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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPEICAL REFERENCE TO BANGALORE CITY

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ABSTRACT

Background and Aim: Junk foods are rich in calories, salt and fats. Excess consumption of junk foods would lead to wide variety of health disorders. The aim of the present study was to know about junk food eating habits of PU students, their ingredients, nutritive value and their impact on human health.

Subjects and Methods: Self-administered questionnaire was used to collect the data. Students from various PU College Of Arts and Science, Polytechnic and Commerce were selected for this study as a sample population and the total sample size was represented by 200 students.

Results: The analysis showed that around 17% of students were completely aware about harmful chemicals & 14% of respondents were completely ignorant of harmful chemicals present in junk foods. In the questionnaire almost 75% of students gave their opinion about the junk food as unhealthy. Based on the study, it was found that 5% were taking junk food as an alternative to breakfast, 66% of individuals like junk foods for their taste & is one of the predominant factors for the choice of junk foods.

KEYWORDS

Calories, Disorder, Junk Food.

INTRODUCTION

Junk food is a term for food that is of little nutritional value and often high in fat, sugar, salt, and calories. Junk foods typically contain high levels of calories from sugar or fat with little protein, vitamins or minerals. Most of the junk foods are rich in fats and poor in other nutrients. Common junk food includes Fast food, chips, candy, gum, sweet desserts, sugary carbonated beverages as well as alcoholic beverages. Many foods such as hamburgers, pizzas can be considered either healthy or junk food depending on their ingredients and preparation methods. The more highly processed items usually fall under the junk food category. What is and is not junk food can also depend on the person's class and social status, with wealthier people tending to have a broader definition while lower- income consumers may see fewer foods as junk food, especially certain ethnic foods.

HARMFUL INGREDIENTS OF JUNK FOODS

1. **PALM OIL:** These are evil anti-nutrients in the form of trans fats which help packaged foods to stay "fresh," meaning that the food can sit on the supermarket shelf for years without ever getting stale or rotting.
2. **ARTIFICIAL SWEETENERS:** Aspartame (NutraSweet, Equal), saccharin (Sweet'N Low, SugarTwin), and sucralose (Splenda) are some examples of artificial sweeteners added to our foods which may be even harder on our metabolic systems than plain old sugar.
3. **SODIUM BENZOATE AND POTASSIUM BENZOATE:** These are preservatives which sometimes are added to soda to prevent mold from growing, but benzene is also linked with its serious thyroid damage.
4. **BUTYLATED HYDROXYANISOLE (BHA):** BHA is another potentially cancer-causing preservative, but it has been deemed safe by the FDA

HARMFUL EFFECTS OF JUNK FOODS ON HUMAN HEALTH

A no. of studies has been conducted worldwide which had proved the harmful effects of junk food consumption. Through these examples we have tried to bring your attention towards this subconscious threat of junk food. EXPERIMENT @ SCRIPPS RESEARCH INSTITUTE USA: A study by Paul Johnson and Paul Kenny at the Scripps Research Institute in 2008 suggested that junk food consumption alters brain activity in a manner similar to addictive drugs like cocaine and heroin. For this study a set of rats were selected and were given junk foods. 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 & died instead of eating nutritious food.

INDIAN FAST FOOD INDUSTRY

The Indian fast Food Industry has witnessed high growth strides in the past years, with increasing disposable income; exposure to a number of cuisines; and consumers' willingness to experiment a mix of both Western and local menu. It has not only provided convenience to people who shuttle between home and work for a bigger part of the day but also eliminated the requirement of conventional cutlery. As per a new research report titled 'Indian Fast Food Market Analysis', currently the Indian fast food industry stands at a massive size of 47 billion, driven by a growing number of working professionals and increasing westernization. As per an ongoing study on the Indian fast food industry, there has been a major shift in food habits in the metropolitan cities encouraging the manufacturers to introduce innovative flavors in noodles and pastas to suit Indian consumers. Further, the enhancement of fried instant noodles' condiment, good performance of non-fried noodles, and the subsequent release of coarse cereal noodles are some of the main trends currently prevailing in the Indian market. Majority of households prefer to consume instant food over traditional food due to steep rise in dual income level & standard of living, convenience and influence of Western countries. As a result, fast food menus comprising pizza, burger, sandwiches, etc are gaining wider acceptance from the Indian consumers. Major players in this sector are creating a competitive environment for future growth. The new outlets in cities, such as Amritsar, Patna, Bhopal, Pune and Ludhiana would mainly be Family Style Restaurants (FSR), ice cream kiosks and parlors. Likewise, KFC has plans to increase its existence from 21 cities at present to around 75 cities through its objective to operate 500 restaurants in India by 2015. The company is eager to spread wings to new cities such as Hubli, Madurai, Salem and Mysore in the south, and in the north in Kanpur, Allahabad.

OBJECTIVES OF THE STUDY

1. To identify the factors affecting the choice of junk food by the students.
2. To study the consumption pattern towards junk foods particularly with respect to the frequency of visits and choice of fast food outlets.
3. To identify the impact of hygiene and nutritional value of junk foods on students purchase decision.
4. To study the students perceptions about junk foods in a metropolitan city like Bangalore.

METHODOLOGY FOR SAMPLE SELECTION AND DATA COLLECTION

The present survey was conducted in Bangalore, India. The population sample included students from various PU College of Arts and Science, Polytechnic and Commerce were selected for this study. The sample population 200 individuals were chosen for the study. Questionnaires were distributed to the students present in the classrooms. Among the 200 respondents, 140 were males and 60 females. All the participants were in the age group from 16-19 years. The questionnaire was distributed and data collected in the month of August, 2015. A single sheet questionnaire containing set of 14 multiple choice questions were prepared and distributed. The students were given a brief overview about junk foods and their ill health effects. The responses were collected and counted manually based on the options specified for each question framed. The participants were provided 15 minutes to complete the questionnaire framed.

DATA ANALYSIS AND INTREPRETATION

TABLE 1: TYPE OF COLLEGES

| Type of college | No. of colleges | % of colleges |
|--------------------------|-----------------|---------------|
| Arts and science college | 18 | 30.00 |
| Polytechnic college | 17 | 28.33 |
| Commerce college | 25 | 41.67 |
| TOTAL | 60 | 100.00 |

Source: Primary Data

The above table no 2 reveals that, among the selected samples 30.00% of the students are in Arts and Science colleges, 28.33% of the students are in Polytechnic colleges and the remaining 41.67% of the students are in Commerce College.

TABLE 2: NATURE OF COLLEGE

| Type of college | No. of colleges | % of colleges |
|-----------------|-----------------|---------------|
| Aided college | 05 | 20.00 |
| Private college | 20 | 80.00 |
| TOTAL | 25 | 100.00 |

Source: Primary Data

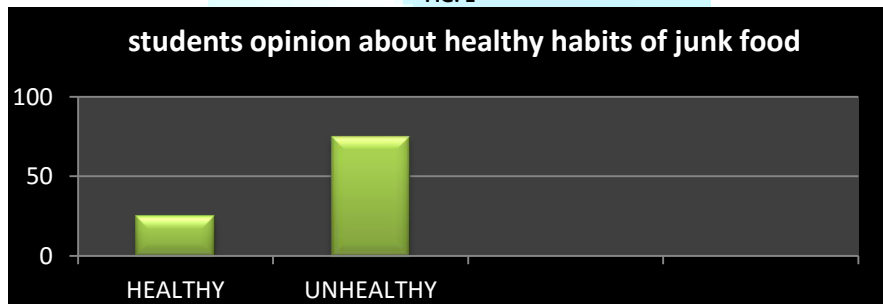
The above table no 3 portrays that, among the selected sample students 20% of the students are from Aided colleges and remaining 80% of the students study in Private Colleges.

TABLE 3: SHOWING THE OPINION OF THE STUDENTS ABOUT HEALTHY HABITS OF JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Healthy | 50 | 25 |
| Unhealthy | 150 | 75 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 1



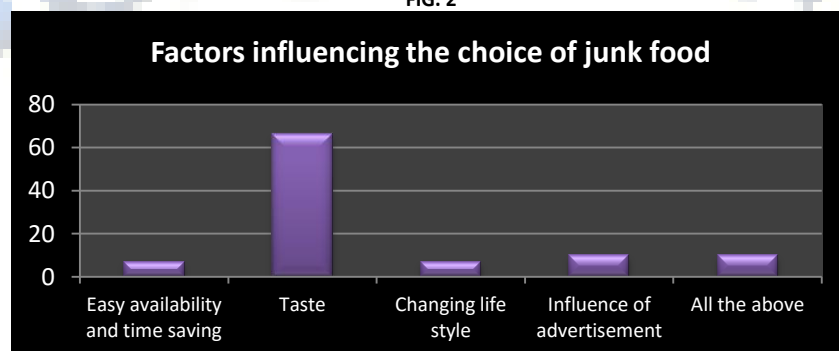
Majority of students feel that eating junk food is not a healthy habit and for about 25% of the students feel that it is healthy. So awareness has to be created amongst the students about unhealthy practices of junk food

TABLE 4: SHOWING THE FACTORS INFLUENCING THE CHOICE OF JUNK FOOD

| Particulars | No. of students | % of students |
|-----------------------------------|-----------------|---------------|
| Easy Availability and Time saving | 14 | 07 |
| Taste | 132 | 66 |
| Changing life style | 14 | 07 |
| Influence of advertisement | 20 | 10 |
| All the above | 20 | 10 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 2



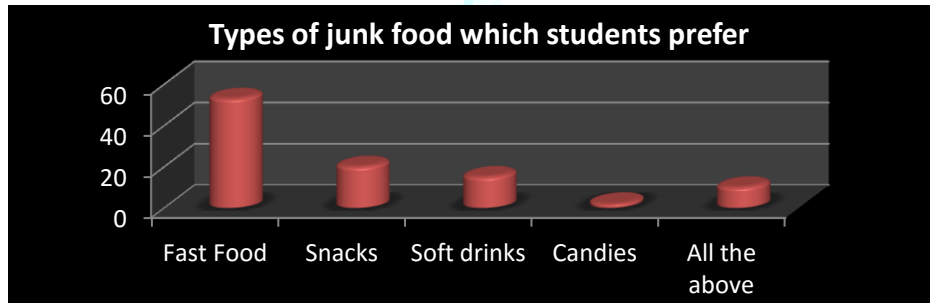
Majority of the students are opting for junk food because of its taste. Where as the rest of the others prefer it for easy availability and time saving, changing life style, and due to influence of advertisement. Students should reduce eating junk foods as it contains a lot of chemicals which increases the taste but creates biomagnifications in students.

TABLE 5: SHOWING THE FAVORITE TYPES OF JUNK FOOD

| Particulars | No. of students | % of students |
|---------------|-----------------|---------------|
| Fast food | 106 | 53 |
| Snacks | 40 | 20 |
| Soft drinks | 30 | 15 |
| Candies | 04 | 02 |
| All the above | 20 | 10 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 3



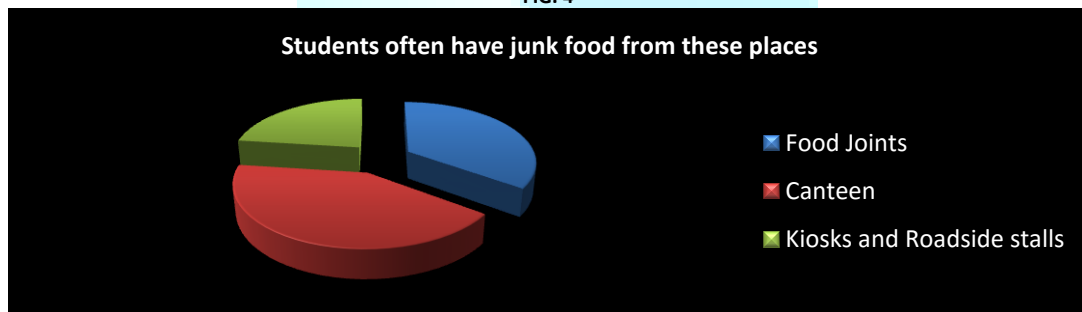
Majority of the students now-a-days prefer fast food and others prefer snacks, soft drinks and candies. So the intake of fast food should be reduced as it creates a lot of health issues on students.

TABLE 6: SHOWING THE PLACES WHERE STUDENTS VERY OFTEN HAVE JUNK FOOD

| Particulars | No. of students | % of students |
|----------------------------|-----------------|---------------|
| Food Joints | 70 | 35 |
| Canteen | 84 | 42 |
| Kiosks and Roadside stalls | 46 | 23 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 4



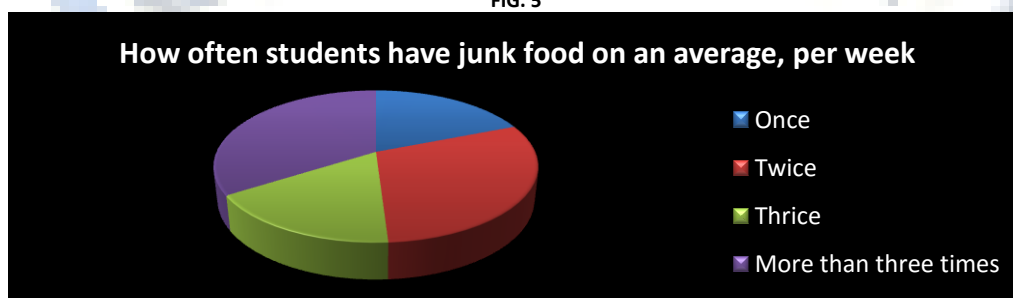
As canteen is the easy accessibility to all these junk foods, 42% of the students buy from canteen, remaining of them buy from food joints, kiosks and roadside stalls. So college canteens should ensure that they give healthy food items to the students.

TABLE 7: SHOWING HOW OFTEN STUDENTS HAVE JUNK FOOD ON AN AVERAGE, PER WEEK

| Particulars | No. of students | % of students |
|-----------------------|-----------------|---------------|
| Once | 38 | 19 |
| Twice | 60 | 30 |
| Thrice | 34 | 17 |
| More than three times | 68 | 34 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 5



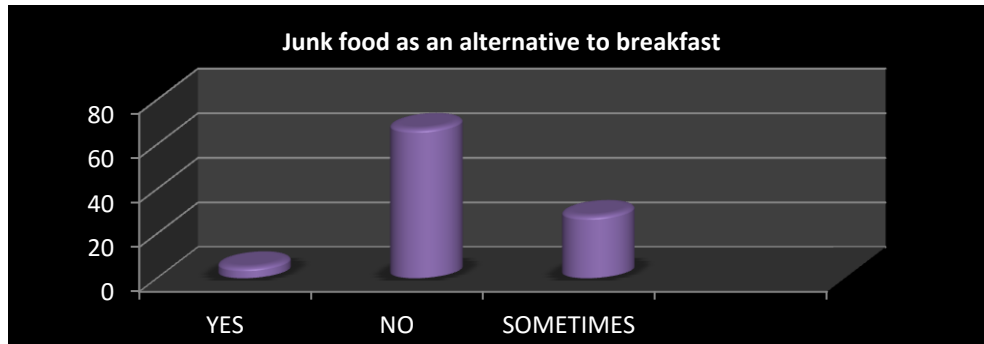
It is found that 34% of students have opted for more than three times a week, 30% of students opted for two times per week, 19% opted for once a week and 17% opted for thrice a week. So the rate of consumption has to be reduced.

TABLE 8: SHOWING THE INTAKE OF JUNK FOOD AS AN ALTERNATIVE TO BREAKFAST

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Yes | 10 | 05 |
| No | 134 | 67 |
| Some times | 56 | 28 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 6



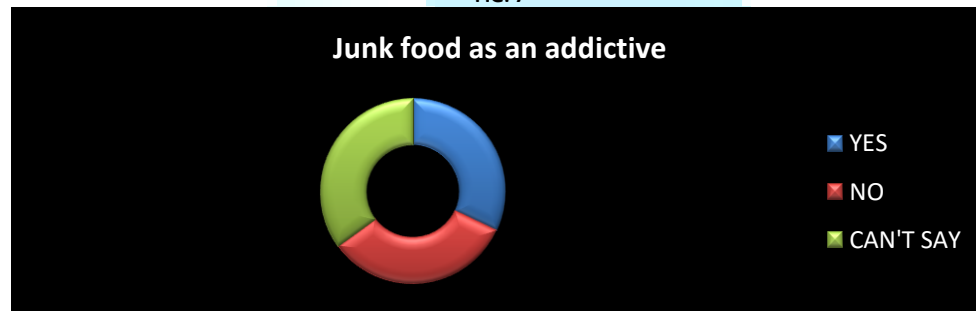
Around 67% of students indicated that they do not take junk food as an alternative to breakfast, 28% of the students indicated that they would take rarely and that to very least quantity, 5% indicated they would take junk food as breakfast.

TABLE 9: SHOWING THE STUDENTS ADDICTIVENESS TOWARDS JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Yes | 64 | 32 |
| No | 66 | 33 |
| Cant's say | 70 | 35 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 7



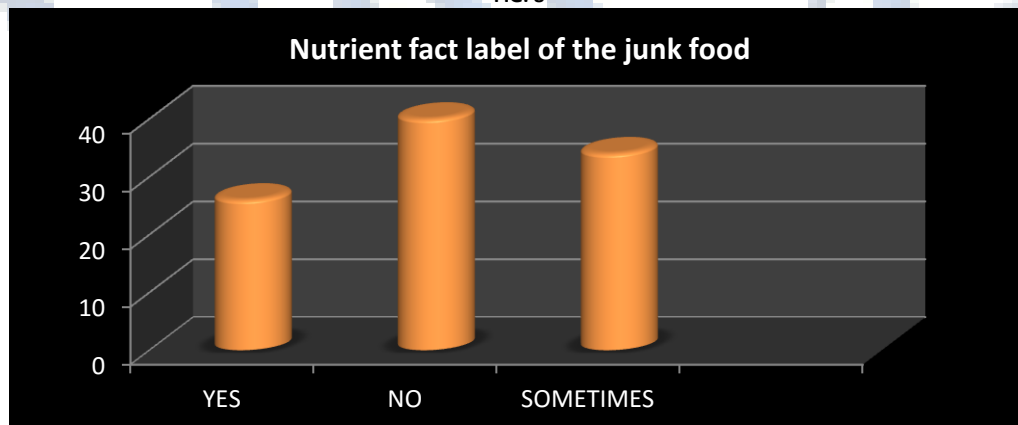
32% of the students considered junk food as addictive, 33% considered junk food as non-addictive while 35% of the students were unable to answer.

TABLE 10: SHOWING STUDENTS CHECKING THE NUTRIENT FACT LABEL OF THE JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Yes | 52 | 26 |
| No | 80 | 40 |
| Sometimes | 68 | 34 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 8



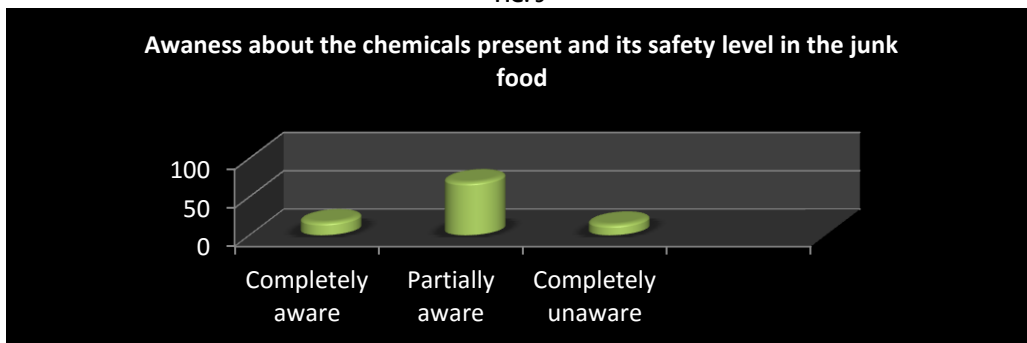
For the question related to nutrient facts labels awareness 26% checked the label more often, 40% do not check label and 34% individuals checked rarely.

TABLE 11: SHOWING AWARENESS OF THE STUDENTS ABOUT THE CHEMICALS PRESENT AND ITS SAFETY LEVEL IN THE JUNK FOOD

| Particulars | No. of students | % of students |
|--------------------|-----------------|---------------|
| Completely aware | 34 | 17 |
| Partially aware | 138 | 69 |
| Completely unaware | 28 | 14 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 9



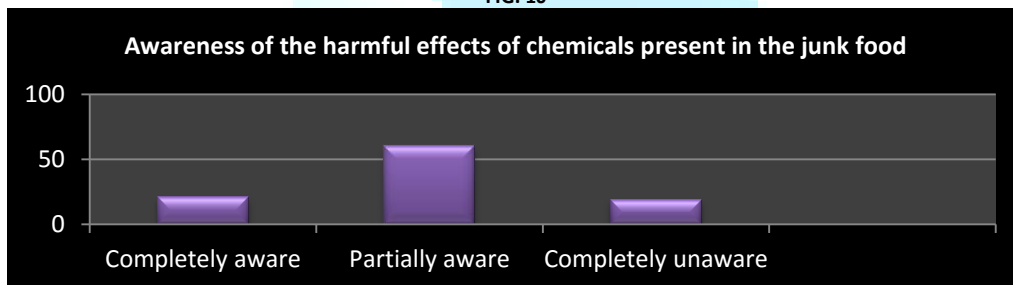
In case of chemicals and their safety level information, 17% of the students were aware of it, 14% of the students were unaware and 69% of the students have specified that they had some idea about some chemicals and their safety levels.

TABLE 12: SHOWING STUDENTS' AWARENESS ABOUT HARMFUL EFFECTS OF CHEMICALS PRESENT IN THE JUNK FOOD

| Particulars | No. of students | % of students |
|--------------------|-----------------|---------------|
| Completely aware | 42 | 21 |
| Partially aware | 120 | 60 |
| Completely unaware | 38 | 19 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 10



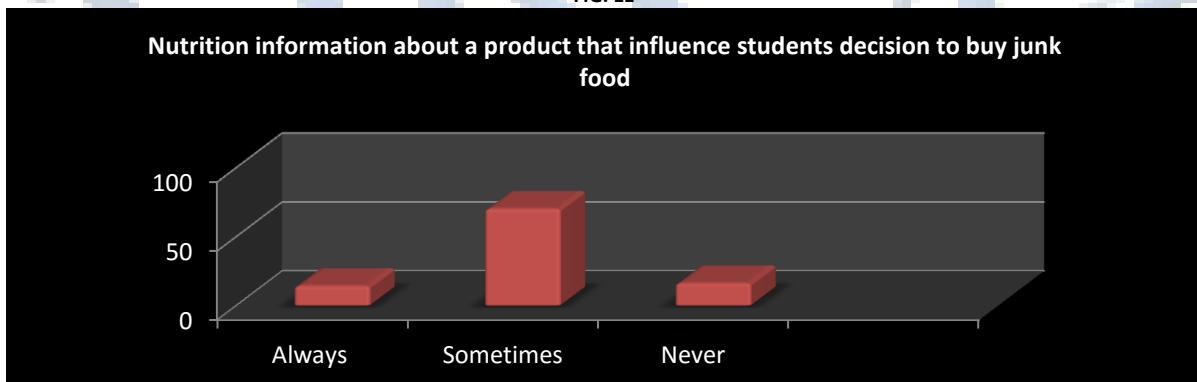
21% of the students said they were completely aware of the consequences, 60% partially aware and only very few about 19% of students have said they were completely unaware of the chemicals presents in junk foods.

TABLE 13: SHOWING THE NUTRITIONAL INFORMATION ABOUT A PRODUCT THAT INFLUENCE STUDENT DECISION TO BUY JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Always | 28 | 14 |
| Sometimes | 140 | 70 |
| Never | 32 | 16 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 11



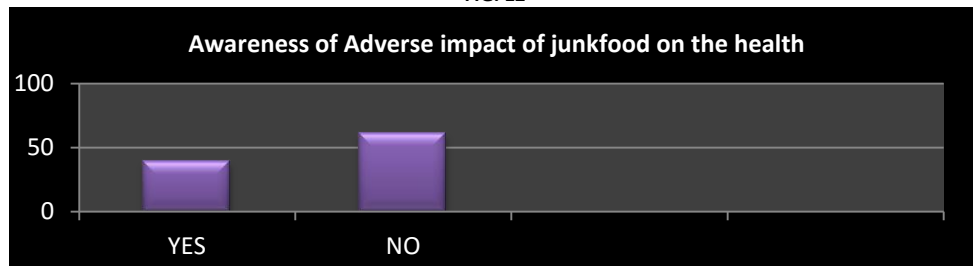
14% of the students said that, based on the nutritional information present on the junk food influences those to buy the junk food, 16% of the students never got influenced to buy the junk food and 70% of the students sometimes got influenced by the nutritional information on the junk food.

TABLE 14: SHOWING STUDENTS' AWARENESS OF ADVERSE IMPACT ON THEIR HEALTH DUE TO JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Yes | 78 | 39 |
| No | 122 | 61 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 12



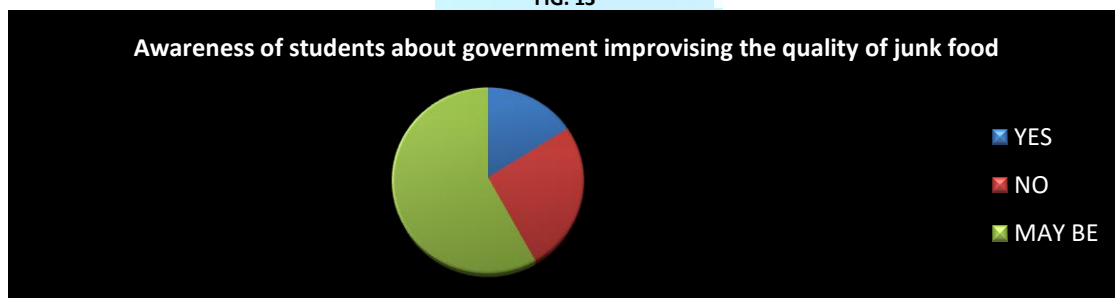
Majority of the students are not at all aware about the adverse impact of junk foods on their health and only 39% are aware about this. So awareness must be created on this.

TABLE 15: SHOWING AWARENESS OF STUDENTS ABOUT THE GOVERNMENT IMPROVISING THE QUALITY OF JUNK FOOD

| Particulars | No. of students | % of students |
|-------------|-----------------|---------------|
| Yes | 32 | 16 |
| No | 52 | 26 |
| May be | 116 | 58 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 13



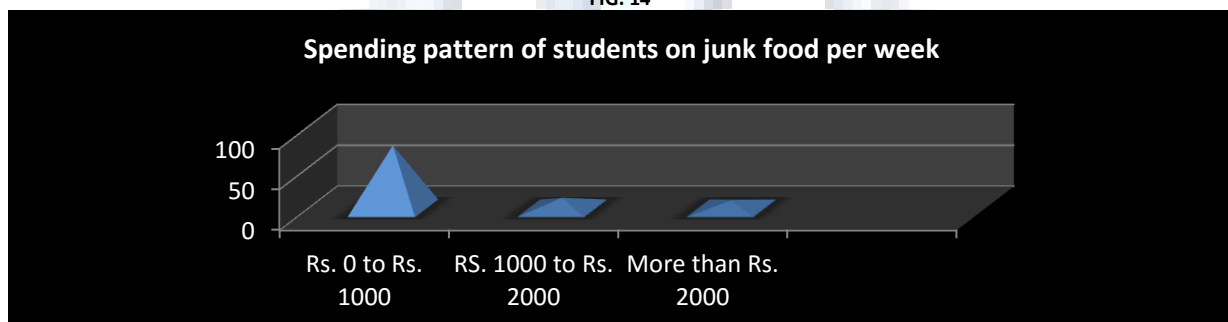
Around 26% of the students feel that government is not taking any step for the improvising the quality of junk food, 16% of the students feel that government has taken measures to improvise the quality of junk food and for about 58% students feel that government might be taking steps for improvising the quality of junk food.

TABLE 16: SHOWING STUDENTS SPENDING PATTERN ON THE JUNK FOOD, PER WEEK (APPROXIMATELY)

| Particulars | No. of students | % of students |
|-------------------|-----------------|---------------|
| Rs 0 to Rs 1000 | 154 | 77 |
| Rs1000 to Rs 2000 | 26 | 13 |
| More than Rs 2000 | 20 | 10 |
| TOTAL | 200 | 100 |

Source: Primary Data

FIG. 14



Majority of the students spend around Rs 1000 per week for buying the junk food, 13% of students said they spend around Rs 2000 per week and 10% of the students spend more than Rs 2000 per week on junk foods.

FINDINGS

- 75% of the student knows eating junk food is unhealthy.
- Taste is the major reason which influences students to buy junk food
- 53% of the students like fast food.
- Canteens are the frequent places where students visit the most to eat junk food
- 34% of the students have junk foods more than three times a week.
- 36% of the students do not take junk food as an alternative to breakfast.

- 32% of the students are addictive to junk foods
- Hardly 26% of the students check the nutrient fact label of the junk food
- 14% of the students are completely unaware of the chemicals present and its safety level in the junk food
- 19% of the students are not aware about harmful effects of chemicals present in the junk food
- 16% of the students never got influenced by the nutritional information for buying junk food
- 61% of the students are not aware of adverse impact on their impact due to junk food
- 26% of the students feel that government is not taking any step to improve the quality of junk food
- 77% of the students spend around Rs 1000 per week, buying the junk food

SUGGESTIONS

- It is optimal to design an awareness program regarding lethal effects of consumption of junk foods among the college students.
- Awareness should be created to the colleges to instruct their canteens to reduce the selling of junk foods to the students.
- Government should create a few measures to keep away all these kiosks or stalls away from the college limits.
- Parents also should bring in the awareness of the harmful effects of these junk foods to their children from their young age itself.
- Self awareness has to be created by the students themselves to reduce the intake of junk foods as it is creating a lot of problems like obesity, heart problems etc...
- As majority of the students prefer junk food for its taste, awareness to be created amongst students about the harmful chemicals which is used in junk food to increase the taste and its lethal effects.

CONCLUSION

Junk foods have certainly carved up the World due to globalization. It is an integral part of life in the developed and also the developing world, and coming with it is a massive increase in obesity and associated problems. The key to eating these junk foods is moderation, occasional consumption and preferably in small portions. It is not impossible to win war with junk foods against healthy foods. However, one must beware; entice is so strong that you will be addicted. It must be remembered that the addiction to junk is great for business. It is all in our hands to choose junk food or health.

Avoid Junk, Accept Health!

No Junk, Know Health!

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