A study to Assess the Awareness And Practice of Fast Food Consumption and Hazards on Health among Adolescents in Urban Community Area of Pune City

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Abstract

Introduction: Food is something everyone needs, every day. Life can be sustained only with adequate nourishment and it requires for growth, development and to lead an active and healthy life. Fast food refers to fast foods which are easy to make, and easy to consume. They have only fats lying in it causing ill effects on the health of the adolescents. The present study was done to assess the knowledge and practice of fast food consumption and hazards on health among adolescents.

Materials and methods: The study design adopted was descriptive in the colleges of urban area, where 100 college students were participated through convenience sampling technique. Semi-structured self-administered questionnaire were used to collect the data.

Result: The findings revealed that10 % of the participants had inadequate knowledge, 28% of the participants had moderate knowledge and 62% of the participants had adequate knowledge about fast food consumption. Respondents stated that that majority of participants (85%) eat restaurant fast food regularly and 51 % of subjects frequently eat fast food. The main reason for having fast food was its Flavourful taste, as per 64% respondents had replied.

Conclusion: Though fast foods are tasty they have low nutritive value and high calories. Awareness regarding the significance of a balanced diet and harmful effects of fast foods may help to reduce the fast food addiction.

Key words- *fast food, adolescents, consumption, awareness*

Introduction

Food is something everyone needs, every day. Life can be sustained only with adequate nourishment and it requires for growth, development and to lead an active and healthy life.[2]Fast foods are easily available and delicious to have it but it contains lot of fats which is causing bad effects on the adolescents' health.[1]

Proper nutrition is important for growth, developments of young adults and it promotes eating behavior as well.[5]They miss an increasing number of meals at home as they get older. Teenagers identify time as the biggest barrier to eating properly. They form positive associations with junk foods. Other factors includes mood, body image, concerns, habits, media influences and life style choices.[2]

As per compound annual growth rate (CAGR), fast food market of India is expected to grow 18% by 2020 due to lifestyle and demography. At present India ranks in 10th position in the per capita expenditure consumption with spending per annum 2.1% on fast food. The rising rate is 40% per year of the fast-food sector in India.Several harmful effects on young adults due to adaptation of universal model for fast food consumption.[3]

Obesity is the major health problems in adolescents and consumption of fast food is one of the root cause

of it.During the17-year period between 1998 and 2015, low and middle-income countries has more prevalence rate as compare to developed countries. Their salt content is also very high which not only increases the risk of elevated blood pressure but also aggravates the pre-existing metabolic syndrome and insulin resistance. Increasedintake of fast food raises the risk of metabolic syndrome in consumers up to 150%, that of diabetes mellitus up to 68% and of cardiovascular mortality by 162%.[4]

Material and Methods

A descriptive study was conducted among adolescents in urban community area of Pune city. In this study total 100 subjects were participatedthrough convenience sampling technique.

Structured self-administered questionnaire were used to collect data from participants. The questionnaire were prepared in 4 section which included socio demographic information, knowledge based questions about fast food consumption, and practice based questions about fast food consumption and its hazards on health.

Every right answer gives 1 point and wrong answer gives zero. Total 12 items were included in knowledge based questionnaire, subjects with the score 0-4 considered inadequate knowledge, 5-8 considered moderate and 9-12 considered adequate knowledge.

Result

(N- 100)

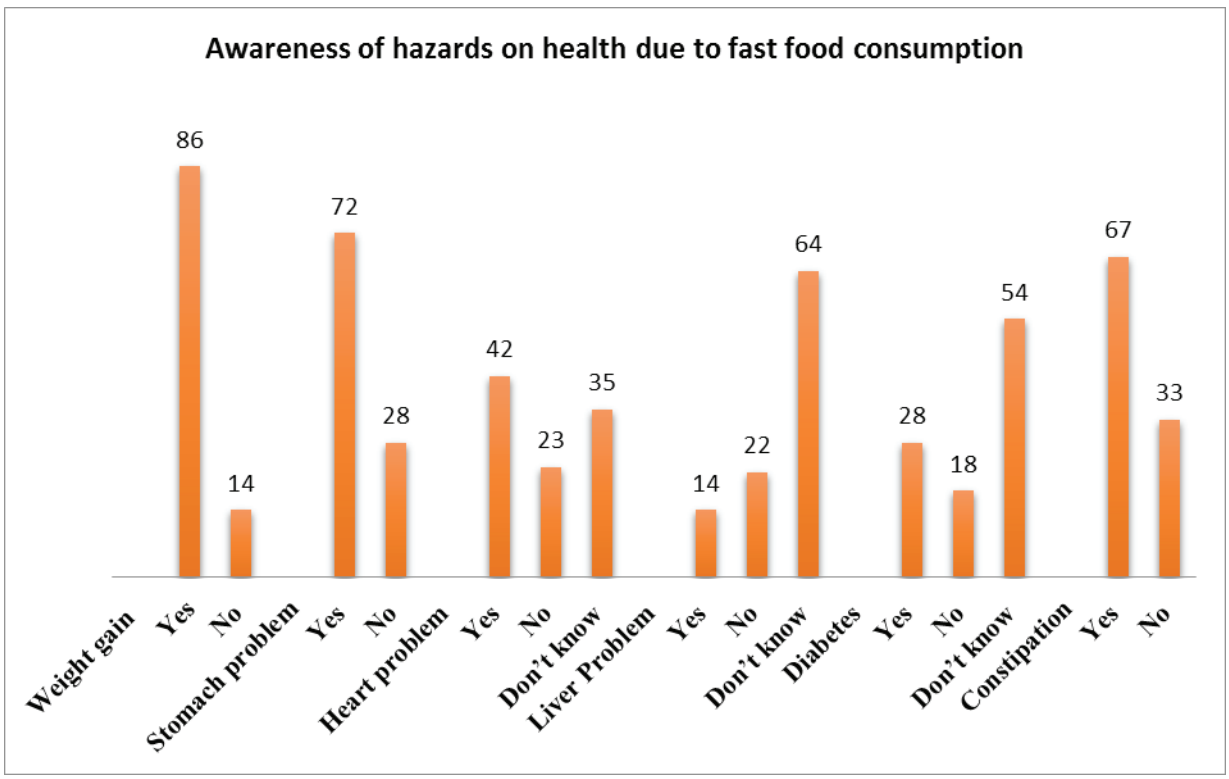

Fig No.1 Awareness of hazards on health due to fast food consumption

In fig no.1 stated that 86 participants pointed out weight gain as hazard on health due to fast food consumption and 67 participants mentioned constipation. Whereas 72 % participants stated that stomach problem. 23 % & 22% of the participants are not aware about heart problems and liver problems occur due to fast food consumption respectively.

Table No. 2: Distribution of Participants on the basis of Level of Knowledge

(N- 100)

Sr. No.	Level of Knowledge	frequency (n)	Percentage (%)
1.	Adequate knowledge	62	62
2.	Moderate Knowledge	28	28
3.	Inadequate Knowledge	10	10

Table no. 2 depicts that majority of study subjects 62 % samples had average knowledge while 28 % samples having Good knowledge, & 10 % samples having Poor knowledge regarding the health hazards of fast foods.

Table no. 3 Practice based items of Fast Food consumption

(N- 100)

Sr. No	Items		frequency (n)	Percentage (%)
1. 2.	Fast food consumption regularly	Yes	85	85
		No	15	15
3. 4. 5. 6.	Pattern of fast food consumption	Frequently	51	51
		Occasionally	26	26
		Monthly	13	13
		Weekly	10	10
7. 8. 9. 10.	Type of fast foods	French fries	19	19
		Potato chips	27	27
		Pizza /Burger	18	18
		Chinese food	36	36
11. 12. 13.	Different types of drinks with fast food	Cold drinks	51	51
		Coffee/Tea	35	35
		Juice or shake	14	14
14.	Why do you eat fast food	Flavourful taste	64	64
		Easily available	28	28
		Inexpensive	8	8

Table no. 3 depicts that majority of participants (85%) eat restaurant fast food regularly and 51 % of subjects frequently eat fast food. Most (36%) of them likes to eat Chinese food whereas 19 % had French fries. 51 % participants likes to drink soft drink whereas 14 % only have fresh fruit juice. The main reason for having fast food was its Flavourful taste, as per 64% respondents had replied.

Discussion

The Similar Study Was Conducted On The Knowledge And Practice Of Fast Food Consumption Among Pre-University Students In Udupi Taluka, Karnataka, India. The Findings Of Awareness About The Effect Of Fast Food Consumption Was The Subjects With Inadequate Knowledge Were 51(31.87%) And 42(26.25%) Of The Subjects Had Adequate Knowledge. based On The Practice, 15(9.4%) Of Theparticipants Regularly Eat Fast Food And Sometimes 115(71.8%) Subjects Had. Whereas Majorityof The Participants 100 (62.5%) Likes To Have Chinese Food And Monthly 67 (41.9%) Participants Visited To Restaurant To Have Fast Food. Most Of The Participants 83 (51.9%) In Favour To Drink Soft Drink And The Main Reason To Have Fast Food Was Its Delicioustaste, As Per Reply Given By 116 (72.5%) Participants.[6]

Whereas In Current Study Majority Of Subjects 62 % Samples Had Average Knowledge While 10 % Samples Having Poor Knowledge About Hazards On Health Due To Fast Foodsconsumption. Based On Practice About Fast Food Consumption, Majority Of Participants (85%) Eat Restaurant Fast Food Regularly And 51 % Of Subjects Frequently Eat Fast Food. Most (36%) Of Them Likes To Eat Chinese Food Whereas 19 % Had French Fries. 51 % Participants Likes To Drink Soft Drink Whereas 14 % Only Have Fresh Fruit Juice. The Main Reason For Having Fast Food Was Its Flavourful Taste, As Per 64% Respondents Had Replied.

The Similar Study Was Conducted On Health Problems Due To Junk Food, The Findings Revealed That129(34.9%) Participants Had Oralhygiene Problem, 62 (16.8%) Had Gastroenteritis Problems And18(4.9%) Had Constipation. The Participants Had Complained About Stomach Upset And Bloatinghealth Issues In 44.6% (165) And 11.9% (44) Respectively.[7]

In Present Study Participants (85%) Eat Restaurant Fast Food Regularly And 51 % Of Subjects Frequently Eat Fast Food. Most (36%) Of Them Likes To Eat Chinese Food Whereas 19 % Had French Fries. 51 % Participants Likes To Drink Soft Drink Whereas 14 % Only Have Fresh Fruit Juice. The Main Reason For Having Fast Food Was Its Flavourful Taste, As Per 64% Respondents Had Replied.

Conclusion

Balanced Diet Is The Essential For Growth And Development Of The Adolescents. Most Of The Adolescents Are Getting Addicted For Fast Food Due To Taste, Attractive Advertisements And Easily Available. The Young Adults Are Ignoring The Hazards Of Fast Food On Health Though They Are Aware Of It. The Proper Guidance And Nutrition Counselling About Nutritious Food Is Required To Halt Habituated Of Fast Food Consumption And Can Prevent Hazards On Health.

Conflict of Interest – Nil

Source of Funding- Self

Ethical Clearance – Ethical Clearance Taken From Institutional Research Committee Of Symbiosis College Of Nursing

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