

Fast food refers to food that can be served ready to eat. Fast food is growing component in diet and the frequency of fast food use has increased dramatically since the early 1970s. The ready availability, taste, low cost, marketing strategies and peer pressure make them popular with children. Urban children tend to enjoy soft drinks, breads, potato chips, popcorn and ready to eat meals. These foods are rich sources of carbohydrate but have low nutrient density. In today's world scenario, fast food has become a prominent feature of diet for school going children. The access to fast food items is become easy so that's why consumption of fast food by school going children is increases. Children tend to consume foods higher in fat and lower in fibre and calcium when they eat outside. Fast food is hazardous for our health but it becomes an essential part of our life that has to be removed and replaced by healthy food habits before it destructs our younger generation.

### Objectives

The main objectives of the study to find out the consumption of fast food by school going children aged between 7-12 years.

### Methodology

A study was done in an urban community on three hundred school going children aged between 7-12 years using purposive random sampling in Lucknow, Uttar Pradesh. A well designed and pre tested questionnaire was administered to study population. The data collected for the study was analysed using the predictive analytical software (ASW) formerly known as statistical package for social science (SPSS) 16.0 version (Chicago Inc., USA).

### Results

**Table 1:** Distribution of children according to age

S. No.	Age in years	No. (n=300)	%
1	7-8 years	68	22.7
2	8-9 years	62	20.7
3	9-10 years	65	21.7
4	10-11 years	49	16.3
5	11-12 years	56	18.7

Table 1 shows the distribution of children according to age. About one fifth of the children were between 7-8 years (22.7%).

**Correspondence**  
**Anuradha Singh**  
Research Scholar,  
Department of Home Science,  
University of Lucknow,  
Uttar Pradesh, India

21.7% of the respondents were between 9-10 years. 20.7% of the respondents were between 8-9 years. Children aged 11-12 years are 18.7% of the total population. On the other hand, the minimum percentage i.e. 16.3% was of age group of 10-11 years.

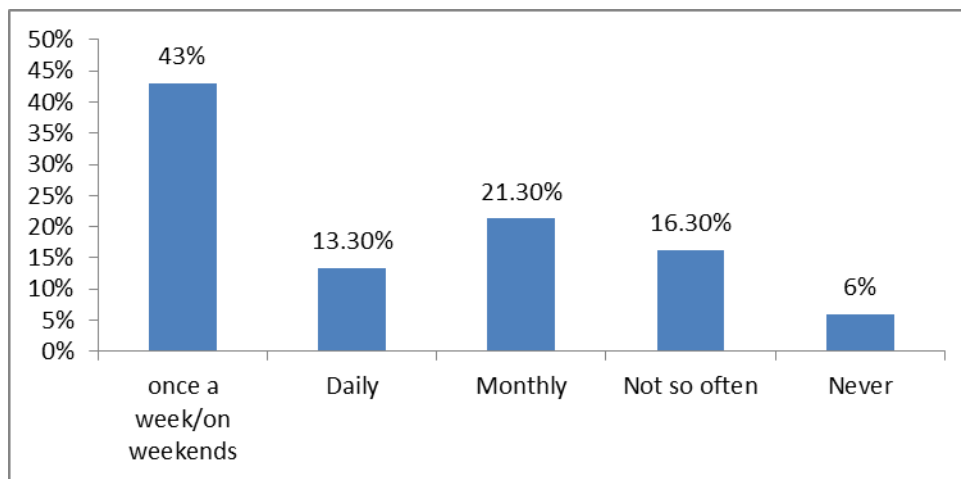
**Table 2:** Distribution of children according to gender

S. No.	Gender	No. (n=300)	%
1	Male	162	54.0
2	Female	138	46.0

Table-2 shows the distribution of children according to gender. 162 male children and 138 female children participated in research. That means more than half of the children were males (54%) and the percentage of female children was 46%.

**Table 3:** Distribution of preference of fast food

S. No.	Preference of fast food	No. (n=300)	%
1	Street foods	18	6.0
2	Fast food served in restaurant	111	37.0
3	Homemade fast food items	91	30.3
4	Street foods & fast food served in restaurant	40	13.3
5	Fast food served in restaurant & homemade fast food items	18	6.0
6	None	22	7.3



**Fig 1:** children's frequency of eating outside

**Table 5:** Distribution of type of restaurant preferred for fast food

S. No.	Type of restaurant *	No. (n=300)	%
1	McDonalds	76	25.3
2	KFC	67	22.3
3	Pizza hut	55	18.3
4	Other	63	21.0
5	None	77	25.7

\*Multiple responses

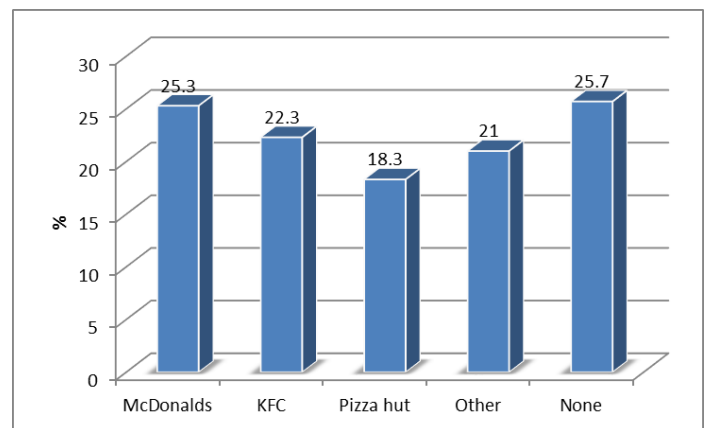
Table 5 & fig 2 shows the distribution of type of restaurant preferred for fast food. The researcher found that there were seventy six (25.3%) duos that prefer McDonalds as their favourite food outlet. After that KFC was preferred by sixty seven duos (22.3%) followed by sixty three (21%) duos that like to have food in restaurants except those famous food outlets (McDonalds, KFC, pizza hut etc.). But there were seventy seven (25.7%) duos that do not prefer eating outside.

Table 3 shows the distribution of mothers according to preference of fast food. In the following study, maximum numbers i.e. one hundred one of mothers (37%) were found preferring fast food in restaurants. Ninety one mothers (30.3%) preferred homemade fast food items. Forty mothers (13.3%) preferred both street foods & fast food served in restaurant.

**Table 4:** Distribution of children's frequency of eating outside

S. No.	Children's frequency of eating outside	No. (n=300)	%
1	Once a week/ on weekends	129	43.0
2	Daily	40	13.3
3	Monthly	64	21.3
4	Not so often	49	16.3
5	Never	18	6.0

Table 4 & fig 1 shows the distribution of children's frequency of eating outside. It was found during research that one hundred twenty nine children (43%) ate outside once a week or weekends. Sixty four children (21.3%) out of total population had food outside monthly. Fifty three children (17.7%) ate outside on weekends. Forty nine children (16.3%) ate not so often outside. There were eighteen children out of total study population (6%) who respond that they never ate outside.

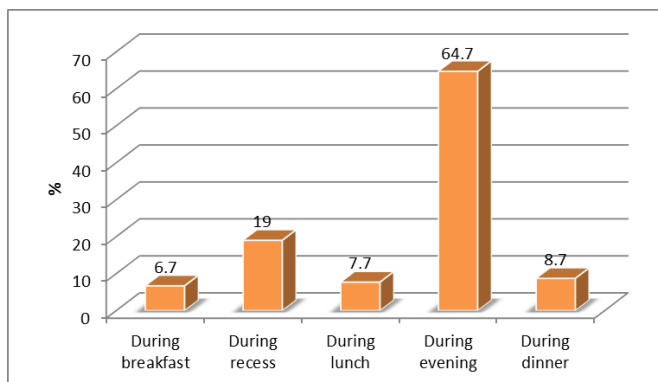


**Fig 2:** Distribution of type of restaurant for fast food

**Table 6:** Distribution of timing of fast food consumed by children

S. No.	Timing	No. (n=300)	%
1	During breakfast	20	6.7
2	During recess	57	19.0
3	During lunch	23	7.7
4	During evening	194	64.7
5	During dinner	26	8.7

Table 6 & fig 3 shows the distribution of timing of fast food consumed by children. During study it was found that more than half of the children i.e. one hundred ninety four children (64.7%) consume fast food during evening time. After evening time, mostly children liked to have fast food during recess and their percentage is 19%. Morning was the time when the minimum numbers of children consume fast food i.e. 6.7%.

**Fig 3:** Distribution of timing of fast food consumed by children

### Discussion & conclusion

Total population of 300 school going children was divided into five age groups. The maximum school going children were fall into age group of 7-8 years and minimum fall into age group of 10-11 years. There were more than half of the children were males (54%). In the following study, it was found that maximum numbers of respondents prefer fast food which is served in restaurant (37%). 6.0% likes street foods and only 30.3% school going children like home-made fast food items. Mostly school going children eat fast food once a week or on weekends with their families or friends (43%). There were 13.3% school going children who consume daily fast food items at school canteen or cafeteria. It was found during the study that the trend of consuming pizza, burger, French fries is becoming too common among youngsters, McDonalds and KFC are their favourite fast food outlets to hang out with their friends and families.

In today's era, the increasing number of working mothers enhanced the trend of eating fast foods because it saves their time. In present study, the researcher found that during evening, more than half of the school going children (64.7%) consume fast food items. Evening is the time when children enjoy their social life. They meet, play and share the whole day happenings with their friends and during these hours they purchase and eat out side food items from confectionary shops or *khomchewalas*. Then after, the recess is the time when children consume fast food mostly (19%).

It was found that most of children are involve in unhealthy food habits which can cause them having poor nutritional status. Fast food consumption was highly prevailing in all gender, all racial/ethnic groups and all regions of the country. They have an adverse effect on dietary quality in ways that possibly could increase risk for obesity,

### Suggestions and recommendations

The clock has already started ticking –a whole generation of fast food addicts is preparing for an obese and unhealthy adulthood. Still we have time to save our future; it's not too late. Every individual parent in the society needs to be educated about fast food and their impact on children's health. Health education should be an essential part of school curriculum. Television and internet use should be limited because they have greater impact on children's eating habits. It should be understood by us that healthy people make healthy nation.

### Acknowledgement

It is with great pleasure that I express my profound sense of indebtedness and heartfelt gratitude to God and my supervisor, Dr. Neena Mathur.

### Reference

1. Ashakiran, Deepthi R. Fast foods and their impact on health. Journal of Krishna Institute of Medical Sciences University. 2012; 1:7-15.
2. Francis DK, Van den Broeck J, Younger N, McFarlane S, Rudder K, Gordon-Strachan G *et al*. Fast-food and sweetened beverage consumption: association with overweight and high waist circumference in adolescents. Public Health Nutr. 2009; 12(8):1106-14.
3. Jaisheeba AA, Sornaraj R, Gayathri K. Influence of westernized culture and changed dietary habits on the BMI status of the school children of Tirunelveli.
4. Kaushik JS, Narang M, Parakh A. Fast food consumption in Children. Indian Pediatrics. 2011; 48:97-101.
5. Little Floiwer A, Rashmi HP. Prevalence of obesity among urban High school. Ind J Comm Med. 2003; 28:187-190.