

A Study To Assess Fast Food Consumption Habit Among The Students Of Selected College Of Kamrup (R), Assam

¹Jayashree Kakoti, ²Sanjukta Nongthombam

¹Professor, ²Assistant Professor
Nemcare Institute Of Nursing Sciences, Mirza

Abstract-

Background: “An adequate diet is one which meets in full all the nutritional needs of the person”-(Leonard A.Maynard,1959). An adequate diet protects against many chronic non communicable diseases, such as heart disease, diabetes and cancer (WHO report, 2020) and is also considered as an important element for building physical fitness and mental health of an individual. “But there have been small decline in the purchase of less healthy food products, which translated to a small reduction of total energy and sugar purchases taken home”.- (Nicholas Berger, et al, 2020). fast food culture is vigorously uprising trend among the youngsters; fast food generally refers to the food that is quickly prepared within a short interval. consumption of fast food has drastically increased in India; people specially the adolescents love to eat fried and roasted food. it has been observed from many studies that people prefer fast food for convenience (hesamdin askari majabadi et al, 2016), taste(b.Narayan& m.prabhu,2015) and also for social interaction(m.s.anitharaj 2018) and also to attain pleasure.

Aim and objectives: To assess fast food consumption habit among the students of selected college of Kamrup(R) Assam.

Methodology; The researcher conducted a study to assess fast food consumption habit among the students college of Kamrup (R), Assam Descriptive cross-sectional study was selected for this study. The tool used for the study was structured self administered questionnaire to assess fast food consumption habit. The content validity of the tools was tested and feasibility and appropriateness of the tools were confirmed by experts. The main study was conducted from a sample of 315 students but only 180 students responded. Samples were selected by using quota sampling techniques. Online consent was taken from sample and the test was conducted by using structured self administered questionnaire. The researcher applied the descriptive design to analyze the collected data regarding demographic variable.

Results: In this study, 86.1% of students are aware about fast food from their friends(36.1%), social media(35%) and family(28.9%). 87.8% students do not consume fast food regularly but 73.3% consumes in weekly basis, 104 (57.8%) students which have fixed meal time, 138(76.7%) of the students preferred consume fast food in group and 64.4% students like to consume in the evening time. 72(40%) students skip normal meal intentionally and 119 (66.1%) students feel fast food cannot be a good alternative to healthy foods. 154(85.6%) students replace regular meal with fast food one time. 139 (7.2%) students accept that various type of diseases are associated with fast food consumption. 151(83.9%) students think that instead of eating fast food, frutes could be better option foe good health. Out of 180 students 94 (52.2%) consumes momo as the highest type of fast food. 87(48.3%) students spends more expenses on fast food.

Conclusion: In this study the researcher found that the fast food consumption habit of the students were healthy. There was no any significant prevalence of fast food consumption habit. Most of the students were aware about the fast food and it hazards. The researcher found that this kind of studies helps in preventing various kinds of heart diseases, obesity, diabetes mellitus, nutritional deficiencies etc, which may be the consequences of fas food consumption habit among the youths who are the foundation of the nation.

Keywords: Fast food, consumption, habits.

I INTRODUCTION

“Foods delicate. You have to handle it with fitness. You can’t just be a big ogre.” -April Bloomfield.

Food is very important for survival and maintaining the health status of the individual. It provides necessary nutrition that require for human body. Healthy diet is very essential for every human being. Fast food, which is available readymade and easy to eat is now a days an important item of food. It often termed as food away from home (FAFH). Fast food is a type of mass produced food designed for commercial resale and with a strong priority placed on “speed

of service” versus other relevant factors involved in culinary science .Fast food was created as a commercial strategy to accommodate the larger number of busy commuters, travelers and wage workers who often didn’t have the time to sit down at a public house or dinner and wait for their meal. By making the speed of service the priority, this ensured that customers with strictly limited time (a commuter stopping to procure dinner to bring home to their family, for example ,or an hourly laborer on a short lunch break) where not inconvenienced by waiting for their food to be cooked on- the-spot(as is expected from a traditional “sit down” restaurant). In 2018, the fast food industry was worth an estimated \$570 billion globally [1]. Fast food began with the first fish and chip shops in Britian in the 1860s. Drives through restaurants were first popularized in the 1950s in the United States. The term fast food was recognized in a dictionary by Merriam-Webster in 1951[2]. According to Merriam Webster, fast food is the term given to food that can be prepared and served quickly . Typically it means any food that sold in a resturent with low preparation time and can be given to the customer for take away. So , it mainly designed for its quick availability. These are specialized products such as hamburgers, pizzas, fried chicken or sandwiches[3]. Indian fast food industry stastically stands on the 10 th position in per capita spending figures on fast food, with 2.1% expenditure of total annual spending. According to the survey India is the top third country in spending capacity of people in age group 25-49 years. In India the major consumers are considered to be the kids, the fast food brands introduce variety of things to attract the children and hence also target their parents indirectly as the children’s are always accompanied by their parents. Unlike older days people in India now a day prefer eating out food items are perishable and it is very essential for an up graduation of technology especially in the food industry. There is continuous improvement observed in the fast food technology in India. The consumers now do not want to spend their time and energy on preparation of food. They are building their confidence more on the available fast food brands in the market and hence being more sophisticated. In the current scenario both male and female equally are career oriented. Due to which there is double income and so the spending capacity increases in return it increases the consumption of ready to eat food on larger scale.[4]

Eating fast food has been linked to, among other things, cardiovascular disease, colorectal cancer , obesity, high cholesterol, insulin resistance conditions and depression [5]. Controlling for other diet and lifestyle confounders of fast food consumers often doesn’t attenuate these associations between fast food consumption and mortality [6]. Many fast foods tend to be high in saturated fat, sugar, salt and calories[7].

STATEMENT OF THE PROBLEM

A study to assess fast food consumption habit among the students of selected college of Kamrup (R) , Assam.

OBJECTIVES

To assess fast food consumption habits among the students of selected college of Kamrup(R) Assam

II METHODOLOGY:

The researcher conducted a study to assess fast food consumption habit among the students college of Kamrup (R), Assam Descriptive cross-sectional study was selected for this study. The tool used for the study was structured self administered questionnaire to assess fast food consumption habit. The content validity of the tools was tested and feasibility and appropriateness of the tools were confirmed by experts. The main study was conducted from a sample of 315 students but only 180 students responded. Samples were selected by using quota sampling techniques. Online consent was taken from sample and the test was conducted by using structured self administered questionnaire. The researcher applied the descriptive design to analyze the collected data regarding demographic variable.

CRITERIA FOR SAMPLE SELECTION:

Eligibility criteria are the characteristics that delimit the population. The sampling frame structured by the researcher included by the following criteria:

Inclusion criteria

- a) Both male and female students.
- b) Those students who can follow English.

Exclusion criteria

- a) Those students who are not cooperative.
- b) Those students who are not attentive.

DATA COLLECTION TOOLS:

The tool used was-

Structured self administered questionnaire to gather information regarding demographic profile.

DEVELOPMENT AND DESCRIPTION OF THE TOOL:

Tool and technique: In this study researchers developed the following tools.

Structured self administered questionnaire: The structured self administered questionnaire consisted of –

Section 1: It deals with the demographic profile of the sample that is age, gender, stream, educational qualification, religion, residence, monthly income of the parents, daily pocket money of the students.

Section 2: Structured self administered questionnaire consisted of 20 numbers of multiple choice questions.

Data collection process;

The period of data collection was from 20th July to 20th August 2021. A brief introduction about self and purpose of the study was explained to the undergraduate students of Dakshin Kamrup College, Mirza. The data collection process was conducted through online platform. Online informed consent was obtained for their willingness in the study. At first the structured self administered questionnaire was provided by goggle form to assess fast food consumption habit. On completion of the study researchers thanked all the students for extending their fullest cooperation.

Ethical consideration;

To conduct the study, permission has taken from the authority. Informed consent was obtained from the subjects after explaining the purpose of the study. Confidentiality was maintained.

ANALYSIS AND INTERPRETATION

This chapter deals with the statistical analysis and interpretation of the collected data. The data collected from the students were analyzed using descriptive measures like frequency and percentage. The data were presented in tables and illustrated as diagrams. The obtained data were classified into section and interpreted as follows:

Section I : Frequency and percentage distribution of demographic profile.

Section II : Frequency and percentage distribution of structured self administered questionnaire.

III RESULTS:

SECTION-1: Frequency and percentage distribution of demographic profile.

n=180			
S. NO	Demographic profile	Frequency(Numbers)	Percentage
1	Age in years	56	31.2%
	a. 17-19	121	67.2%
	b. 20-22	3	1.6%
	c. 23-25		
2	Gender	93	
	a. Male	87	
	b. Female		
	c. Others		

TABLE-1: Frequency And Percentage Distribution Of Demographic Profile

Table 1 shows the distribution of demographic characteristics of the students. Out of 180 students, 56 (31.2%) students belong to 17-19 years, 121 (67.2%) students belongs to 20-22 years, 3 (1.6%) student belongs to 23-25 years. Majority of the students 93 (51.7%) were male and 87 (48.3%) were female.

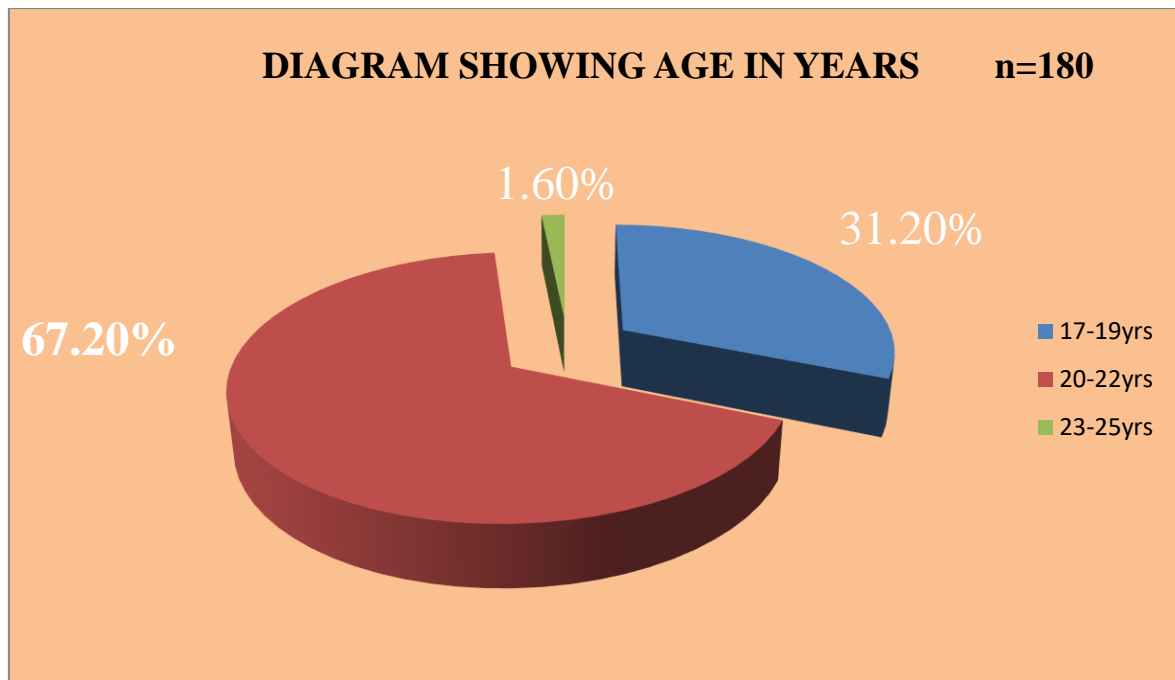


FIGURE-1: DIAGRAM REPRESENTING THE DEMOGRAPHIC PROFILE AGE IN YEARS

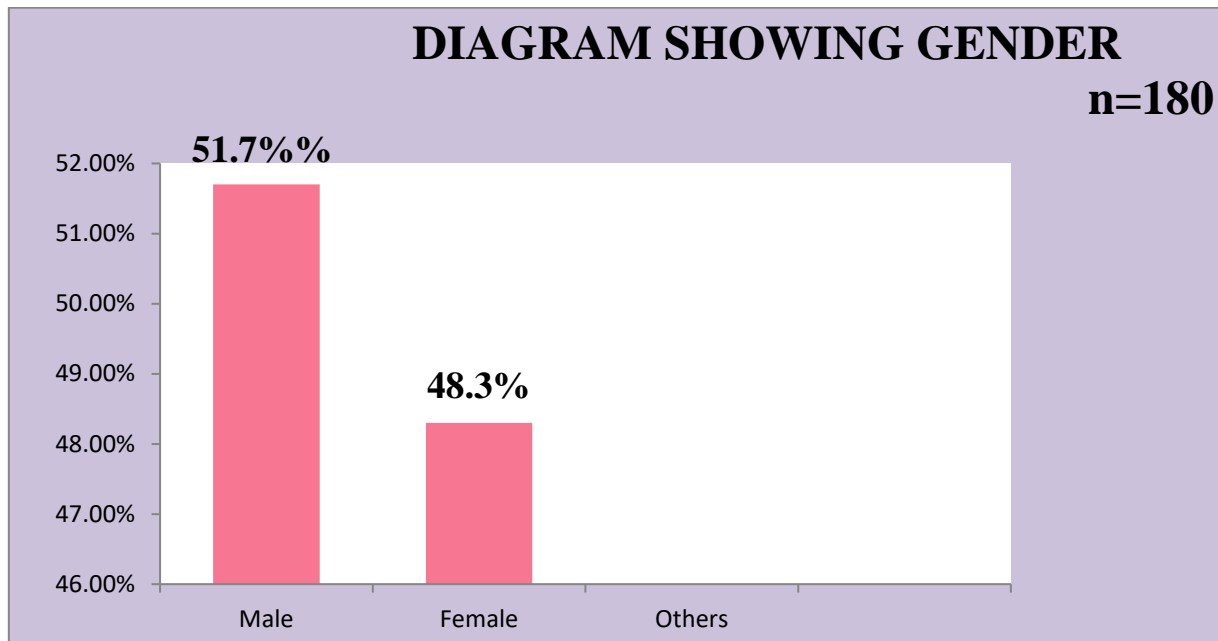


FIGURE- 2 DIAGRAM REPRESENTING THE DEMOGRAPHIC PROFILE GENDER

S.NO	Demographic profile	Frequency (Numbers)	Percentage
1	Stream		
	a. Arts	47	26.1%
	b. Science	85	47.2%
	c. Commerce	48	26.7%
2	Educational Qualification		
	a. TDC 1 st year	43	23.9%
	b. TDC 2 nd year	40	22.2%
	c. TDC 3 rd year	97	53.9%

TABLE-II: FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC PROFILE

Most of the students 47 (26.1%) stream was Arts, 85(47.2%) stream was science and 48(26.7%) stream was commerce. Regarding educational qualification of the students 43(23.9%) were TDC 1st year, 40(22.2%) were TDC 2nd year and 97(53.9%) were TDC 3rd year.

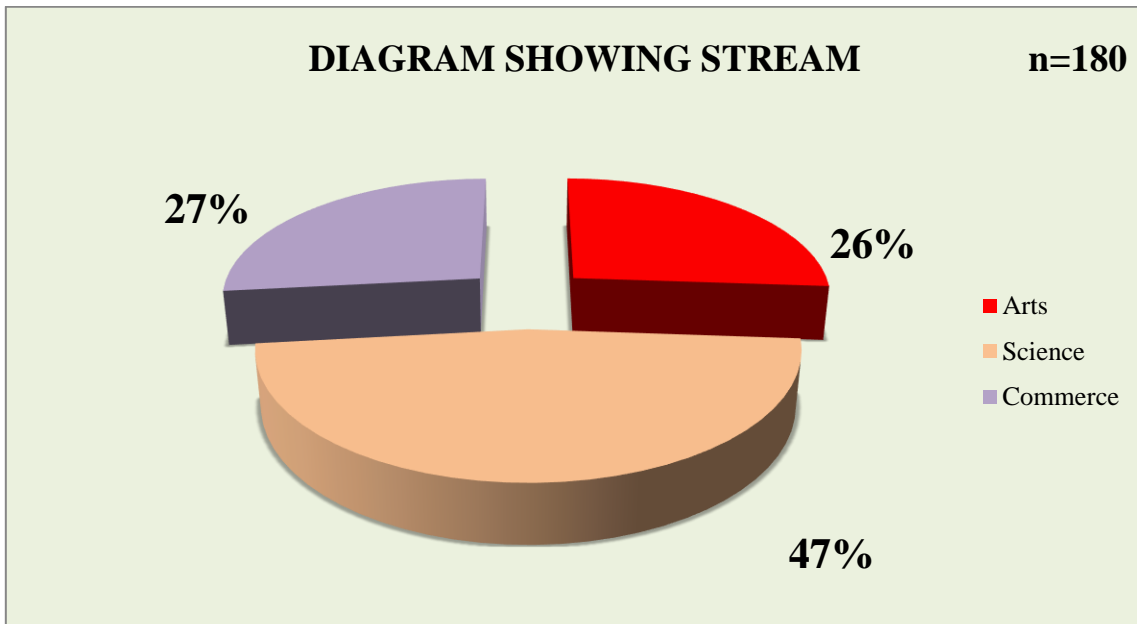


FIGURE 3- DIAGRAM REPRESENTING THE DEMOGRAPHIC PROFILE STREAM

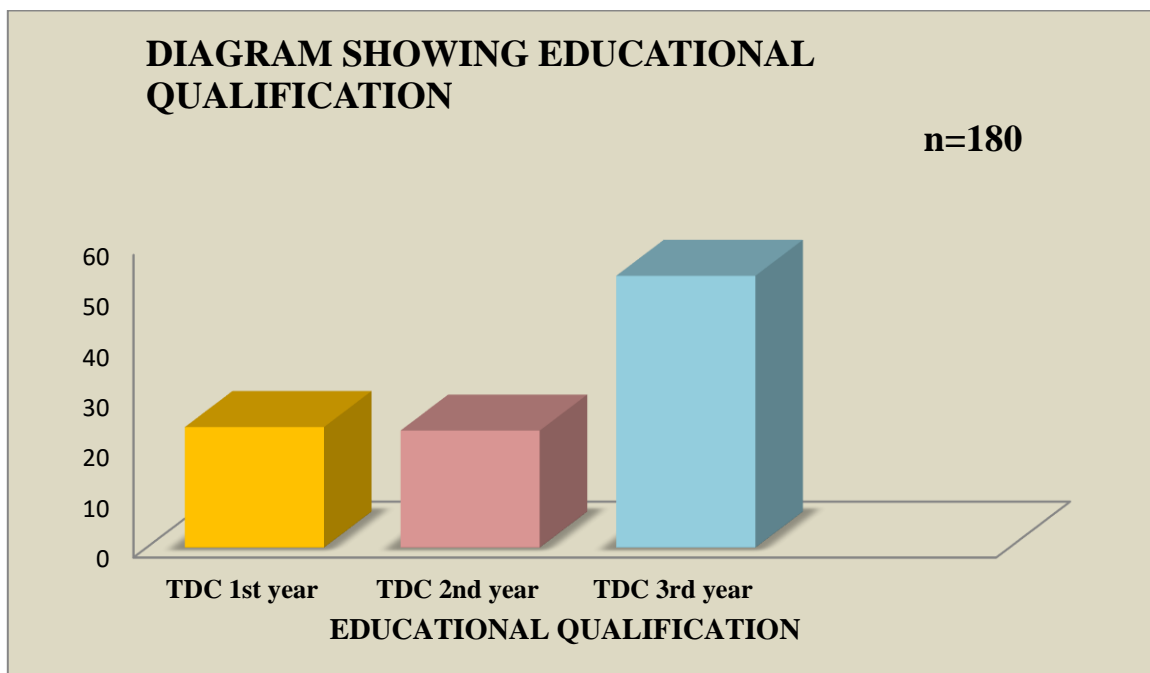


FIGURE 4-DIAGRAM REPRESENTING THE DEMOGRAPHIC PROFILE EDUCATIONAL QUALIFICATION

TABLE – III. FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC PROFILE

S.NO	Demographic profile	Frequency (Number)	Percentage
1	Religion		
	a. Hindu	163	90.5%
	b. Islam	14	7.8%
	c. Christian	3	1.7%
	d. Others		

2	Permanent Residence a. Rural b. Urban c. Semi urban	139 25 16	77.2% 13.9% 8.9%

Most of the students 163(90.5%) belongs to Hindu, 14(7.8%) belongs to Islam and 3(1.7%) belongs to Christian. Regarding permanent residence most of the students 139(77.2%) were from rural, 25(13.9%) were from urban and 16(8.9%) were from semi urban area.

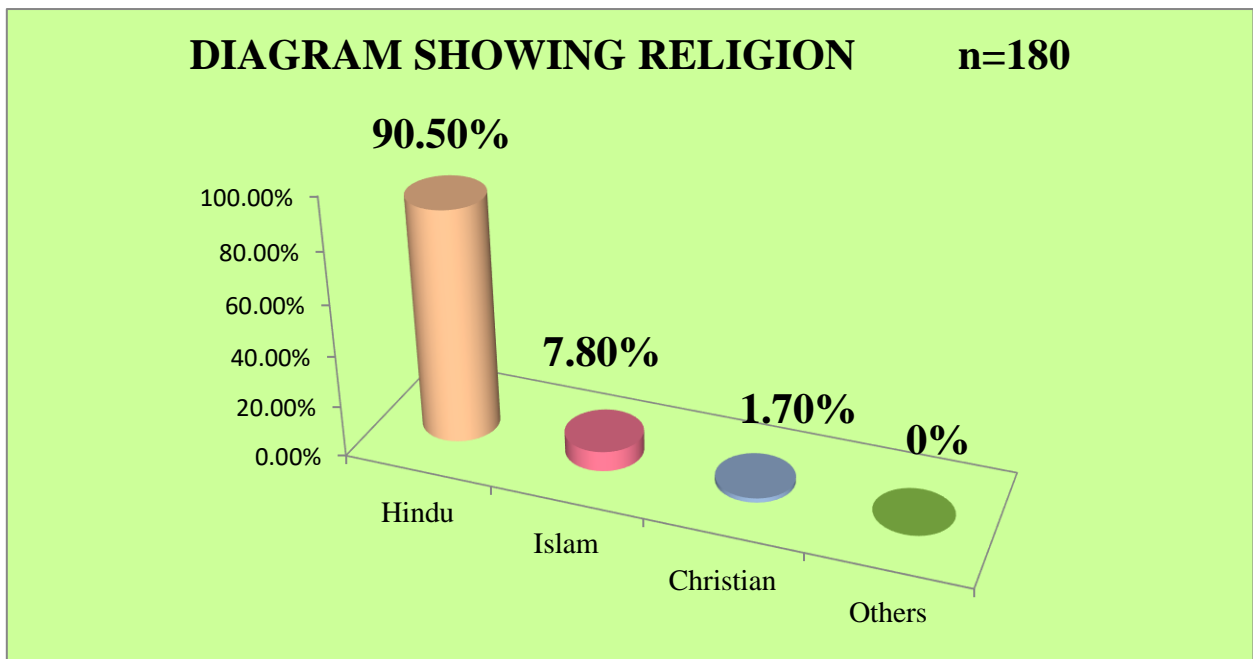


FIGURE 5- DIAGRAM REPRESENTING DEMOGRAPHIC PROFILE RELIGION

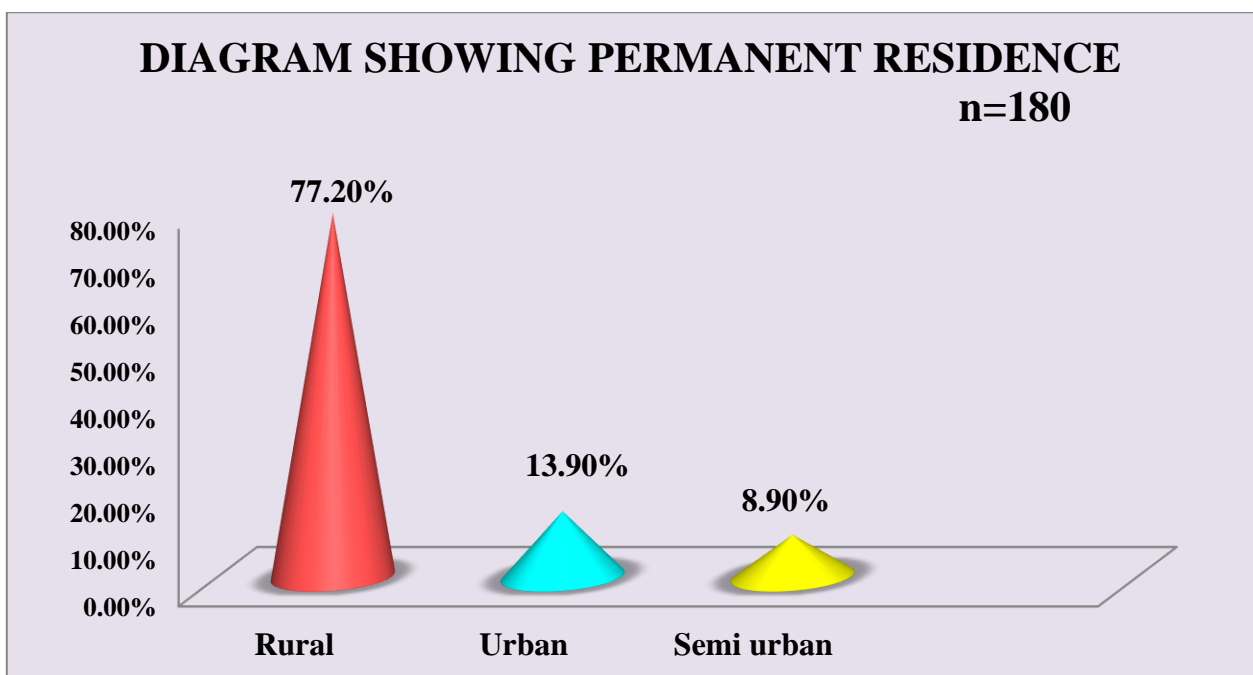


FIGURE 6-DIAGRAM REPRESENTING DEMOGRAPHIC PROFILE PERMANENT RESIDENCE

TABLE IV- FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC PROFILE

SL.NO	Demographic profile	Frequency (number)	Percentage
1	Present residence		
	a. Home	159	88.4%
	b. Rented house	9	5%
	c. Hostel	6	3.3%
	d. PG	6	3.3%
2	Monthly income of the parents(in Rs.)		
	a. 10,000-30,000	93	51.7%
	b. 30,001-60,000	57	31.7%
	c. 60,001-90,000	30	16.6%

Most of the students present residence 159(88.4%) was home, 9(5%) was rented house, 6(3.3%)was hostel and 6(3.3%) was from PG.

Regarding monthly income of the parents 93(51.7%) under 10,000-30,000 /-, 57(31.7%) under 30,001-60,000/- and 30(16.6%) under 60,001-90,000/-

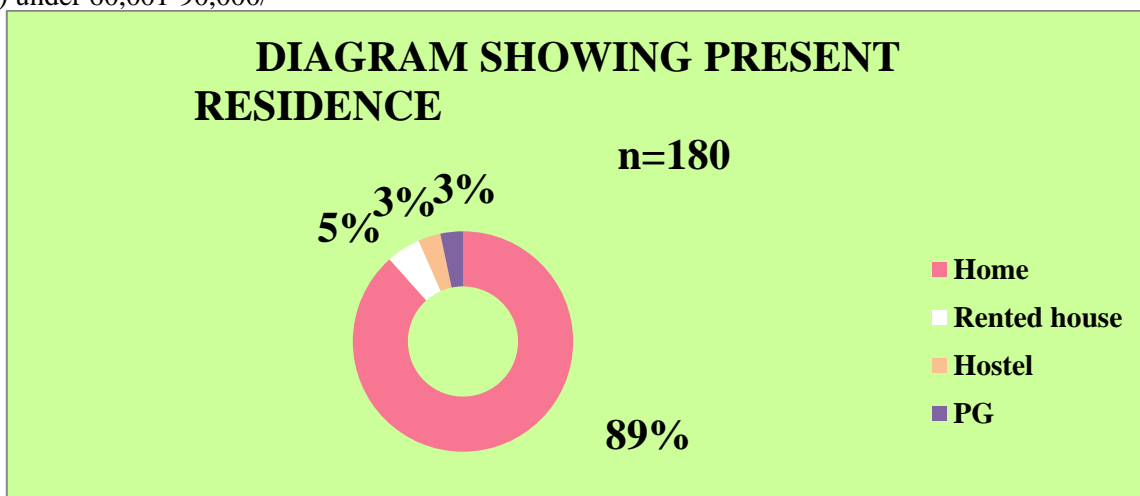


FIGURE 7- DIAGRAM REPRESENTING DEMOGRAPHIC PROFILE PRESENT RESIDENCE

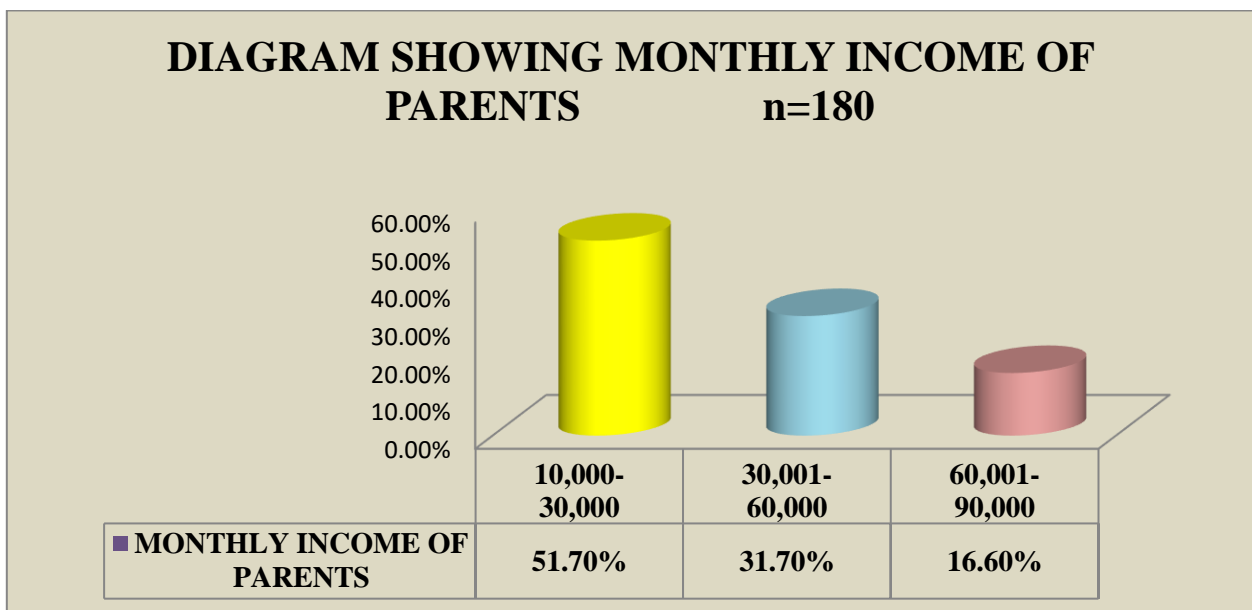
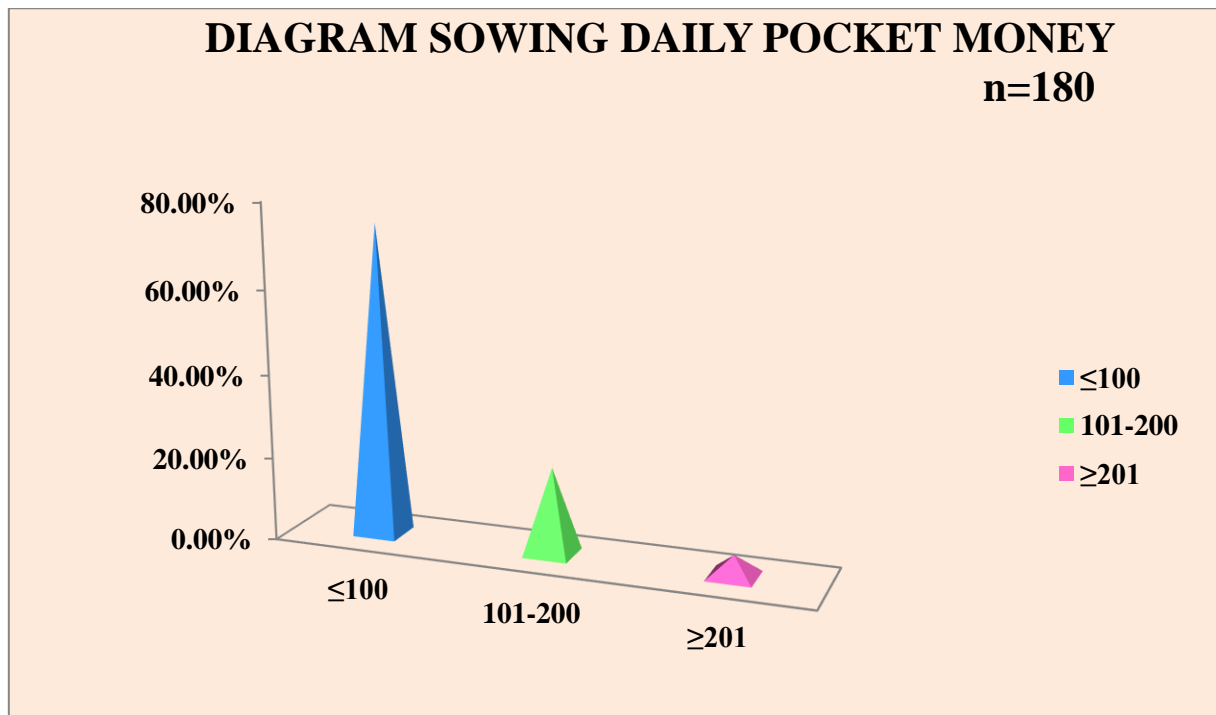


FIGURE 8- DIAGRAM REPRESENTING DEMOGRAPHIC PROFILE MONTHLY INCOME OF PARENTS

TABLE V-FREQUENCY AND PERCENTAGE DISTRIBUTION OF DEMOGRAPHIC PROFILE

SL.NO	Demographic profile	Frequency (number)	Percentage
1	Daily pocket money		
	a. ≤ 100	134	74.4%
	b. 101-200	37	20.6%
	c. ≥ 201	9	5%

Most of the students daily pocket money 134(74.4%) was $\leq 100/-$, 37(20.6%) was 101-200 and 9(5%) was ≥ 201 .

**FIGURE 9- DIAGRAM REPRESENTING DEMOGRAPHIC PROFILE DAILY POCKET MONEY**

SECTION II: FREQUENCY & PERCENTAGE DISTRIBUTION OF STRUCTURED SELF ADMINISTERED QUESTIONNAIRE

SL NO	ITEM	FREQUENCY	PERCENTAGE
1	Are you aware about fast food		
	a) Yes	155	86.1%
	b) No	25	13.9%
2	Do you consume fast food regularly?		
	a)Yes	22	12.2%
	b)No	158	87.8%
3	How often do you consume fast food on a weekly basis?		
	a)1-2 times	132	73.3%
	b)3-4 times	41	22.8%
	c)>4 times	7	3.9%
4	Do you consume fast food at home that can be prepared instantly?		
	a)Yes	111	61.7%
	b)No	69	38.3%
5	Do you have a fixed meal time that you follow?		
	a)Yes	104	57.8%
	b)No	76	42.2%
6	If you are aware about fast food, from where you have heard about it?		
	a)Social media	63	35%
	b)Friends	65	36.1%
	c)Family	52	28.9%
7	Why do you prefer fast food?		
	a)Status symbol	7	3.9%
	b)Just for taste	143	79.4%
	c)As a normal meal	30	16.7%
8	In a day how many meals you replace with fast food?		
	a)1 time	154	85.6%
	b)2 times	20	11.1%
	c)>2 times	6	3.3%
9	What is the average amount of money you spend on fast food daily?		
	a)≤Rs20	71	39.4%
	b)Rs20-50	87	48.3%
	c)≥Rs51	22	12.2%
10	Are your parents aware about your diet habit?		
	a)Yes	130	72.2%
	b)No	50	27.8%
11	When do you consume fast food more frequently?		

	a)In group	138	76.7%
	b)Alone	32	17.8%
	c)With opposite gender	10	5.6%
12	Which time you prefer to consume fast food?		
	a)Morning	6	3.3%
	b)Noon	58	32.2%
	c)Evening	116	64.4%
13	Which meal you usually have to skip?		
	a)Break fast	68	37.8%
	b)Lunch	64	35.6%
	c)Dinner	48	26.7%
14	Why do you usually skip normal meal?		
	a)Waking up late	55	30.6%
	b)Intentionally	72	40%
	c)Less taste	53	29.4%
15	Do you feel fast food can be a good alternative to healthy food?		
	a)Yes	61	33.9%
	b)No	119	66.1%
16	Do you think that instead of eating fast food, fruits could be a better option for good health?		
	a)Yes	151	83.9%
	b)No	29	16.1%
17	Do you think various types of diseases which are associated with fast food consumption?		
	a)Yes	139	77.2%
	b)No	41	22.8%
18	Do you feel fast food eating habit changes one's attitude towards normal balance diet?		
	a)Yes	135	75%
	b)No	45	25%
19	Do you think advertisement attract and influence your fast food eating behaviour?		
	a)Yes	121	67.2%
	b)No	59	32.8%
20	What kind of fast food do you like to consume?		
	a)Momo	94	52.2%
	b)Pizza	24	13.4%
	c)Chowmein	26	14.4%
	d)Others	36	20%

TABLE VI: FREQUENCY & PERCENTAGE DISTRIBUTION OF STRUCTURED SELF ADMINISTERED QUESTIONNAIRE

86.1% of students are aware about fast food from their friends (36.1%) , social media(35%) and family (28.9%).

87.8% students do not consume fast food regularly but 73.3% & consumes in weekly basis ,104 (57.8%) students which have fixed meal time ,138 (76.7%) of students prefer consume fast food in group and 64.4% students consume fast during evening time .

72(40%) students skip normal meal intentionally and 119(66.1%) students feel fast food cannot be a good alternative to healthy food. 154(85.6%) replace regular meal with fast food one time.

139(77.2%) accept that various type of diseases are associated with fast food consumption. 151(83.9%) students think that instead of eating fast food, fruits could be a better option for good health.

Out of 180 students 94(52.2%) consumes momo as the highest type of fast food. 87(48.3%) students spend more expenses on fast food.

IV DISCUSSION:

The consumption of different types of fast food is increasingly growing in all parts of the world. In this study, we provided a comprehensive evaluation of fast food consumption scenarios based on data from 180 participants from selected college Kamrup (R), Assam. In the present study, 87.8% students do not consume fast food regularly and 154 (85.6%) students replace regular meal with fast food one time. 72 (40%) students skip normal meal intentionally. This study may be compared to a study which showed that all the respondents in the age group of 14-18 years eat fast foods. Majority of the respondents do not skip lunch. They seem to be very health conscious and possessed adequate knowledge with regard to the health hazards of fast food.

NURSING IMPLICATIONS:

The researcher has drawn the following implications from the study which is of vital concern to the field of nursing service, nursing education, nursing administration and nursing research.

Nursing service:

- Nursing personnel working in clinical fields can arrange bedside teaching among In-patients and their family members regarding the lifestyle modifications and healthy diets to prevent various non communicable diseases which are some of the serious global burdens.
- School health Nurse can present students with the facts about healthy nutrition during a school assembly as well as giving them brochures to take home.

Nursing education:

- Health education on healthy diets among the Nursing students in Nursing Institutions and also in other Schools & Colleges can be provided through live sessions as well as digital platforms as these are powerful way of health promotions by the Nurse educators.
- School health Nurse can present students with the facts about healthy nutrition during a school assembly as well as giving them brochures to take home.

Nursing administration:

- The nurse administrator working in community level as community health officers can organize awareness program on healthy dietary habits and affects of unhealthy diets or fast food consumption which can lead to various diseases and also healthy diets can be encouraged for maintaining optimum health & lifestyle among the community people
- Health melas on Nutritious food can be conducted by Community health Nurse with the help of a power point presentation where a large group of community people can participate.

Nursing research:

- Nursing research Similar studies can be done in larger groups for better generalizations.
- Similar studies can be done to know the association between the consumption of fast foods and health outcomes.
- Nursing research plays an important role in promoting the knowledge of the teachers & the students as a whole. Research activities should be carried out by the nurse and the nursing students should conduct more studies on school going children and repeated by using a large sample for the generalization. The research study result should be discussed properly.

V CONCLUSION:

In this study the researcher found that the fast food consumption habit of the students were healthy. There was no any significant prevalence of fast food consumption habit. Most of the students were aware about the fast food and its hazards.

The researcher found that this kind of studies helps in preventing various kinds of heart diseases, obesity, diabetes mellitus, nutritional deficiencies etc, which may be the consequences of fast food consumption habit among the youths who are the foundation of the nation.

REFERENCES:

1. Auty S. Consumer choice and segmentation in the restaurant industry. The service Industries . The service Industries journal. 1992;(3):324-39.
2. Harsh Kumar , Rajdeep palaha and Amandeep. Study of consumption , behaviour and awareness of fast food among university Hostellers, Asian journal of clinical nutrition . volume 5(1); 1-7,2013.
3. Chitins Miss Siddhi Prashant . A study on scenario of fast food in india. International journal of trend in scientific research and development .2019.88(3)
4. Vaida Dr.Naheed.Prevalence of Fast Food Intake among Urban Adolescent Students.The International Journal of Engineering And Science(IJES).2013.353-35
5. ALFaris .Nora A, Al- Tamimi. Jozza Z, Al- Jobair. Moneera O, Al-Shwaiyat. Naseem M. Trends of fast food consumption among adolescent and young adult Saudi girls living in Riyadh.2015.1-10
- 6.Sharma Daisy,Pokhrel Pratima. A study on prevalence of fast food intake among urban and semi urban adolescent students of Guwahati.IJHS.2016.90-93
- 7.Dowarah Lipika Jyoti, Bhowmick Debyani Roy, Subhadeep Chakraborty. Fast Food Consumption Behaviour among College Students- A Case Study in Tinsukia.Scopus Journal Metrics.2020.371-379
- 8.Habib Mohammad Asadul.Chowdhury Akibul Islam.Hossen Kawser.Kibria Tanbir.Hossain Miraz.Fast Food Intake and Prevalence of Overweight/Obesity in Students:do Eating Habits have a Differential Impact on Gender?.International Journal of Contemporary Medical Research.2020.2454-7379
- 9.Kumar Harsh.Palaha Rajdeep and Kaur Amandeep.Study of Consumption, Behavior and Awareness of Fast Food among University Hostlers.Asian Journal Of Clinical Nutrition.2013. 1-7
- 10.Meena Minali.Varma Kanika.Fast Food Consumption Among Adolescent School Girls In Jaipur.International Journal of Innovative Rsearch and Review.2015.38-42
- 11.Majabadi Hesamedin Askari.Solhi Mahnaz[...]and Djazayeri Abolghasem.Factors Influencing Fast-Food Consumption Among Adolescents in Tehran: A Qualitative Study.Iranian Red Crescent Medical Journal.2016.18(3)
- 12.Bohara Suraj Sujan.Thapa Kanchan.Bhatt Laxman Datt.Dhami Shankar Singh and Wagle Shreejana.Determinants of Junk Food Consumption Among Adolescents in Pokhara Valley,Nepal.Original Research article.2021.1-9
- 13.Joseph Nitin.Nelliyani Maria.[...].Singh Manisha.Fast fod consumption pattern and its association with overweight among high scholl boys in Mangalore city of Southern India.Journal of clinical and diagnostic research: JCDR.LC13

WEBSITE:

1. Fast food industry analysis 2018-cost & trends. Franchisehelp.com. Franchisehelp.2018. p.1. Retrived july 16,2019. Available from: franchisehelp.com
2. Fast food available at:[http://en.wikipedia.org/wiki/fast food](http://en.wikipedia.org/wiki/fast_food). [Accessed on August 12,2019].
3. ^ “The link between fast food and depression has been confirmed .EurekaAlert. Retrived April 22, 2018.Available from: eurekaalert.org
4. ^ Pan, Anj Malik, Vasanti; Hu, Frank B.(July10,2012). “experting Diabetes to Asia: The impact of western style fast food”.Available from: ncbi.nlm.nih.gov
5. Hellesvig-Gaskell, Karen “Definition of fast food /livestrong . COM.Retrieved May 3 2016.Available from : [https://en.m.wikipedia.org>wiki](https://en.m.wikipedia.org/wiki)

IX ACKNOWLEDGEMENT:

The investigator is very thankful to the following persons;

- Executive members of the international center for collaborative research (ICCR)
- Samples whose participation enabled the successful completion of this study.
- Peer and family members who provided support throughout the study.