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Fast Food Eating Pattern of Hustlers in Hisar

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Abstract

Fast food is one of the world's fastest growing food types. India is seeing rapid growth in the fast food. It now accounts for roughly half of all restaurant revenues in the developed countries and continues to expand. The trend is radically changing the way people eat in India. Lifestyle changes has compelled us so much that one has so little time to really think what we are eating is right! The study was conducted in Chaudhary Charan Singh Haryana Agriculture University Hisar. From total UG and PG students in hostel 25 UG and 25 PG girls was selected randomly. Therefore the total sample will be 50 comprised hostel students. The study concludes that the consumption of fast food culture among university hostlers is common. most of the hostler were consume the fast food in daily basis. This practice directly affects their eating habits. Awareness about the various types diseases are associated with fast food consumption most of the hostler are agreed with this after than knowing the side effect of the fast foods they were consumed that.

Keywords: Fast Food, Consumption, Awareness Pattern

Introduction

Eat healthy and live health is one of the essential requirements for long life. Unfortunately, today's world has been adapted to a system of consumption of foods which has several adverse effects on health. Lifestyle changes has compelled us so much that one has so little time to really think what we are eating is right! Globalisation and urbanisation have greatly affected one's eating habits and forced many people to consume fancy and high calorie fast foods, popularly known asJunk foods. The culture of any region related to food reflected in the health of local population. The Indian food culture is traditionally based on rice, wheat accompanied by vegetables dishes with the fiber and protein. The indeed of western style fast food consumption behaviour of college going students has increased junk food health risk forwe include pizza, burger, noodles, chips, soft drinks and candy's. Traditionally the junk food for the Indian customer means having breads, biscuits, samosas, vada, pakodas available at the roadside and local sweet shops up to 1995 after 1996 few five star hotel witnessed a change of junk food in India entry into the world food market The international giants such as MC Donald's, KFC, and pizza hut. Junk food is a part of American society for years and now it becomes an addiction for many children's and college students. The most common junk foods are chips, candy gum, most sweets, fried fast food, and carbonated beverages. The junk food additions so high because they are very tasty it prefers to eat at any time pass when watching television and movies. Once you are caught in junk food addiction it is very hard to think about the loss of nutrition for people health. Junk food contains little or zero nutritious value to the diet to much of unnecessary and fat which are useless and harmful to human health. Junk foods are typically ready to eat convenient food but it hazards to people health. Keeping all this in mind, the study will be conducted with the following objectives:

1. To study the fast food consumption and awareness pattern of female college students.
2. To isolate the factors affecting fast food eating pattern.

Methodology

The study was conducted in Chaudhary Charan Singh Haryana Agriculture University Hisar. From total UG And PG students in hostel 25 UG and 25 PG girls were selected randomly. Therefore the total sample were 50 comprised hostel students. A structured interview schedule was prepared according independent and dependent variables and objectives of the study.

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Data were collected personally by researcher through interview schedule. And data were tabulated, classified and analyzed as per the objectives of the study. Suitable statistical tools frequency, percentage, mean score and chi-test will be applied to draw meaningful inferences of the study.

Results

Table 1: Consumption pattern of fast food of respondents

S. No.	Statements	N=50	
		F	%
1.	Preference fast food, because		
i)	Status symbol	1	2.0
ii)	Just for taste	33	66.0
iii)	As a normal meal	5	10.0
iv)	Influenced by others	11	22.0
2.	In a day how mach meals you replace with fast food		
i)	One	43	86.0
ii)	Two	7	14.0
iii)	More than two	0	0.0
3.	Do you think your fast food consumption habit have increased after you left home		
i)	Yes	40	80.0
ii)	No	10	20.0
iii)	Can't say	0	0.0
4.	Do you feel your fast food habit is increasing day by day ?		
i)	Yes	35	70.0
ii)	No	8	16.0
iii)	Can't say	7	14.0
5.	What is the average amount of money you spend on fast food daily?		
i)	Below Rs 20	37	74.0
ii)	Rs 21-40	12	24.0
iii)	Above Rs 60	1	2.0
6.	Are your parents aware about your diet behavior (in terms that you have to eat fast food frequently)?		
i)	Yes	23	46.0
ii)	No	21	42.0
iii)	Can't say	6	12.0
7.	When you eat fast food more frequently ?When you are:-		
i)	In group	39	78.0
ii)	Alone	0	0.0
iii)	With opposite gender	11	22.0
8.	At which time you prefer to eat fast food?		
i)	Morning	3	6.0
ii)	Noon	11	22.0
iii)	Evening	18	36.0
iv)	All	18	36.0
9.	Which meal you usually have to skip from hostel?		
i)	Break fast	4	8.0
ii)	Lunch	23	46.0
iii)	Dinner	23	46.0

Data in Table-1 show that the majority (66.0%) of the respondents give the preference of fast food because they like the taste of the fast foods followed by 22% respondents consume fast foods because they Influenced by others. More than the half (86.0%) of the respondents replace their meals with fast food in one time in a day, followed 14 % respondents consume fast foods in two time in per day.

80 percent respondents agreed with they increase their fast foods consumption habit after they left home only 20 percent respondents disagree with this. (70%) majority of respondents found they feel fast food habit is increasing day by day. 74% respondents found were below Rs. 20 average amount of money spend on fast food daily basis followed by (24%) spend more than 20Rs. on daily basis. 46 percent respondents

agreed with the her parents aware about diet behavior (in terms that you have to eat fast food frequently) followed by 24% disagree with this.

Most (78%) of the respondents found that they eat fast foods when they are in group followed by only (22%) of the respondents found they eat fast food with the opposite sex. 36 percent respondents said that they were prefer the fast food on their meal all the meals in day and evening time respectively. 46% respondents found that the meal usually have to skip from hostel in the lunch and dinner time respectively.

Table 2: Awareness pattern of fast foods of respondents

Sr. No.	Statements	N=50	
		F	%
1.	Are you aware about balanced diet?		
i)	Yes	50	100.0
ii)	No	0	0.0
2.	Why do you usually don't like normal meal ?		
i)	Walking up late	14	28.0
ii)	Intentionally	36	72.0
3.	Do you feel fast food can be a good alternative to healthy food?		
i)	Yes	14	28.0
ii)	No	0	0.0
iii)	Can't say	36	72.0
4.	Do you think that instead of eating fast food fruits could be a better option for good health?		
i)	Yes	19	38.0
ii)	No	31	62.0
5.	Does fast food eating makes a person overweight ?		
i)	Yes	44	88.0
ii)	No	6	12.0
6.	Do you know various types diseases are associated with fast food consumption?		
i)	Yes	49	98.0
ii)	No	1	2.0
7.	Do you feel fast food eating habit changes ones attitude towards normal balanced diet?		
i)	Yes	15	30.0
ii)	No	10	20.0
iii)	Can't say	25	50.0
8.	Do you think advertisements attract and influence your fast food eating behavior?		
i)	Yes	21	42.0
ii)	No	29	58.0
9.	What are the advantages in your opinion about fast food?		
i)	They're quick (service)	23	46.0
ii)	They're inexpensive	16	32.0
iii)	U like the taste	11	22.0
10.	Do you have any idea making fast food at home?		
i)	Yes	38	76.0
ii)	No	12	24.0
11.	Why do you eat fast food?		
i)	Offers a variety	23	46.0
ii)	Convenient	25	50.0
iii)	I like the environment	2	4.0

The data in table-2 show that the awareness patten of the respondents about the fast foods. Cent percent respondents found the aware about the balanced diet. Majority (72%) of the respondents don't like the normal meal followed by the (28%) of the respondents late for the meal. 62% respondents was disagreed with the think that instead of eating fast food fruits could be a better option for good health followed by the (38%) of the respondents agree with this. 88% respondents said that the fast food eating makes a person overweight followed by only 12 percent disagreed with this. Most (98%)

of the respondents were agreed with various types diseases are associated with fast food consumption, only two percent were disagree with this.

Half the respondents are can't be decide that the fast food eating habit changes ones attitude towards normal balanced diet followed by 30percent respondents agree with this thing and only 20 % disagree. More than half (58%) of the respondents found were advertisements attract and influence

your fast food eating behavior followed by the (42%) were not. In the advantage in your opinion about fast food (46%) of the respondents said that they're quick service, followed by 32 percent opinion they're inexpensive and only 22%of the respondents like the taste of the fast foods. Idea about making the fast food at home (76%) of the respondents said yes followed by (24%) had no idea about making the fast food at home.

Factors affecting the fast food patterns

Table 4: Association between the awareness pattern and independent variable

Variable	Age	caste	Education	Area	Family income	Family type	Size of family	Family occupation
Awareness pattern	1.29	0.16	1.74	2.0*	1.74	3.33*	0.22	1.51

Significant at 5% level of significance

Table 4 reveals that the association of independents variable with awareness pattern of respondents regarding the fast foods. all personal variable i.e. family income, family type

were significantly associated with **awareness pattern** at 5% level of significance.

Table 5: Association between the consumption pattern and independent variable

Variables	Age	caste	Education	Area	Family income	Family type	Size of family	Family occupation
Consumption pattern	8.66*	12.87*	3.27*	4.20*	5.97*	4.60*	6.11*	1.89

Significant at 5% level of significance

Table 5 reveals that the association of independents variable with consumption pattern of respondents regarding the fast foods all personal variable i.e. age ,cast, area , family income, family type and family size were significantly associated with consumption pattern at 5% level of significance.

Conclusion

The study concludes that the consumption of fast food culture among university hostlers is common. most of the hostler were consume the fast food in daily basis. This practice directly affects their eating habits. Awareness about the various types diseases are associated with fast food consumption most of the hostler are agreed with this after than knowing the side effect of the fast foods they were consumed that. As study indicated that most of the hostlers agreed that their parents are aware about their fast food eating habit, although they know about the university mess providing them the food during their stay in hostels. On the other side some hostlers accepted that their parents are not familiar with their eating behavior, so directly and indirectly parent's role is associated with the eating behavior. Lunch skipping is highly prevalent among hostlers in the university.

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