

Fast Food Consumption among Adolescent Girls (16-18 Years) of Rohtak District, Haryana



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Abstract

Fast food culture is an emerging trend among the younger generation. It refers to food that can be served ready to eat fast. It has been linked to adverse health outcomes. Consumption of fast food has become almost a global phenomenon. The ready availability, low cost and peer pressure make them popular. It is also quite popular among children owing to taste, appearance and hype created by mass media. The present study was conducted in Rohtak district of Haryana to assess the nutritional status of adolescent girls of 16-18 years. A total of 300 adolescent girls were selected from two different colleges in the study area to find out the socio-economic status and fast food consumption of adolescent girls. Majority of the girls belonged to 17-18 years of age and middle category. Thirty eight per cent girls were middle born and 84.67% girls were vegetarian. Bread pakora and petties were taken by 49.66% and 44% of adolescent girls on weekly basis.

Keywords: Adolescent Girls, Fast Food, Socio-Economic.

Introduction

Adolescence is a period of transition from childhood to adulthood. These are formative years during which maximum amount of physical, psychological and behavioural changes take place. Rapid changes in physical growth and psychosocial development have placed these young adults in nutritionally vulnerable groups with poor eating habits that fail to meet essential dietary requirements (Chandramouli, 2013).

Diet plays an important role in growth and development of adolescents, during which the development of healthy eating habits is of supreme importance. There is a dual burden of under nutrition and over nutrition in this age group. Consumption of fast foods has become almost a global phenomenon. India's fast-food industry is expanding at the rate of 40% every year. India ranks 10th in the fast food per capita spending figures with 2.1% of expenditure in annual total spending (Ashakiran, 2012).

Fast food is often highly processed and prepared in an industrial fashion, i.e. with standard ingredients and methodical and standardized cooking and production methods (Vaida,2013). Food is essential for growth and development of a child. A child cannot live without food. 'Good food means the right kind of food for good health; it is nutritious. It contains natural substances that body needs to grow properly and stay healthy. We must choose the right food in daily diet for good health of our child (Hoque et al, 2012).

Aim of the Study

The aim of the study is to create awareness among less consumption of fast food by adolescent girls as most of fast foods were energy dense, fried and did not have much nutritional value. Consumption of fast food can be assessed by food frequency method.

Review of Literature

Li et al. (2010) conducted a study on dietary habits and overweight/obesity in adolescents in Xi'an City, China and reported that girls consumed more fried food and soft drinks than boys. The consumption of breakfast outside the home, soft drinks and energy-dense fast foods were positively associated with overweight and obesity in adolescents. Future health education programs to prevent excess weight gain should target such unhealthy eating habits.

Camilla et al (2011) reported that the most frequent consumed beverage was the industrialized fruit juice (38.1%), followed by regular soft

drinks (28.6%) and natural fruit juices (22.2%). The main place where soft drinks were consumed was home (38.2%), followed by school (22.1%).

Kotecha et al (2013) conducted a study on dietary pattern of school going adolescents in urban Baroda, India and reported that nearly 50% of adolescents had consumed chocolates, and about one-third consumed fast foods.

Christiana (2014) reported that adolescents, do not have healthy eating patterns and habits – they usually skip breakfast and prefer high sugar and fat content food products as snack among other dietary habits.

Joseph et al (2015) reported that parental consumption of fast foods was found to influence fast food consumption among children ($p=0.024$). Increased frequency of fast food consumption in a week was found to be associated with overweight or obesity among children.

Material and Methods

The present study was conducted on adolescent girls in the age group of 16-18 years. Total 300 adolescent girls i.e.150 from govt college and 150 from private college were selected proportionately for the study from the Rohtak district, Haryana. Socio-economic status and frequency of fast food consumption of the girls were assessed by a well structured interview schedule.

Result and Discussion

Socio-economic profile of adolescent girls (16-18 years) has been presented in Table-1. Out of 300 respondents surveyed, 50 per cent were from Govt. College and 50 percent were from Private College. One hundred sixteen girls were in age group of 16 to 17 years and 184 in age group of 17 to 18 years. Majority of girls (87.33%) were from middle category followed by 10 and 2.67 per cent were from lower and high category, respectively. 57.33% of the subjects belonged to medium sized families while 24 and 18.67 per cent belonged to large and small families, respectively. Majority (41.67%) of the adolescent girls had average income b/w Rs 50,001-1,00,000 while 32, 12.33, 10.33 and 3.67 per cent had average monthly income b/w Rs 25,001-50,000, Rs 75,001-1,00,000, up to Rs 25,000 and Rs 1,00,001-1,25,000, respectively. Thirty eight per cent adolescent girls were middle born while 32.67 and 29.33 per cent were first born and late born, respectively. Majority of families (84.67%) were vegetarian followed by ova-vegetarian (9.67) and non-vegetarian (5.67%).

Table-1 Socio-economic Status of Adolescent girls (16-18 years) (n=300)

Characteristics	Frequency	Percentage
Colleges		
Govt. College	150	50.00
Private College	150	50.00
Age		
16-17 years	116	38.67
17-18 years	184	61.33
Category		
Low	30	10
Middle	262	87.33
High	8	2.67

Family size		
Small (Up to 4 members)	56	18.67
Medium (5-8 members)	172	57.33
Large (9 & above)	72	24.00
Income (Rs/month)		
Upto 25,000	31	10.33
25,001-50,000	96	32.00
50,001-75,000	125	41.67
75,001-1,00,000	37	12.33
1,00,001-1,25,000	11	3.67
Ordinal position		
First born	98	32.67
Middle born	114	38.00
Late born	88	29.33
Eating habits		
Vegetarian	254	84.67
Non-vegetarian	17	5.67
Ova-vegetarian	29	9.67

Fast food consumption pattern in Table-2 indicated that some of the adolescents were consuming salty biscuits, namkeen bhujia, chips, cream biscuits, sweet biscuits and chocolates on daily basis.

On alternatively basis namkeen bhujia was consumed by 32 per cent while 28 per cent are consumed samosa and 25.66 per cent consumed salty biscuits followed by petties (21%), bread pakora (17.33%), cream biscuits (16%) and chocolates (12.66%), respectively. Chips was consumed by 11.33 per cent while 10.33 per cent were consumed sweet biscuits followed by bunn-chhole (9.66%), golgappa (4.33%) and pizza (3.66%), respectively.

Majority (49.66%) of adolescent girls were consuming bread pakora on weekly basis followed by petties (44%), samosa (41%), salty biscuits (39.66%), golgappa (32%), pizza (28.66%) and Chips (27.66%), respectively. Sweet biscuits were consumed by (27.33%) while twenty seven per cent adolescent girls consumed bunn-chhole followed by chocolates (24.66%), namkeen bhujia (24.33%), hotdog (22.66%), ice-cream (20.33%), burger (19.66%), cream biscuits (18%), sandwich (16%), muffins (15%), noodles (11%), bhelpuri (7.66%), pav-bhaji (6.33%), momos (5.66%) and aloo-tikki (4.66%), respectively.

On fortnightly basis majority (52.33%) were consuming chocolates followed by sandwich (49.66%), burger (48.33%), pizza (45.33%), chips (40.33%), noodles (40%), golgappa (39.33%), bunn-chhole (37.66%) and ice-cream (36.33), respectively. Sweet biscuits were consumed by (35.66%) while cream biscuits were taken by (29.66%) followed by pettis (27%), aloo-tikki (26%), spring rolls(24.33%), pav-bhaji (24%), bhelpuri (22.33%), pastry (20.66%), momos (18.33%), bread pakora (17.66%), muffins (17.33%), chhole-bhature (16.33%), hotdog (14%), namkeen bhujia (12.33%), samosa (9.33%) and salty biscuits (2%), respectively.

Few adolescent girls (less than 10%) rarely consumed burger, chips, pizza, chocolates and petties. Very few (less than 10%) girls did not

consumed salty biscuit, namkeen bhujia, aloo-tiki, ice-cream, bread pakora, samosa, chocolates, gol-gappa, pav-bhaji and petties.

Haokip and Sharma (2016) reported similar results among frequent consumption of fast food like

burger, Manchurian, noodles, petties and samosa in adolescents girls. The excessive consumption of fast foods can lead to many nutritional deficiency diseases and can also result in obesity a life threatening condition (Vaida, 2013 and Srivastava, 2015).

Table-2 Frequency of Fast Food Consumption of Adolescent girls (n=300)

S.No.	Food Stuffs	Daily	Alternatively	Weekly	Fortnightly	Rarely	Not Consumed
1.	Biscuit (Salty)	43 (14.33)	77 (25.66)	119 (39.66)	6 (2)	46 (15.33)	9 (3)
2.	Biscuit (Cream)	16 (5.33)	48 (16)	54 (18)	89 (29.66)	93 (31)	-
3.	Biscuit (Sweet)	7 (2.33)	31 (10.33)	82 (27.33)	107 (35.66)	41 (13.66)	32 (10.66)
4.	Hotdog	-	-	68 (22.66)	42 (14)	86 (28.66)	104 (34.66)
5.	Namkeen bhujia	31 (10.33)	96 (32)	73 (24.33)	37 (12.33)	49 (16.33)	14 (4.66)
6.	Aloo-Tikki	-	-	14 (4.66)	78 (26)	182 (60.66)	26 (8.66)
7.	Bhelpuri	-	-	23 (7.66)	67 (22.33)	127 (42.33)	83 (27.66)
8.	Burger	-	-	59 (19.66)	145 (48.33)	29 (9.66)	67 (22.33)
9.	Chips	19 (6.33)	34 (11.33)	83 (27.66)	121 (40.33)	15 (5)	28 (9.33)
10.	Ice-cream	-	-	61 (20.33)	109 (36.33)	127 (42.33)	03 (1)
11.	Momos	-	-	17 (5.66)	55 (18.33)	82 (27.33)	146 (48.66)
12.	Pastry	-	-	-	62 (20.66)	140 (46.66)	98 (32.66)
13.	Noodles	-	-	33 (11)	120 (40)	78 (26)	69 (23)
14.	Spring roll	-	-	-	73 (24.33)	51 (17)	176 (58.66)
15.	Bread pakora	-	52 (17.33)	149 (49.66)	53 (17.66)	38 (12.66)	08 (2.66)
16.	Samosa	-	84 (28)	123 (41)	28 (9.33)	46 (15.33)	19 (6.33)
17.	Pizza	-	11 (3.66)	86 (28.66)	136 (45.33)	23 (7.66)	44 (14.66)
18.	Chocolates	06 (2)	38 (12.66)	74 (24.66)	157 (52.33)	21 (7)	04 (1.33)
19.	Golgappa	-	13 (4.33)	96 (32)	118 (39.33)	56 (18.66)	17 (5.66)
20.	Pav-Bhaji	-	-	19 (6.33)	72 (24)	186 (62)	23 (7.66)
21.	Sandwich	-	-	48 (16)	149 (49.66)	50 (16.66)	53 (17.66)
22.	Muffins	-	-	45 (15)	52 (17.33)	107 (35.66)	96 (32)
23.	Bunn-chhole	-	29 (9.66)	81 (27)	113 (37.66)	43 (14.33)	34 (11.33)
24.	Petties	-	63 (21)	132 (44)	81 (27)	16 (5.33)	08 (2.66)
25.	Chhole- Bhature	-	-	83 (27.66)	49 (16.33)	121 (40.33)	47 (15.66)

Conclusion

Fast food plays an important role in adolescents' life. Taking of fast food is a dietary habit of our present day adolescents due to many reasons like advertisements, peer influence, taste, lack of

awareness etc. The results indicated that fast food consumption was higher in adolescents and most of fast foods were energy dense, fried and did not have much nutritional value. Awareness of health hazards of fast foods needs to be taught to the adolescents so

as to minimize its consumption. As food habits learnt in childhood tend to persist into adulthood it becomes important to educate children about healthy eating habits and make them aware about the health hazards of fast food.

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