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Research Report

CONSUMPTION PATTERN OF FAST FOOD AMONG COLLEGE GOING GIRLS (18 - 23 YEARS) OF JAIPUR CITY

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ABSTRACT

Fast food consumption increase among the college going girls due to its easy availability. Fast food consumption leads to less consumption of fruits vegetables and milk products. Fast foods are easy to access, tastes good and relatively inexpensive so have created a great desire for the college going girls and the young working youth. As the college going girls are more prone to eat fast foods so, the study was aimed to assess the pattern of fast foods consumption and activity pattern of college going girls. The study was conducted on college going girls (18 -23 years) of a private University (The IIS University) in Jaipur city. A total of 100 sample size was selected by the random sampling method. The data was collected by questionnaire method to see the frequency of fast food consumption among the college going girls. It was reported that majority of the samples were consuming the fast food on regular basis and they were less physically active. Though the consumption of fast foods had ill effects on the health of the girls and also their productivity but they are consumed at a very high pace.

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INTRODUCTION

Definition of fast foods -Fast food denotes foods which are prepared and served quickly at outlets called fast food restaurant. Finger food comprises most of the foods and can be eaten without cutlery. Fast foods includes chips, sandwiches, hamburgers, fried chicken, French fries, chicken nuggets, fish, pizza or ice cream, although many fast food restaurants offers slower foods like chilly mashed potatoes or salads. Fast food are often highly processed and prepared in an industrial fashion, i.e. with standard ingredients and methodical and standardized cooking and production methods. It is usually rapidly served in cartons or bags or in a plastic wrapping in a fashion which decrease the cost. The phenomenal growth of fast food industry continues (Naheed, 2013)

Fast food culture is catching up in India. All the sections of the society, living in urban, towns or even in rural areas are quick imbibing the culture. The perception of young about fast foods is they are easy to access, tastes good and relatively inexpensive, has created great demand among the adolescent and the young working youth. The college going girls which are living in the hostels, paying guests are more prone to eat outside due to independence and many other reasons. Away-from-home food (available in fast food places and restaurants) contributes considerably to daily intake (Ebbeling *et al.*, 2004). The consumption of fast foods plays a roles on health. In the same vein, nutritional habits acquired during adolescence have

a significant impact in short and long term; these includes irregular meals, snacking, eating away from home and following other nutrition alternative dietary pattern which characterize the foods habits of young adults, arising from adolescence (Story, 2002).

Fast food advertisement as a way of socializing in the stressful life has forced the acceptance of these foods as being fashionable. However, there is sufficient scientific evidence at an national and national level suggesting that average increase in consumption of foods rich in fat like the fast food can increase the risk of insulin resistance, blood pressure, diabetes mellitus, heart diseases, obesity and its complications etc. (Poornima *et al.*, 2013).

METHODS AND MATERIALS

The study was conducted to see the habits of fast foods consumption among college going girls and also assessed their activity pattern. A private University (THE IIS UNIVERSITY) located at Mansarover area of Jaipur city was selected for the study according to the feasibility of the investigator. College going girls in the age group of 19-23 years were selected from the university at the time of research. A total of 100 college going girls were purposively selected for the study. Random sampling method were used to select the sample. Questionnaire method was used to collect the relevant information from the college going girls. The questionnaire investigated the pattern of fast food consumption. The questions were related to the

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frequency of fast foods consumption, type of fast food consume, reason to eat fast foods, nutrient in fast foods, disease due to fast foods consumption, harmful chemical present in the fast foods. The collected data was then analyzed and interpreted.

RESULTS AND DISCUSSION

The study was conducted to see the consumption pattern of fast foods among college going girls of a deemed university in Jaipur City. Young Indian consumers have passion for visiting fast foods outlets for fun and change but home foods are their first choice (Goyal and Singh 2007).

Frequency of fast foods consumption

The frequency of fast foods consumption pattern as per the week, it was observed that 5% of the girls do not consume weekly, 14% of sample consumed it 1-2 times a week, 22% of sample consumed fast foods, 3-4 times a week and 63% of sample consumed fast foods more than 5 times a week (Figure: 1).

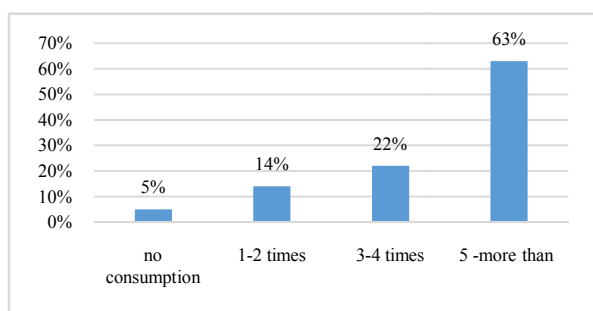


Figure 1 Frequency of fast foods consumption in a week.

The most commonly consumed fast foods were found to be *panipuri* and approx. 50% of the subject consume it on a regular basis. The second most commonly liked fast food was a burger and approx. 35% of subjects consume it regularly. After *panipuri* and burger. The fast foods that were preferred by the selected samples were noodles (23%) and spring rolls (24%). The puff (3%) and pizza (15%) were found to be least preferred by the selected samples (Figure:2).

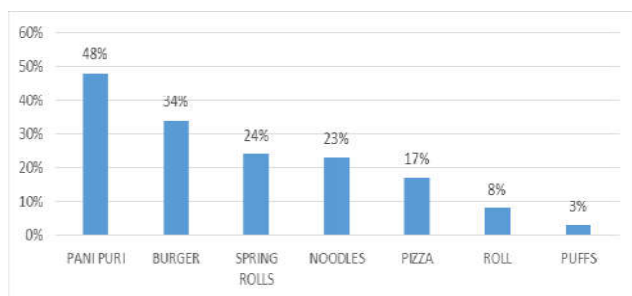


Figure 2 Highly preferred fast foods among the college going girls.

As the college going girls consume fast foods more frequently because of varied reason, 3 % of the girls' were observed to consume fast food because of the highly attractive advertisement, 61% of girls' responded that they consume fast food because they are tasty, 3% of girls' responded that they were not able to cook well so they consume fast food. 1% of the girl reported that as the fast foods are less spicy, 16 % of the girls reported that they eat fast food because of its low cost

and 27 % of the girls' reported that they consume fast food due to variety of menu (Figure:3)

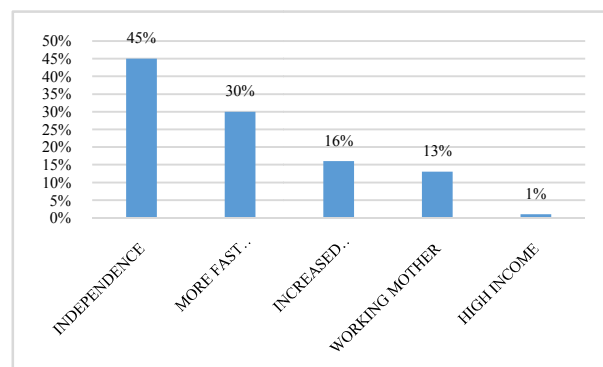


Figure 3 Factors contributing to the habits of eating fast foods

Nutrient content in fast foods

As the nutrient quality of fast foods, 56% of the girls reported that fast foods are high in fat, 32% of the girls reported that fast foods are high in calorie, 12% of the girls reported that fast foods are high in carbohydrate and remaining 8% of the girls reported that fast foods are high in sodium (Figure:4).

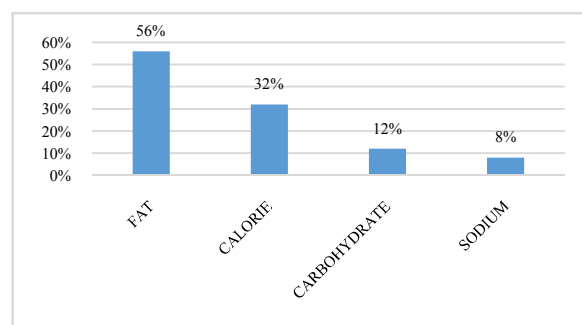


Figure 4 Awareness about the nutrients present in fast food.

The nutritional information regarding fast foods, 34% of the girl reported that they always check the nutritive value on the label of packed fast foods, 35% of the girls reported that they sometimes check the nutritive value on the label of packed fast foods, 20% of the girls reported that they do not check the nutritive value on the label of packed fast foods and 11% of the girls were least bothered of the nutritive value of fat food and were not aware of the label of nutritive value on packed fast foods (Figure: 5).

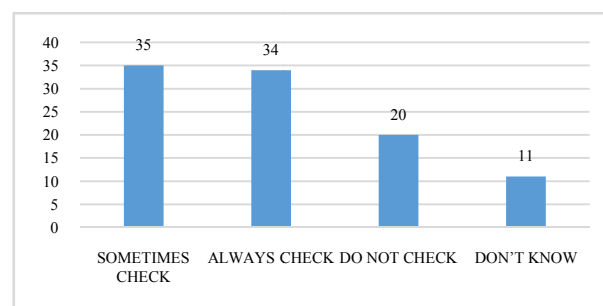


Figure 5 Checking of nutritive value on the label of packed fast foods.

Diseases caused by fast food consumption

Awareness of college going girls about diseases by regular and frequent consumption of fast foods, 12% of the girls say it

cause heart disease, 89% of the girls say it cause obesity, 1 % of the girls say it cause dyslipidemia, 2% of the girls say it cause arthritis and only 1% of the girls say it cause heart stroke (Figure: 6).

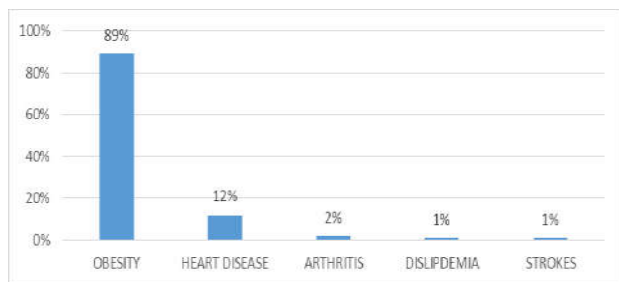


Figure 6 Knowledge about disease caused by fast foods consumption.

The college going girls were selected because the consumption of fast foods was more among this age group. The girls live away from home for their study so they eat more fast foods because of its easy availability, variety, peer influence, more outlets and reasonable prices. The questionnaire comprised of questions related to the pattern of fast foods consumption. Most of the girls consume fast food on the regular basis, it was found that *panipuri* was preferred by half of the samples. The activity pattern of the subjects was also assessed and it was found that 90% of the girls were not physically active. They were busy in more unhealthy eating habits than healthy habits, only few of the girls do exercise daily. Now-a-days, the girls spend more time in leisure activity like listening music, watching movies, shopping etc., rather than doing any physically active task, which leads to ill effects on their health.

CONCLUSION

The consumption pattern of fast foods were spread now-a-days. The college going girls eats fast foods very frequently. When the consumption pattern of fast foods was seen it was observed that 90 % of the girls eat fast foods on the regular basis. It was also observed that fast food consumption was high among college going girls due to its good taste and convenience. The girls enjoyed the taste of fast foods because they live in hostels or paying guest and food served there was not relished by them. The most common that should preferred by the girls is *panipuri*, 50% of the samples eat *panipuri* on regular basis and then burger and noodles. The most of the girls eat fast foods because the taste of fast foods lured them. It was also seen that girls usually eat fast foods to give the company to friends.

The girls now-a-days less conscious about the quality of food they only focus on the taste of the food but they do not focus on the whether the food is healthy or not so because of this the nutrients are deficient in their diet and didn't get the proper amount of the nutrients according to their age.

Most of the girls were vegetarian and more conscious about the nutrient and its requirement but they didn't focus on it, they also didn't focus on the nutrition composition of the fast food consumed by them. It was seen that the habit of consumption of fast food were built in childhood so it also persist in adulthood. Most of the girls eat out with their family; which says that the habits of eating fast foods could be because of family liking.

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