



CHANGING THE BEHAVIOUR OF EATING HABITS RELATES TO JUNK FOOD AMONG COLLEGE STUDENTS

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Abstract

Due to the force of globalization and modernization causes worldwide changes in the food supplies of consumer food consumption behaviour in the 21 years. Junk foods are the most lovable food of India nowadays. Junk food are conveniences for ready- to-eat at any time available one but it contains high level of saturated fat, salt or sugar it consider as unhealthy food to consume at for all. The aim of the present study was to know about junk food habits of students, their ingredients, nutritive and their impact of human health, students from Nehru College of management Coimbatore, Tamil Nadu were selected for this study as a sample population and the total sample size was represented by 125 students In favor of the college students opinions and attitudes to junk food products first they give preference for better taste, price, attractiveness, convinces, independents etc., these factors are the barriers to healthy eating of people. The prevalence of overweight and obesity in developed countries has increased over decades. Consumption of energy dense food especially sweetened beverages to type 2 diabetes and cardiovascular risk.

Key Words: *Junk Food, Junk Food Market, Health Implications, Change of Culture.*

Introduction

The culture of any region related to food reflected in the health of local population. The Indian food culture is traditionally based on rice, wheat accompanied by vegetables dishes with the fiber and protein. The indeed of western style fast food consumption behaviour of college going students has increased junk food health risk for this study we include pizza, burger, noodles, chips, soft drinks and candy's. Traditionally the junk food for the Indian customer means having breads, biscuits, samosas, vada, pakodas available at the roadside and local sweet shops up to 1995 after 1996 few five star hotel witnessed a change of junk food in India entry into the world food market The international giants such as MC Donald's, KFC, and pizza hut. Junk food is a part of American society for years and now it becomes an addiction for many children's and college students.

The most common junk foods are chips, candy gum, most sweets, fried fast food, and carbonated beverages. The junk food additions so high because they are very tasty it prefers to eat at any time pass when watching a television and movies. Once you are caught in junk food addiction it is very hard to think about the loss of nutrition for people health. Junk food contains little or zero nutritious value to the diet to much of unnecessary and fat which are useless and harmful to human health. Junk foods are typically ready to eat convenient food but it hazards to people health.

The Junk Food Market in India

Nirulas was considered to be the first pioneer of fast food business in Delhi 1928. It was well established fast food he started her carrier with ice-cream parlors and later extended her business including burgers, pizzas, sandwiches the group diversified her hotels, family style restaurants and food processing plants in India After 1995 the entry of world food market MC Donald's, KFC, and pizza hut entered into the Indian market.

MC Donald's India is a locally owned company managed by Indians in Mumbai Amit Jantias Company, hard castle restaurants private, Ltd, owns and manages MC Donald's restaurants. MC Donald's worldwide is well known for the high degree of respect to the local culture. Especially for Indian with vegetarian selection tastes and



culture. In 1995, **Kentucky fried chicken** (KFC) also entered the Indian market and first opened in Delhi KFC has limited outlets and faced many problems. **Pizza hut** entered Indian in June 1996 with its first outlet in Bangalore.

Statement of the Problem

Today junk food is the big problem of obesity, diabetes, blood pressure among college students. The junk food is the addiction of food eating habits like chips, burger, noodles, candies, and soft drinks beverages. The soft drink beverages increase the level of glucose in blood and it cause diabetes in the young age itself. The college students take fast food just for fun, change, entertainment of the friends slowly it becomes addition.

Objectives of the Study

1. To study the junk food consumption in college students
2. To know their food choice decision
3. To study the health risk associated with junk foods
4. To study influencing factors for buying consumption of junk foods

Scope of the Study

Today the whole world covers junk food because these foods are found in every part of the world and it is mostly liked by all age group of people. But in our study is limited to a particular specific part of the junk food is served in many outlets; the few are the MC Donald's, Pizza hut, Consumption of energy dense foods.

Need of the Study

It is very important to know the impacts of junk food because the markets target the children's and college students. Healthy eating is required for good health but the westernization lifestyle effects the eating habits of students, convenient food are manufactured commercially in low nutrition especially the junk food are very low nutrition for growing children and students need a lot of fiber, minerals, vitamins and calcium required for their growth and healthy life. The junk food contains lot of preservatives, carbohydrates, sodium, potassium and nitrogen gas filled in the chips pockets it could be harmful to health.

Health implication while buying junk food

Junk food is most popular among college students because it is very tasty to eat readily available attractive advertisements and when they want to time pass they take it. But the neurology says that eating too much of junk food it Trans fats the brain. It impairs digestion and causes fluctuations in blood sugar level of heart disease; it increases your risk of cancer.

Review of Literature

Probhu pingli, (2006), the author describe that the growth of western fast food chains increasing in big cities and also in small towns. The observed fast food chain from Donald's especially in east and Southeast Asia. Increasing income growth the diets from traditional to westernization and emerging challenges for food policy.

Helen G. Dixon, Maree L. Scully, Malanie A. Wakefield Victoria M. White, David, a Crawford (2007)

According to this study TV advertising is the major factor for purchasing intension for children's reinforcing healthy eating and could empower these with poor diets. The advertisement with free gifts attracts the children's for consuming the fast food. It changes the attitude of the children they want to buy the product for the gift of (toys, stickers, and labels).

Dr. C.G.E Sasmi and R.T. Ajobo , (2012),Points out that Fried and processed, contains high amounts of Trans fats, saturated fats in addition to Oxycyolestrol which may prove to heart health aspect reported by scientists from china in the National meeting of the American chemical society Fast food consumer ate food for change not for the nutritional meals they need a change from home foods.

Ashakiran & Deepthi R. Ko (2012), points out the lifestyle changes the consumption of junk food creates a problem to people health there is no nutrition and obesity accounts for 300,000 deaths in the U.S alone. The research found there is a direct relationship between the numbers of fast food restaurant.

Research Methodology

For the present study relevant data will be collected from the primary and secondary sources. Primary data will be collected from selected college students through formal interviews and questionnaires. Secondary data will be collected from the source like published data in, journals, reports and websites etc. total sample 126, male 83 female 43.28% of female respondent like traditional foods and 15% of respondents like junk food. 37% of male respondent like traditional food and 46% of respondents like junk food. 18% of the female respondents strongly agree that eating junk food causes ill effects. 20% of respondents agree eating junk food is not good for health. 2% of female respondent gives response of neither agree nor disagree. 1% of female respondent gives her opinion disagree of eating junk food. 2% of the female respondent strongly agrees disagree that junk food may cause ill effects. Preference of taste that influence the student strongly agree 37.9%, agree 36%, neither agree nor disagree, disagree 7.1% and strongly disagree 9.4%. the study is based on descriptive study. Percentage analysis and Chi-square is used for the analysis.

Collection of Data

Well-structured interviews schedules are prepared for the purpose of collection of primary data. The questionnaire contains closed end of questions. The questions are presented with exactly the same wording and in the same order to all respondents who replay to the set of questions

Source of Data

The source of data for this study includes both primary and secondary information. The primary data collected through the questionnaire. The secondary data gathered from books, journals, reports and websites.

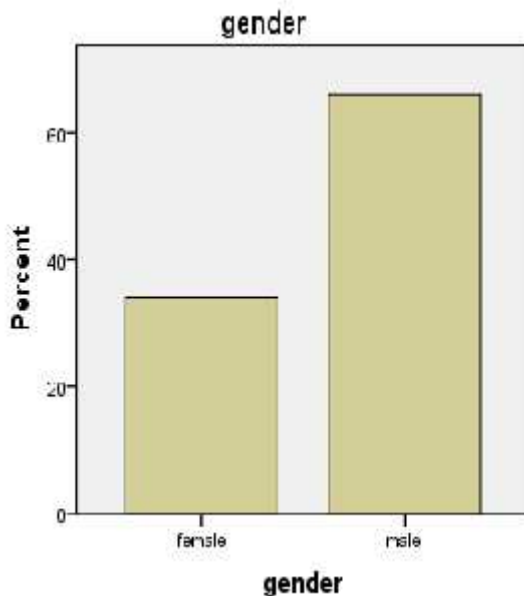
Table No: 1 Explains the Percentage of Junk Food Preference Taste among College Student

Preferences of taste	Frequency	Percent	Valid percent	Cumulative percent
Strongly agree	50	39.7	39.7	39.7
Agree	46	36.5	36.5	76.2
Neither agree nor disagree	14	11.1	11.1	87.3
Disagree	9	7.1	7.1	94.4
Strongly disagree	7	5.6	5.6	
Valid total	126	100	100	100

Interpretation

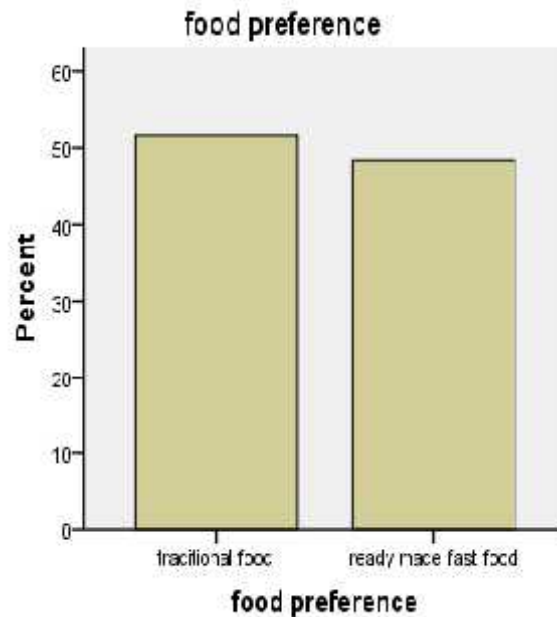
It can be observed that (39%) of students are strongly agree that preference of different taste is the intention to buy the product. (36%) of the student agree that preference of different taste. (11%) of the student neither Agree nor disagree about the difference taste. (7%) of the student disagree the preferences of different taste. (5%) of the student strongly disagree that preference of different taste is not considered to buy a junk food.

Chart no: 1



Gender Responses of College Students

Chart no: 2



Food Preference of College Students

Chart no: 1 shows the difference of eating habit of the students mostly like traditional foods than the junk food.
Chart no: 2 this sample has a higher percentage of male than women which represents the population of college students.

Chi-square test

Table no: 2 Association Relationships between Food Preference and Age

analysis	value	Difference	Asymp. Sig. (2-sided)
Pearson chi-square	.300	2	.861
Likelihood ratio	.300	2	.860
Linear-by-linear association	.002	1	.969
No. of. Valid. cases	126		

Interpretation: Result- there is significant association ($\chi=7.75$, $p < 0.01$) between age and food preference of traditional food. As the chi-square value ($p=0.023$) is less than 0.05, it indicates that the association between age and food preference is significant. Hence we reject the null hypothesis and accept the alternative hypothesis.

Table No: 3 Association Relationships between Parents Monthly Income and Purchasing Food Preference of Junk Food of College Students

Analysis	Value	Difference	Asymp. Sig. (2-Sided)
Pearson chi-square	3.260	3	.353
Likelihood ratio	3.285	3	.350
Linear-by-linear association	3.162	1	0.75
No. of. Valid. cases	126		



Interpretation

Result- there is significant association ($\chi=5.33$, $p<0.01$) income and food preference. As the chi-square sig .value ($p=0.023$) is less than 0.05, it indicates that the association between food preference and income is significant. We reject null hypothesis and accept alternative hypothesis.

Limitation of the Study

The present study is confined to Coimbatore districts only the findings of this study may not be applicable to other districts. Further consumer buying behaviour being dynamic in nature, there is every possibility that over time and space findings of today may become invalid tomorrow.

Conclusion

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.

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