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Young consumer's perception of fast's food in Raipur city

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Abstract

Introduction: Fast food culture is an emerging trend among the younger genera. The ready availability, low cost, marketing strategies and peer pressure make them popular with children and adolescents. Fast food restaurants are primed to maximize the speed, efficiency and conformity. The menu is limited and standardized essentially to minimize the waiting time so that the customers eat quickly and leave.

Aims: Identify the reasons why Indian consumers are attracted towards the fast foods and consumption pattern of fast food with respect to frequency of visit and choice of fast food outlets. To provide nutrition education to girls.

Methodology: 200 subjects were selected for the study. All the respondents were randomly selected from the people residing in the capital city of Raipur. 100 Gils is control group and 100 girls is experimental group were selected for the study. The self-prepared questionnaires were used for data collection. All the data were analyzed using SPSS software.

Keywords: Dietary pattern, fast food, juice, nutrition education program, young consumers

Introduction

The present study attains significance under the pretext that the studies in India have not adequately exploited the vitality of tomato, carrot and beet root in the form of mix juice. The plenty of crop of all three vegetables in country and its popularity is one of the factors that intended us to do the study. Therefore present study is aimed to redefine these vegetables as it is conventionally considered in our country. All three vegetables are very popular among all sectors of society so health issues related to young people particularly college going girls could be addressed by this mix. This is a pioneer study which can be act as a role model study in the field of community nutrition. Young girls are the "future mothers" hence creation of awareness about functional foods and its health benefits is the vital and important activity of the nutrition extension programme. The outcome of the proposed study can be unmitigated to the entire girls population, not only of Chhattisgarh State but of the entire country.

Materials and Methods

The present study was conducted in Raipur city the capital of Chhattisgarh state. All girls pursuing undergraduate and postgraduate programs. 200 subjects were selected for the study. All the respondents were randomly selected for the study. 100 girls is control group and 100 girls is experimental group were selected for the study. The self-prepared questionnaires were used for data collection. All the data were analyzed using SPSS software. I was also provided nutrition education programs for 3 months continues and given juice supplement (tomato, carrot and beetroot combination of juice supplements rich of high antioxidants' veggie juice) for 4 months of experimental group. I was used 24 hours dietary recall method used for calculated calories intake (Mahtab S. Bamji, N. Pralhad Rao, Vinodini Reddy (1998) ^[10]. Textbook of Human Nutrition). In the above context of aim and objectives, quasi non randomized and non-parametric experimental research design was selected for the present study; this was an analytical experimental study. Pilot survey was carried out on 5% girls to verify the results as suggested by Kothari 2005, before the conduction of final survey. The questionnaire which includes demographic profile, food habit and existing knowledge about nutrition was asked to the participant. After getting basic data minor modifications in questionnaire was done. In this way the final questionnaire was finalized for final survey.

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Dietary survey is a known parameter to assess the dietary pattern of an individual. In the present study 24 hour recall method was used to assess the dietary habits of sample population. Standardized cups suited for local conditions were used for diet survey. The amount of total cooked and consumed food by an individual was noted. The total intake of calories, protein, carbohydrate, fat and oil and other type of food stuffs like leafy vegetable, other vegetable, root vegetables, sugar, vitamin and minerals was evaluated as per (ICMR guidelines of RDA 2010).

The present study was processed using various statistics with the help of SPSS 16.0 software. The data was analyzed using mean, percentage, t- test and standard deviation etc. The comparative assessment was done using single group test and

analysis of variance (ANOVA). The significance level was chosen to be.01*

The comparative assessment was done using single group test and analysis of variance (ANOVA).

Group	Pre test	Independent variable	Post test
E	Y1	X	Y2
C	Y1	-	Y2

E = experimental group

C = control group

Y1 = dependent variable before intervention

Y2 = dependent variable after intervention

Results and discussion

Table 1: Distribution of girls as per their calorie intake

	Experimental Group						Control Group	
	Baseline Data			Final Data			Baseline Data	Final Data
	N	%	Mean+-SD	N	%	Mean+-SD	Mean+-SD	Mean+-SD
St standard (1 1900* Kcal)	33	33	1972.96+ 22.62	56	56	2015.46+ 23.62	1850.2+13.59	1831.7+13.81
Le Less than standard	75	75	1801.23+ 17.72	44	44	1801.84+ 18.34		
To Total	100	100	1772.3+-13.52	100	100	1942.7+-21.77		

RDA (Recommend dietary allowances 2010)* the table 1 and figure 1 present the data on nutrient intake by girls. The mean calorie intake of experimental group was 1772.3kcal as against standard allowance of 1900kcal, which was increased after three months juice supplementation by 1772.3kcal to 1942.7kcal. In two categories of girls there was a shift in number of girls as in first the mean calorie intake was changed from 1972.96 to 2015.46 and in second category it was changed from 1801.23 to 1801.84. The final result shows that 56% girls followed RDA of calorie intake whereas 44% girls did not follow RDA of calorie intake. The result shows in positive impact of juice supplementation and nutrition education (Table NO. 1).

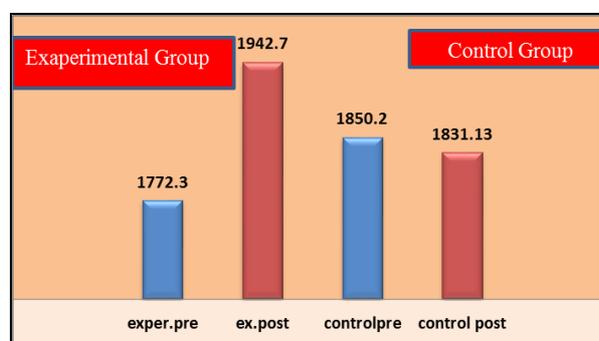


Fig 1: Comparative analysis of calorie Intake of Selected College Going Girls

Table 2: Nutrient intake of girl's baseline and final percent's of adequacy

Particular	Experimental Group				Suggested allowance*
	Baseline data	Percent of adequacy	Final Data	Percent of adequacy	
Calorie(Kcal)	1772.3	-93.27	1942.7	+102.24	1900
CHO(gm)	295	-79.72	377	+101.89	370
Protein(gm)	42.06	-76.47	51.01	-92.74	55
Fat(gm)	31.99	+127.96	26.83	+107.32	25

Suggested allowance (RDA 2010)* While analyzing adequacy of nutrients intake percent of girls, it was observed that in experimental group the percents of adequacy of total calorie was found +102.24, carbohydrate was +101.89 and fat

was +107.32 respectively. The consumption of cereals and fats and percent adequacy of these food stuffs was found to be excess than pulses as the protein intake was found to be deficit as against the suggested allowance. (Table No. 2).

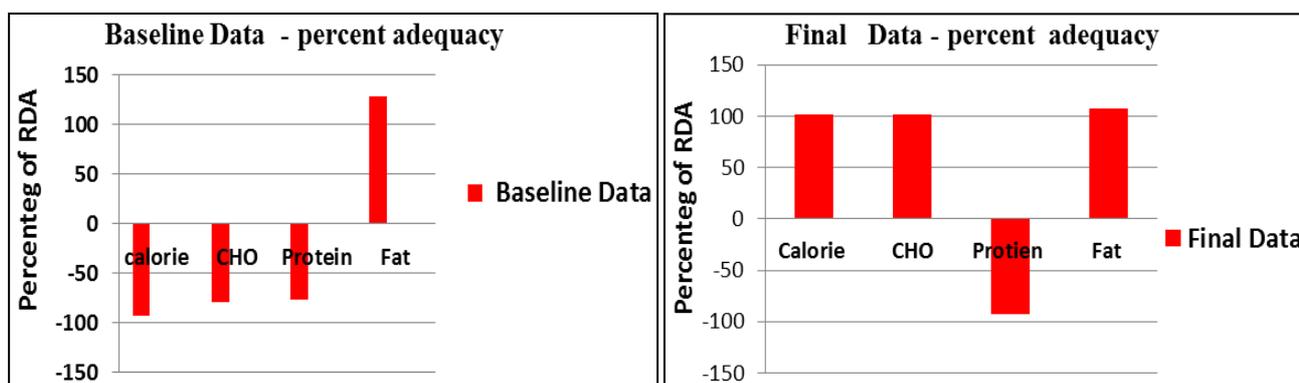


Fig 2: Nutrient intake of college going girl's baseline and final percents adequacy

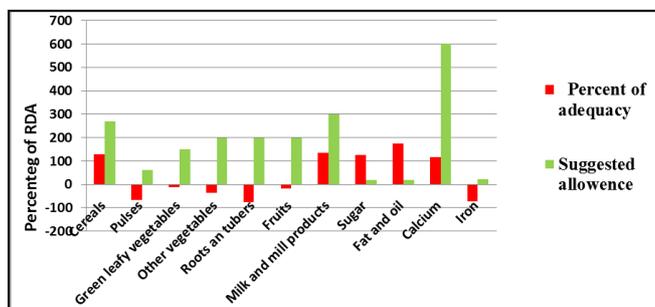


Fig 3: Percentage adequacy food intake of experimental group

Conclusion

The study was experimental study carried out on girls. Mix fruit veggie- juice made-up of tomato, carrot and beetroot was supplemented to experimental group for 4 months and after days its impact was observed. The positive correlation between dependent and independent variable an lighten the impotent of functional food on health of individuals. The results obtained by Usharani and U.K. Lakshmi (2015) support our findings as supplementation of functional food mix has proved positive impact on nutritional status of handloom weavers. Similarly results obtained by Mahsa Ghavipour *et al.* (2013) [7] of similarly result finding that consumption of lycopene rich food juice reduces the overweight and obesity

In present study we had arranged nutrition education programs for the experimental group for 3 month. We found positive impact of education on girls as the change in any intervention programmer without education cannot be successful. Unless and until we make people aware, educate and promote dietary practices was shifted into good and good category approximately 75% girls were total to come in very well and 25% fell in good category, similar results were observed by A. Saibaba *et al.* 2002 [8].

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