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Effect of health problems on adolescents in consuming fast foods

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Abstract

Fast food refers to food that can be served ready to eat. The terms fast food and junk food are often used interchangeably. Most of the junk foods are fast foods as they are prepared and served fast, but not all fast foods is junk food, especially when they are prepared with nutritious contents. Fast food culture is an emerging trend among the younger generation. The ready availability, taste, low cost, marketing strategies and peer pressure has made them popular with adolescents. Fast food restaurants are primed to maximize the speed, efficiency and conformity. The menu is kept limited and standardized essentially to minimize the waiting time so that the customers at quickly and leave. This perspective delineates the emerging fast food culture in India, its impact on children and strategies to counter it.

Keywords: Health, problems, consumption

Introduction

The Indian economy was a traditional economy with majority of the consumers having a preference towards home cooked food. This posed a major challenge to the vast global fast food giants such as McDonalds and KFC to establish their business in India. In recent years the Indian fast food industry is undergoing rapid changes, reflecting a number of underlying developments. The most significant has been the quality and variety of services which has accelerated and broadened the scope of fast food restaurants in India. The global retailers have to compete with the Indian fast food retailers who offer traditional food according to their tastes at affordable prices. Today, the fast food industry is adapting to Indian food requirements and is growing rapidly in India. It is gaining acceptance primarily from the younger generation of India and is becoming part of daily life.

Objectives

1. To study the nutritional status of adolescents.
2. To find out the health problems of adolescents.
3. To assess the consuming of fast foods.

Methodology

This study was conducted in public schools of Kanpur district. Schools were best place for survey of the study. Through the survey it was found that fast food consumption was higher in adolescent (boys and girls) the age of (13-19 years) and most of the adolescents were overweight and obese due to consumption of fast food. Adolescents studying in 7th to 12th class in the school were selected. The research was conducted in two groups, control and experimental group. Dependent and independent variables were used such as age, education, caste, nutritional status, consumption etc. The statistical tools were used such as Wilcoxon signed rank, paired sample test, χ^2 etc. Name of the public schools are as follows – Delhi Public School (DPS), Jugal Devi Vidya Mandir (JD), Swaraj India (SI), Methodist School (MD), Jaipuria School (JP), Virendra Swarup School (VS), KDMA school (KDMA), BNSD Shiksha Niketan (BNSD), Jai Narayan Vidya Mandir (JNM), Nand Lal Khanna Vidya Mandir (NLK).

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Results

Table 1: Gender-wise distribution of the sample population from schools (n=300)

Code of school	Number	Age group of 13 to 19 years			
		Boys		Girls	
		Number	Percent	Number	Percent
BDS	30	17	56.6	13	43.3
JD	30	17	56.6	13	43.3
IS	30	19	63.3	11	36.6
MD	30	17	56.6	13	43.3
JP	30	17	56.6	13	43.3
VS	30	17	56.6	13	43.3
KDMA	30	18	60.0	12	40.0
BNSD	30	17	56.6	13	43.3
JNM	30	17	56.6	13	43.3
NLK	30	17	56.6	13	43.3
Total	300	173	57.6	127	42.3

In the study 13-19 years adolescents (boys and girls) have frequently. Girls and boys both were consuming fast food. been taken. Adolescents consume more fast food with more

Table 2: Occupational status of parents of adolescents (boys and girls)

a. Fathers' occupation (n=300)

Code of school	Category of occupation							
	Government job		Private job		Business		Others	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
BDS	16	53.0	9	30.0	2	6.6	3	10.0
JD	12	40.0	8	26.6	5	16.5	5	16.5
IS	13	43.3	7	23.3	8	26.6	2	6.6
MD	13	43.3	7	23.3	3	10.0	7	23.3
JP	14	46.6	9	30.0	4	13.3	3	10.0
VS	15	50.0	10	33.3	5	16.6	0	0
KDMA	15	50.0	9	30.0	3	10.0	3	10.0
BNSD	10	33.3	11	36.6	6	20.0	3	10.0
JNM	13	43.3	9	30.0	5	16.6	3	10.0
NLK	9	30.0	5	16.6	9	30.0	7	23.3
Total	130	43.3	84	28.0	50	16.6	36	12.0

b. Mothers' occupation (n=300)

Code of school	Category of occupation							
	Government job		Private job		Business		Others	
	Number	Per cent	Number	Per cent	Number	Per cent	Number	Per cent
BDS	9	30.0	7	23.3	8	26.6	6	20.0
JD	3	10.0	3	10.0	16	53.3	8	26.6
IS	8	26.6	6	20.0	8	26.6	8	26.6
MD	9	30.0	10	33.3	7	23.3	4	13.3
JP	4	13.3	5	16.6	16	53.3	5	16.6
VS	5	16.6	9	30.0	15	50.0	1	3.3
KDMA	-	-	1	3.3	22	73.3	7	23.3
BNSD	6	20.0	8	26.6	14	46.6	2	6.6
JNM	7	23.3	6	20.0	15	50.0	2	6.6
NLK	4	13.3	8	26.6	13	43.3	5	16.6
Total	55	18.3	63	21.0	134	44.6	48	16.0

Out of 300 fathers, 43.3 per cent fathers were having government job, 28.0 per cent fathers were having private job, 16.6 per cent fathers were in business and 12.0 per cent fathers were having other jobs. Number of fathers were doing

government job. Occupational status of parents also increase a fast food consumption, if both parents are working so they are always unable to make a healthy foods for her child because they have busy schedule and lack of time.

Table 3: Income status of parents of adolescents (boys and girls) (n=300)

Code no. of school	Category of monthly income (Rs.)				
	15,000-30,000	30,000-60000	60000- 90000	90000-150000	150000-250000
BDS	1	16	10	2	1
JD	6	19	4	1	-
IS	4	16	9	2	2
MD	1	15	8	3	3
JP	8	20	2	-	-
VS	6	20	4	-	-
KDMA	14	13	3	-	-
BNSD	8	19	3	-	-
JNM	4	21	4	1	-
NLK	9	18	3	-	-
Total per cent	20.3	59.0	15.6	3.0	2.0

Table 3 shows the income status of parents of adolescents (boys and girls), Fast food consumption also depends on income status of parents.

Table 4: Percentage of frequency of fast food consumption by adolescents (boys and girls) (n=300)

Frequency of fast food consumption	Gender	Code number of schools											
		DPS	JD	SI	MD	JP	VS	KDMA	BNSD	JNM	NLK	Total	%age
1-2 times a week	Boys	3	5	3	5	4	5	4	6	3	5	43	14.3
	Girls	2	4	4	5	6	4	5	3	2	6	41	13.6
3-4 times a week	Boys	9	7	10	9	8	6	9	9	8	8	83	27.6
	Girls	6	4	3	5	5	6	4	5	5	4	47	15.6
Daily	Boys	3	3	2	1	1	1	2	-	5	2	20	6.6
	Girls	3	3	2	1	-	1	-	-	2	-	12	4.0
None	Boys	2	2	4	2	4	5	3	2	1	2	27	9.0
	Girls	2	2	2	2	2	2	3	5	4	3	27	9.0

The consumption of fast food was higher in adolescents (boys and girls). Through survey and questionnaire method it was found out that 78.0 adolescents (boys and girls) consume fast

food and 22.0 per cent adolescents (boys and girls) did not consume fast food. Many of adolescents (boys and girls) are found of such ready-made food

Table 5: Preference to place for fast food consumption by adolescents (boys and girls) (n=300)

Place	Gender	Code number of schools											
		DPS	JD	SI	MD	JP	VS	KDMA	BNSD	JNM	NLK	Total	%age
At restaurant	Boys	7	8	10	10	7	9	7	9	8	7	82	27.3
	Girls	5	7	7	6	5	5	3	6	6	6	56	18.6
At School canteen	Boys	4	4	2	2	2	1	3	1	4	4	27	9.0
	Girls	3	2	1	2	4	3	3	2	3	2	25	5.3
By home delivery	Boys	5	2	3	2	3	4	4	3	1	2	29	9.6
	Girls	2	2	1	2	3	1	2	2	1	2	18	6.0
At home	Boys	1	3	4	3	5	3	4	4	4	4	35	11.6
	Girls	3	2	2	3	1	4	4	3	3	3	28	9.3

Maximum number of adolescents (boys and girls) belonged to the high income group. It was observed that the consumption of fast food was higher in adolescents (boys and girls).

Adolescents (boys and girls) are increasingly consuming food away from home particularly from fast food sources.

Table 6: Percentage of fast food prepared at home of adolescents (boys and girls) (n=300)

Fast food	Gender	Code number of schools											
		DPS	JD	SI	MD	JP	VS	KDMA	BNSD	JNM	NLK	Total	%age
Pizza	Boys	4	3	4	4	2	4	1	3	4	1	30	10.0
	Girls	2	1	1	2	2	2	2	1	2	2	17	5.5
Burger	Boys	2	1	2	3	6	2	3	2	2	3	26	8.6
	Girls	2	3	2	1	2	3	-	3	3	2	21	7.0
Noodles	Boys	3	7	5	7	2	4	5	6	5	5	49	16.3
	Girls	4	4	2	1	3	2	3	2	5	2	28	9.3
Sandwich	Boys	4	4	2	1	3	2	3	2	5	2	28	9.3
	Girls	4	1	3	2	2	2	4	2	2	2	24	8.0
None	Boys	4	2	6	4	4	6	6	4	1	6	43	14.3
	Girls	1	4	3	5	4	3	3	5	1	5	34	11.3

Preparation of fast food at adolescents (boys and girls) home, like noodles and sandwich was higher and some per cent of pizza and burger was prepared at home. The most of the

adolescents (boys and girls) preferred to take fast food in snacks time and some per cent of adolescents (boys and girls) preferred to take in breakfast, lunch and dinner time.

Table 7: Percentage of fast food types which was consumed more by adolescents (boys and girls) (n=300)

Preference to eat Maggie	Gender	Code number of schools											
		DPS	JD	SI	MD	JP	VS	KDMA	BNSD	JNM	NLK	Total	%age
Chinese foods	Boys	4	2	4	3	3	2	4	2	4	3	33	11.0
	Girls	5	4	3	3	3	3	4	3	5	4	37	12.3
Pizza	Boys	3	6	5	5	4	3	4	3	3	4	40	13.3
	Girls	3	3	3	3	3	2	-	3	2	-	21	7.0
Burger	Boys	4	3	2	3	-	3	2	4	3	3	26	8.6
	Girls	2	2	2	1	3	2	1	2	3	1	19	6.3
Sandwich	Boys	2	3	2	2	3	1	2	2	2	2	21	7.0
	Girls	2	1	2	4	-	2	2	3	2	2	20	6.6
South Indian foods	Boys	1	1	3	1	-	3	2	1	1	2	15	5.0
	Girls	1	1	1	-	2	-	1	1	2	1	10	3.3
Indian foods	Boys	1	1	1	2	3	2	3	2	3	1	19	6.3
	Girls	-	1	-	-	2	2	2	1	-	2	9	3.0
Non-veg fast foods	Boys	2	1	2	1	4	3	1	3	1	3	21	7.0
	Girls	-	1	-	2	-	2	2	-	-	2	9	3.0

Fast food is convenient and tasty though it is prepared with low nourishing or unhealthy ingredients. Burger, fried

chicken, or pizza is famous fast food. People with much busy schedule mostly consume this type of food.

Table 8: Percentage of awareness in adolescents (boys and girls) about health problems due to frequently consumption of fast food (n=300)

Health problems	Gender	Code number of schools											
		DPS	JD	SI	MD	JP	VS	KDMA	BNSD	JNM	NLK	Total	%age
Obesity	Boys	1	1	1	1	1	-	-	1	1	1	8	2.6
	Girls	1	1	1	1	-	-	1	-	1	1	8	2.6
Fatty lever	Boys	-	-	-	-	-	1	1	-	-	1	3	1.0
	Girls	-	1	1	-	-	-	-	-	1	1	4	1.3
Skin problem	Boys	-	1	1	-	-	1	-	1	1	-	4	1.3
	Girls	-	-	-	1	-	1	-	-	-	1	3	1.0
Diabetes	Boys	2	2	2	1	-	-	-	1	1	1	10	3.3
	Girls	1	-	-	-	1	-	-	-	1	-	3	1.0
Thyroid	Boys	1	1	-	1	-	2	-	-	1	1	7	2.3
	Girls	2	2	-	1	1	-	-	1	-	1	8	2.6
Hypertension	Boys	1	2	1	-	2	-	1	3	1	1	12	4.0
	Girls	2	-	1	1	1	1	2	-	2	1	11	3.6
None	Boys	12	10	14	14	14	14	15	12	12	12	129	43.0
	Girls	7	9	8	9	10	11	9	12	7	8	90	30.0

The number of adolescents (boys and girls) consumed fast food frequently and some per cent adolescents (boys and girls) were unaware that frequent consumption of fast food leads to many health problems like obesity, diabetes and hypertension etc.

Conclusion

Fast food is one of the world's fastest growing food types. India is seeing rapid growth in the fast food and restaurant industries. With increasing number of people eating out the industry offers major opportunities to the players to capture a larger consumer base. As a result of the trend, all the international food players like Pizza Hut, Dominos, McDonalds and KFC are investing huge amount of money to grab a share of this highly lucrative market. Pizza Hut for example, is one of the flagship brands of Yum! Brands, Inc., which also has KFC, Taco Bell, A&W and Long John Silver's under its umbrella. Pizza Hut has 143 stores across 34 cities in India.

Recommendations

1. School management should be conduct monthly health checkups for students like, anthropometry measurement and blood tests.
2. Starting a promotional health campaign to motivate the children and draw their attention towards health food.
3. Media channel should be encouraged to make more

interesting advertisement which will motivate the adolescents to eat fruits, vegetables and follow a healthy lifestyle.

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