

# Junk Food is the Danger of Future Generation – Review for a Decade

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## Abstract

The present paper is emphasizing the revealed aspects of junk food dangers to the future generation. The present paper will help future researchers in the field of junk food markets. The suggestion and the core problems of junk food will help the consumers and the general public. This article will create awareness among the public to avoid the junk food eating habits and educate the diseases are creating through the high amount of consuming sugar, fats, and salts inherent on junk foods. The junk foods are commonly taking foods unusually with high sugar, fats, and salts in any form of solid, semi-solid, liquid and dry food, even vegetarian or non-vegetarian foods. The junk foods are most common in a few types of foods like carbonated sugar beverages, salty preserved foods, oily food, fast food, and dry fishes. These are creating certain diseases like obesity, cardiovascular disease, uncontrollable adolescent growth, stomach cancer, and infertility.

**Keywords:** Carbonated Sugar Beverages; Salty Preserved Foods; Oily Food; Fast Food; Obesity; uncontrollable adolescence growth; Stomach Cancer; and infertility.

## Introduction

The world health organization is responsible to control all the diseases created from the mass production of junk foods in the international market. The developed countries are much interested to produce junk foods and fetching the rural and village markets throughout the world. The continuous research on junk food stringencies has not been helped to society. The producers and belonging countries are looking the same as their business motives. The restrictions of junk food are the need of the hour due to increasing the diseases day by day is uncontrollable. It requires separate insurance to the people while consuming junk foods or a caution statement (along with pictures) “consuming junk foods are harmful to health” is required like Tobacco, Alcoholic and Drugs products consumptions. The present paper is emphasizing the revealed aspects of junk food dangers to the future generation. The present paper will help future researchers in the field of junk food markets. The suggestion and the core problems of junk food will help the consumers and the general public. This article will create awareness among the public to avoid

the junk food eating habits and educate the diseases are creating through the high amount of consuming sugar, fats, and salts inherent on junk foods. The junk foods are commonly taking foods unusually with high sugar, fats, and salts in any form of solid, semi-solid, liquid and dry food, even vegetarian or non-vegetarian foods.

## Junk Food Definition

Junk food defined as “pre-prepared or packaged food that has low nutritional value”. It is a noun. The word junk food has been used after 1952. It has many of definitions such as “food that is high in calories but low in nutritional content”, and “something that is appealing or enjoyable but of little or no real value”<sup>1</sup>. “Junk food is unhealthy food that is high in calories from sugar or fat, with little dietary fiber, protein, vitamins, minerals, or other important forms of nutritional value.”<sup>2</sup> Precise definitions vary by purpose and over time. Some high-protein foods, like meat prepared with saturated fat, may be considered junk food.<sup>3</sup> The term HFSS food (high in fat, salt and sugar) is used synonymously.<sup>4</sup> Fast food and fast food restaurants are often equated with junk food,

although fast foods cannot be categorically described as junk food.<sup>5</sup> Most junk food is highly processed food. Concerns about the negative health effects resulting from a junk food-heavy diet, especially obesity, have resulted in public health awareness campaigns, and restrictions on advertising and sale in several countries.”<sup>6</sup>

**CAUTION OF JUNK FOOD AND EFFECTS**

Continuous of taking junk food will store the excess fatcarbohydrates, and processed sugar contents to increase the risk of obesity, cardiovascular disease, and many other chronic health conditions.<sup>7</sup> “A case study on consumption of fast foods in Ghana suggested a direct correlation between consumption of junk food and obesity rates. The report asserts that obesity resulted in related complex health concerns such upsurge of heart attack rates.<sup>8</sup> Studies reveal that as early as the age of 30,

arteries could begin clogging and lay the groundwork for future heart attacks.<sup>9</sup> Consumers also tend to eat too much in one sitting, and those who have satisfied their appetite with junk food are less likely to eat healthy foods like fruit or vegetables.<sup>10</sup>Testing on rats has indicated negative effects of junk food that may manifest likewise in people. A Scripps Research Institute study in 2008 suggested that junk food consumption alters brain activity in a manner similar to addictive drugs like cocaine and heroin. After many weeks with unlimited access to junk food, the pleasure centers of rat brains became desensitized, requiring more food for pleasure; after the junk food was taken away and replaced with a healthy diet, the rats starved for two weeks instead of eating nutritious fare.<sup>11</sup> A 2007 study in the British Journal of Nutrition found that female rats that eat junk food during pregnancy increased the likelihood of unhealthy eating habits in their offspring.<sup>12</sup>”

**REVIEW OF LITERATURE A SYSTEMATIC META-ANALYSIS**

Review Table

(Revealed after 2011 to 2020)

Year	Name of the Author(s)	Findings/Conclusion	Problem Identified
2020	Michael Stark1	About 10% of people who have diabetes have type1 diabetes, or insulin-dependent diabetes. Type 1 diabetes has also been called juvenile diabetes because it usually develops in children and teenagers. But people of all ages can develop type 1 diabetes. Diabetes is a serious condition that causes higher than normal blood sugar levels. Diabetes occurs when your body cannot make or effectively use its own insulin, a hormone made by special cells in the pancreas called islets (eye-lets). Insulin serves as a “key” to open your cells, to allow the sugar (glucose) from the food you eat to enter. Then, your body uses that glucose for energy. But with diabetes, several major things can go wrong to cause diabetes.	Health issues to children
2019	Piyush Gupta et al2	Harmful effects of juncs food are given Overweight/Obesity, Cardiometabolic Risk, High Blood Pressure, Behavioral Symptoms, Dental Caries, Adverse effects from Caffeinated Energy Drinks, and the like.	Health Issues
2018	Christopher Thomas et al3	participants with obesity did, on average, report seeing one extra HFSS broadcast advert per week - a further indication that broadcast marketing could be nudging young people towards harmful long-term weight increases	Advertisement (Health Issues)

**Cont... REVIEW OF LITERATURE A SYSTEMATIC META-ANALYSIS**

	Pankaj Kumar Sahu and Bishnu Ram Das <sup>4</sup>	General awareness about the ill effects of junk food amongst the adolescents was average and there was gap between their knowledge and practice in eating behaviour due to poor impact of education and awareness campaign in school curriculum, lack of knowledge amongst parents.	lack of knowledge amongst parents (Health Issues)
	Aashish. C. I and Divya. M. S <sup>5</sup>	Majority of Industrial youngsters agreed to prefer diet food if their income is raised and people who already purchased diet food wants to increase the quality and quantity of diet food if their income is raised.	Purchasing power and quality and quantity (Health Conscious)
2017	Sivakumar. A and Manoj. K <sup>6</sup>	The junk food is consumed by the teenagers because of its taste, variety etc., and they are partially aware about the junk food safety level and nutrient factors.	Television Advertisement (Health Conscious and Awareness)
	Ankita Jain and Ritu Sharma <sup>7</sup>	Working population who do not have time and energy to cook food opt to go in for ready-to-eat food products. But it can be dangerous if they continue this practice in a long run. As these food items contain good amount of preservatives which is hazardous for our health	Working People do not have time to cook (Health Issues)
2016	Saranya, P.V. Shanifa, N. Shilpa Susan <sup>8</sup>	Association between knowledge of adolescents regarding the effects of junk food on health and the selected demographic variables. The result revealed that 13% of adolescents had inadequate knowledge, 69% has moderate knowledge and 18% has adequate knowledge regarding effects of junk food on health.	Awareness (Health Issue)
	Priya Keshari and Mishra C. P. <sup>9</sup>	Urbanization, changing, economy and market forces have resulted in radical dietary shifts with unprecedented rise in consumption of fast foods. The adverse consequences of such dietary are profound. There is a need and scope of behavioural modification in this regard.	legislative, service and educational inputs are needed to curtail the menace of consumption of fast foods
	Vidya, Damayanthi M. Sharada, Shashikala Manjunatha <sup>10</sup>	The family, friends, schools, and community resources in a child's environment reinforce lifestyle habits regarding diet and activity.	Children (Awareness on Health Conscious)
	Muthukumar E and Bhuvanewari R <sup>11</sup>	Eating junk food causes many ill effects to the health to the customers but the consumer eats the food for change and not because of their nutritional value. Based on the culture adopt the change in eating habits. Today both the parents are working so they give packet money for her children because they have no time to prepare snacks it becomes convenient to purchase for junk food and sometimes the taste impressed by the customer it becomes the intention to buy the junk food. But health wise it is not safe by eating a lot. Traditional way of eating food is good for health and also people accept that is the fact also.	Working parents, Convenient Purchase (Health Issues)
	British Heart Foundation <sup>12</sup>	An unhealthy diet high in sugar also increases the risk of developing tooth decay. Children are also eating too much salt which increases the risk of high blood pressure, which in turn increases the risk of heart disease and stroke later in life.	Children (Health Issues)
2012	Ashakiran and Deepthi R <sup>13</sup>	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 as 'Junk foods'.	(Globalisation and urbanisation have greatly affected one's eating habits and forced many people to consume fancy and high calorie fast foods, popularly known as 'Junk foods')

From the above reviews, author has revealed most of the studies are involved in the advertisement, awareness, brand, celebrity, children attitude, consumer satisfaction, taste, and quality, health awareness, marital and gender difference, Socio-cultural Impact, Television Advertisement and taste, production methods, environmental impact, quality, price, health safety, attractiveness of packing, curiosity, and prestige. Hence, the future generation will affect based on the side effects of junk foods. The habitual of the younger generation seldom accept the consequences of junk food effects while they are younger. The elder people pieces of advice to the younger, they won't accept the benefits of avoiding junk foods. It is noticed by the developed countries, they are (65 countries) prohibited the manufacturing and sales of Snicker brand of chocolate. Kukure, lays, bingo, cheetos, jelly, boomer, kinder joy, cream biscuits, 5 star, dairy milk, kit kat, perks, perks, munch, snickers. These are very harmful due to they contain large MSG (MonoSodium Glutamate) that will cause bone and teeth damages.

#### **Affecting Factors of Future Generation's Health**

“Other research has been done on the impact of sugary foods on emotional health in humans and has suggested that consumption of junk food can negatively impact energy levels and emotional well-being.<sup>13</sup>In a study published in the European Journal of Clinical Nutrition, the frequency of consumption of 57 foods/drinks of 4000 children at the age of four and a half were collected by maternal report. At age seven, the 4000 children were given the Strengths and Difficulties Questionnaire (SDQ), with five scales: hyperactivity, conduct problems, peer problems, emotional symptoms, and pro-social behavior. A one standard deviation increase in junk food was then linked to excessive hyperactivity in 33% of the subjects, leading to the conclusion that children consuming excess junk food at the age of seven are more likely to be in the top third of the hyperactivity scale. There was no significant correlation between junk food and the other scales.”<sup>14</sup>

#### **Findings**

1. There is a need for the advertisement for awareness about junk food effects and health impacts particularly children who affect more through media promotions.

2. The schools and colleges should conduct the campaign against junk foods, which will help and save the student community from various diseases.

3. In India, the health consciousnesses are decreased even in the rural and village, the migration level of urbanization is taking into consideration of cultural changes and unpracticed rural culture will affect the future generation.

4. Most of the studies are given fruitful findings to beware of the health-conscious.

5. The present article is also giving health-conscious to the future generation.

#### **Conclusion**

From the above discussion, authors have concluded that junk foods will harmful to the health of human being, it is not necessarily taking in the leisure time. The natural food and customary practices of homemade snacks will save our health and do the physically fit conditions as well. The future generation is the asset of every nation. Their fertile capability is a must for developing the nation's future achievement. The parents, government, and WHO should not favour the junk food manufacturer. The health should be kept in safe mode and the prevention of diseases is the responsibility of the nation. The consequences of taking junk food will give a more adverse impact on future society. The research reviews about the study will help the decision-maker in the field of conscientiousness to human life.

**Ethical Clearance** : Completed

**Source of Funding** : Self

**Conflict of Interest** : Nil

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