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An empirical study on effects of fast foods on human health with reference to Erode

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ABSTRACT

‘Eat healthy and live healthy ‘is one of the essential requirement 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! Globalization and Urbanisation have greatly affected one’s eating habits and forced many people to consume fancy and high calorie fast foods.

INTRODUCTION

The term “Fast food” has been around since the early 1970’s. Fast food is an informal term applied to some foods that are perceived to have little or no nutritional value; to products with nutritional value, but also have ingredients considered unhealthy when regularly eaten; or to those considered unhealthy to consume at all. Fast food are typically ready-to-eat convenience foods containing high levels of saturated fats, salt, sugar, and little or no fruit, vegetables, or dietary fiber; and are considered to have little or no health benefits.

STATEMENT OF THE PROBLEM

The early onset of diabetes is mainly due to the changing food habits in the children and the adolescence. Until the very recent time, only people in the age of 20 – 40 years used to be affected by diabetes. But now children aged anywhere between three months and 17 years are also developing diabetes, which is a cause of great concern. The rise in fast food consumption and eating meals out, has led to a significant caloric intake over the past few decades. A recent WHO

report has highlighted that cardiovascular disease are even now more numerous in India and China [1].

OBJECTIVES OF THE STUDY

- To identify the demographic profile of the respondents
- To rank the problems faced by the respondents due to fast food products.

SCOPE OF THE STUDY

- ✓ This study will create an overall awareness among the public regarding the effects of fast food.
- ✓ This study will be helpful for analyzing the problem faced by the consumer perception of fast food

LIMITATIONS OF THE STUDY

- Many respondents neglected to respond to the survey in their busy schedule
- Time was a limited factor for the study

LITERATURE REVIEW

1. **Oyedunni S. Arulegunmodupe (2011)** despite there was a high level of awareness and knowledge of the constituents of the fast food and its risk for developing non communicable diseases in future, respondents still engage in the consumption of this category of foods.
2. **Naheed Vaida (2013)** says that consumption of fast food was high during pre-launched periods. The flavour/taste attracts the maximum percent of respondents while going for fast food. Majority of respondents agreed over the statement that eating of fast food is the way of showing that the respondents belong to a higher society.
3. **Vinay Gopal** and his colleagues (2012) explains the role of television advertisements in attracting the college students to fast food. Majority of the sample studied had admitted of getting addicted to fast foods. The study suggests a defiant need for the young generation to understand that there are various chemical added to the fast foods and about the negligible nutrient levels in the fast foods.
4. **Mark K. Jekanowski 2001)** the demand for fast food depends heavily on the ease of consumer access to the product. The fast food industry has continually found ways to make its product more accessible, and this effort continues today with retail outlets appearing in such varied locations as office buildings, department stores and airports.

RESEARCH METHODOLOGY

Research Design

A Master plan that specifies the method and procedures for collecting and analysing needed information [2].

Sample Design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample

from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn [3].

Non-Probability Sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience Sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study [4].

Size of the Sample

The Sample size is 200. (100 Parents & 100 Children)

DATA COLLECTION METHOD

Primary Data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary Data

These are data which are already collected and used by someone previously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple Percentage Analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondents; Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula: Percent Position = $100 (R_{ij} - 0.5) N_j$ Where R_{ij} =

Rank given for the i^{th} variable by j^{th} respondents
 N_j = Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table No 1. Demographic profile of the respondents

Details of the respondents	No.of respondents	percentage
Age	Below 20 years	9 38
	20 – 30 years	9 38
	30 -40 years	0 20
	40 and above	2 4
	Total	50 100
Gender	Male	7 34
	Female	33 66
	Total	50 100
Educational Qualification	Illiterate	0 0
	School level	7 14
	College level	29 58
	Profession	14 28
	Total	50 100
Occupational status	Student	26 52
	Business	5 10
	Profession	14 28
	Agriculture	4 8
	Others	1 2
	Total	50 100
Marital status	Married	21 42
	Unmarried	29 58
	Total	50 100

Monthly income	Nil	21	42
	Below 30000	13	26
	30000 – 40000	10	20
	40000 – 50000	5	10
	50000 and above	1	2
	Total	50	100
Nature of family	Joint family	19	38
	Nuclear family	31	62
	Total	50	100
Area of residency	Urban	18	36
	Rural	14	28
	City	18	36
	Total	50	100

INTERPRETATION

From this study it is evident that age group of the 38 % of the respondents fall under the category of 20 and above and 30 – 40 years, 66% of the respondents fall under the gender group of Female, 58% of the respondents educational qualification is college level, the occupation of 52% of the

respondents are students, 58% of the respondents are unmarried, 42% of the respondents are comes under category of nil income level, 62% of the respondents fall under the category of Joint Family, 36% of the respondents are comes under the category of urban and rural area of residency.

Table No 2: Problems faced by the respondents due to the effects of fast foods revealed through Henry Garrett Ranking Technique

S.NO	Problems	Mean score	Total score	Rank
1	Obesity risk	196	1764	3
2	Cancer risk	301	1224	7
3	Heart diseases	322	644	9
4	Kidney and stomach suffering	350	350	10
5	Teeth decays	293	1758	4
6	Blood sugar will increase	321	963	8
7	Cholesterol problem	303	1515	6
8	Lethargic behaviour	279	1953	1
9	Weight gain	231	1848	2
10	Digestion issues	152	1520	5

INTERPRETATION

From this study, it is found that from the table it is evident that, Lethargic is ranked as no.1 with

the total score of 1953, Weight gain is ranked as no.2 with a total score of 1848, Obesity risk is ranked as no.3 with the total score of 1764.

FINDINGS

- Age Group of the 38% of the respondents fall under the category of 20 and above and 20 - 30 years.
- The occupation of 52% of the respondents fall under the category of students.
- Area of residency of 36% of the respondents fall under the category of Urban and City.
- “Lethargic behaviour” is ranked as no.1 with the total score of 1953.
- “Weight gain” is ranked as no.2 with the total score of 1848.
- “Obesity risk” is ranked as no.3. with the total score of 1764.

SUGGESTIONS

- ✓ Avoid empty calorie foods such as carbonated beverages.
- ✓ Balance the menu with low fat and high fat foods.

- ✓ Avoid foods where unpermitted colors are added.
- ✓ Parents should encourage the adolescents to avoid fast food items and prefer healthy foods.

CONCLUSION

It has a known fact that Fast - food is tasty, convenient, and attractive food material, therefore this food has been, easily accepted all over world. The consumption of Fast - food has increased two decades, especially among young people. It is easily available at low cost outside the home which resulted as a change in dietary habits of the population of all over the world. It has become the part of our life. The rapid inclination towards Fast-food has been observed in India as well as, small city like Durg. In our opinion apart from its low nutritive characteristic and change in socio – economic status of the population, was major cause that attract adolescence towards Fast – food.

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