



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2017; 3(10): 14-17
www.allresearchjournal.com
Received: 04-08-2017
Accepted: 05-09-2017

D Radhasri

Assistant Professor,
Dr. SNS Rajalakshmi College
of Arts and Science,
Coimbatore, Tamil Nadu,
India

G Gokila

M.com, Department of
Commerce, Dr. SNS
Rajalakshmi College of Arts
and Science, Coimbatore,
Tamil Nadu, India

A study on health hazards caused due to intake of fast food in Kovilpalayam at Coimbatore

D Radhasri and G Gokila

Abstract

Fast foods are quite popular among children owing to taste, appearance and hype created by mass media. However, the increased incidence of lifestyle disorders seen now-a-days at an early age could be attributed to fast foods. It tastes good, but the effects on the health are detrimental. Fast foods have become a prominent feature of the diet of youngsters, especially in the developing country. The health problems that stem from overweight and obesity can shorten the life span. They were provided with a list of questions aimed at evaluating their knowledge, awareness of Fast foods and its adverse effects. They are obsessed with the taste and habituated. This study highlights the need for educational program to raise the awareness of the health risks produced by intemperate consumption of fast foods. Junk foods are also laced with colors which are often in edible, carcinogenic and harmful to the body. These foods can affect digestive system, its effects can emerge after many years.

Keywords: Awareness, affect, fast-food, hygienic, safety

Introduction

Fast food is liked by almost everyone today for many reasons. Fast food is easy and convenient to be cooked within a short time. Its taste and flavor is also appreciated by everyone. Food today is no more homes cooked with multiple additives. Eaten in large quantities on a regular basis can cause many ailments like obesity, diabetes, high blood pressure etc. It covers a wide range of products, like processed food, pre-prepared food like burgers, fries, mushroom, noodles, fried chicken etc. Fast food, if consumed on a regular basis over a period of time, can have devastating effects on the overall health of an individual. Most families have a number of earning individuals, which leave them with no time or energy to do conventional cooking using fresh food ingredients. Unfortunately today's world has been adapted to a system of consumption of foods which has several adverse effects on human health.

Good nutritious diet or balance diet is basic need of every child for their growth and development because of its delicious taste. Most of the children of this age during their meal time eat junk food and get addicted to the taste of the junk food. Though, junk foods are tasty but it has low nutritive value and high calories. Many people try to avoid or limit junk food in their diet. Junk foods are not healthy and have various ill-effects. Because of low nutritive value and high calories, children become obese.

Statement of problem

A Study to present scenario flashes light on many adult diseases, have their roots in childhood and adolescence. This is due to lack of knowledge and awareness regarding bad food habit.

Objectives

1. To examine the health hazards caused by the Fast food.
2. To know the customers taste and preference towards fast foods.
3. To know whether the need for Fast food among the public has been increased are not.

Correspondence

D Radhasri

Assistant Professor, Dr. SNS
Rajalakshmi College of Arts
and Science, Coimbatore,
Tamil Nadu, India

Scope of study

Fast food is easy and convenient to be cooked with in short time. Food today in no more homes cooked with multiple additives. Eaten in large quantities on a regular basis can cause many ailments like obesity, diabetes, high blood pressure etc,

Limitation of the study

1. Sample size limited to 50 respondents in the area of kovilpalayam and individual responses may be biased at times.
2. Time and resources constraints are the major drawback.
3. Research is not been carried out for the extended period of time.

Review of literature

Laroche and Parasa (2000) to prepare homemade food, it may take much of time to cook and serve it compared with taking fast food. Fast food restaurant include a wide range of quick and fast service, brands and tack only short penned to serve it. Consumer make their choice of brands in multi brand situation is one of least understood yet important phenomenon in the marketing of quick service restaurant in Fast food.

Drewnowski and spectre (2000) contends that another factor that may influence consumption of Fast food is by socioeconomic status. Usually people who have low economic status, they more prefer to choose food that something not has high nutrition, but more reasonable and inexpensive price while wealthy person they prefer to choose branded restaurants rather than realized the ingredients and nutrients contain in the food.

French SA *et al* (2001) summarizes this by saying some people have other reason why they choose Fast food restaurant as their primary chosen to eat. Because it is way to them spent their time with family, friends or someone special. By along with eating at Fast food Restaurant because they are quick and easy to get to. And also a place for socializing with friends and family.

According to American association of wine economists study (2009) this study investigate the health consequences of restaurants, they ask how the supply of Fast food affects the obesity rates of 3 million school children and the weight gain of over 1 million pregnant women. The consumer spent at Fast food outlets grew at an annually he proportion of away-from-home food expenditures on Fast food also increased.

R.V. Sudershan (2009) everyone eats Fast food even knowing it is not healthy for them. Reasons are because of speed, convenience and price. However, Fast food has many hidden costs including the high price of bad health. Fast food providers need to focus on quality and variety of food besides other services parameters. With growing international trade, food safety has emerged as an important global issue.

Research methodology

The following methodology is used in the study

Study area

The study area refers to Kovilpalayam.

1. Sampling procedure and sample size

A total of 50 respondents residing in the Kovilpalayam area were selected as sample convenience sampling method has been followed for collecting response from the respondents.

2. Source of date

To accomplish the objective of study the researcher has to depend on both primary and secondary.

• Primary data

Collecting of primary data was carried out by perceiving the views and ideas from the adolescents through filling up of structured questionnaire.

• Secondary data

Collecting of secondary data was carried out by information obtained from various books and journals.

3. Tools

The tools used for analyzing the data collected for this study are:

- a) Percentage analysis
- b) Chi-square

Analysis and interpretations

1. Percentage Analysis

No	Particular	No. of Respondents	Percentage	
1	Gender	Male	24	48
		Female	26	52
		Total	50	100
2	Eat Fast Food	Yes	46	92
		No	04	08
		Total	50	100
3	How Often do you Eat fast food	Every day	05	10
		Once a week	20	40
		Once a month	22	44
		Not very often	03	06
		Total	50	100
4	Usually Eat at Fast food Restaurant	Mushroom	10	20
		Noodles	13	26
		Fried chicken	4	8
		Poori items	12	24
		Fried rice	2	4
		Pizza	1	2
		Burger	1	2
		Somoza	3	6
		Pavubhaji	2	4
		Chat items	2	4
Total	50	100		
5	effects	Body fat	6	12
		Diabetes	14	28
		Ulcer	18	36
		Irregular timing of eating	12	24
		Total	50	100

Interpretation

- Among the respondents who registered their views in the study 48% were male respondents and 52% were female.
- The above table represent the eat Fast food of the customer. Among the respondents belong to the 92% eat Fast food of yes, 8%respondents belong to the eat Fast food of no.
- The above table represents the often eat Fast food of the customer. Among the respondents 44% belong to the often eat Fast food of once a month, 40% respondents belong to the often eat Fast food of once a week, 10% respondents belong to the often eat Fast food of everyday, 6% respondents belong to the often eat fast food of not very often.
- The above table represent the eat fast food at restaurant of the customer. Among the respondents 26% belong to the eat Fast food at restaurant noodles, 24% respondents belong to the eat Fast food at restaurant purl items, 20% respondents belong to the eat Fast food at restaurant mushroom, 8% respondents belong to the eat Fast food at restaurant fried chicken, 6% respondents belong to

- the eat Fast food at restaurant Samoa, 4% respondents belong to the eat fast food at restaurant fried rice, pavubhaji and chat items, 2% respondents belong to the eat fast food at restaurant pizza, burger.
- The above table represents effects of having Fast-food of the customer. Among the respondents 36% belong to the effects of Fast-food ulcer, 28% respondents belong to the effects of Fast-food diabetes, 24% respondents belong to the effects of Fast-food irregular timing eating, 12% respondents to the effects of Fast food body fat.
- The above table represents the satisfaction towards fast-food of customer. Among the respondents 54% belong to the fast-food satisfied,22% respondents belong to the Fast-food highly satisfied, 16% respondents belong to the towards of fast-food dissatisfied, 8% respondents belong to the towards of highly satisfied.

CHI – Square

H₁: There is a significant relationship between often preferable time of customer and effects on eating fast food.

Table 1: Chi – square analysis for duration of preference for fast food and affect on eating fast food.

	Value	DF	ASVMN. Sig. (2-Sided)
Persons chi-square	16.204 ^a	9	.063
Likelihood ratio	18.492	9	.030
Liner-by-Linear association	1.107	1	.293
N of valid cases	50		

Hence the alternative hypothesis is accepted. There is a significant relationship between duration of preference for fast food of customer and effects on eating fast – food store.

H₀: There is no significant relationship between preferable food of customer and how often they prefer fast - food.

Table 2: Chi – square analysis for type of fast food prefer by customer and how often they visit fast food store.

	Value	df	Asvmn. Sig. (2-sided)
Persons chi-square	27.236	24	.029
Likelihood ratio	26.029	24	.352
Liner-by-Linear association	.354	1	.045
N of valid cases	50		

Hence the null hypothesis is accepted. There is no significant relationship between type of fast foods prefer by customer and how often they visit fast – food store.

Findings

- Majority 52% of the respondents were Male.
- Majority 92% of the respondents belong to the eat fast-food of yes.
- Majority of 44% of the respondents belong to the category of eating fast food every month.
- Majority 26% of the respondents belong to the eat fast-food at restaurant noodle.
- Majority 36% of the respondents belong to the effects of fast-food ulcer.

- If the consumers a very much ford of least of the fast food they are recommended to consumer in small quantities.
- Awareness must be created among the school & college student regarding the effects of fast food.
- The fast food restaurants must give more important to the hygienic factor during the preparation.

Suggestion

- It is optimal to design an awareness program regarding lethal effects of consumption of fast-food among the schools and colleges.
- Reduce the consumption of fast food in order to lead a healthy life.

Conclusion

Fast food consumption was reported by most students in this study. Commonest source of information was from television advertisement. Therefore, legislations to regulate marketing of fast food need to be more stringent. Statutory warming about hazards should also accompany television advertisement promoting fast-food. More than half of the fast-food users said that they were eating it because of being bored with home food. Therefore, the views of children on factors at home which affect their desire to eat healthy foods need to be understood and addressed appropriately. Awareness on health hazards of fast foods needs to be taught at schools so as to minimize its consumption. Parents have to set an example themselves by not eating fast foods and improving home food to support discouragement of fast

foods. This would minimize life style disorders among children to a greater extent.

References

1. Geeta Arya, Sunita Mishra. Effects of Junk Food & Beverages on Adolescent's Health – a Review Article. IOSR Journal of Nursing and Health Science (IOSR-JNHS) e-ISSN: 2320-1959. p-ISSN: 2320-1940. 2013; 1(6):26-32.
2. Saranya PV, Shanifa N, Shilpa Susan, Simy Thomas, Umarani J, Dr. Asha P. Shetty Full Length Research Article Adolescents' Knowledge Regarding the Effects of fast food on Health International Journal of Current Medical Research. 2016; 5(3):406-409.
3. Nitin Joseph, Maria Nelliyanil, Sharada Rai, Raghavendra Babu YP, Shashidhar Kotian M, Tanima Ghosh *et al.* Fast Food Consumption Pattern and Its Association with Overweight Among High School Boys in Mangalore City of Southern India. DOI: 10.7860/JCDR/2015/13103.5969
4. Janet Currie, Stefano Della Vigna, Enrico Moretti, Vikram Pathania. The Effect of Fast Food Restaurants on Obesity and Weight Gain American Economic Journal: Economic Policy. 2010; 2:32-63.