

COLLEGE STUDENTS PERCEPTION TOWARDS JUNK FOOD: A STUDY WITH REFERENCE TO UNDER GRADUATE AND POST GRADUATE STUDENTS

Dr. UMESH MAIYA

Associate Professor, Department of Commerce and Management, Dr. G. Shankar Government Women's First Grade College & P.G. Study Centre, Ajjarkadu, Udipi – 576101 email: umeshmaiya@gmail.com

ABSTRACT

Junk food culture has vigorously uprising trends among the youngsters and a it makes people eat without planning. Junk food is easy to make and consume. Generally, junk food looks attractive and so yummy for all the age group people not only children but also adults too. However, why everyone loves to eat junk food even after knowing it's truth because it is delicious, affordable and readily available. Junk food effects can include increased risk for obesity, certain types of cancer, cardiovascular diseases, chronic inflammation, and other serious condition. Hence, the researcher made an attempt to study the college students' perception towards junk food: A study with reference to under graduate and post graduate students. Here the researcher tried to found out the relationship between junk food healthy or unhealthy and educational qualifications. Out of 160 respondents, 64 respondents are under graduate students and 96 respondents are post graduate students.

Keywords: Junk food, Cholesterol, Obesity, Burger, Fast food

INTRODUCTION

'Junk foods are only to taste, but home foods are always best'

Junk food all began in 1893 when two brothers Frederick and Louis Rueckheim at the world's fair in Chicago made a concoction of popcorn, peanuts, and molasses that was widely popular. Then their sweets become famous in 1896. Invention of the term is attributed to Michael Jacobson, director of the centre for science in the public interest, who used it first in 1972. But most of the junk food appeared in 20th century.

The junk food has the low nutritional value. A food that is high in fat sodium and sugar is known as the junk food. Junk food is the packaged food or food that is prepared instantly without any time and it is very easy to consume as well. The junk food is made of saturated fats which is very unhealthy. Generally, junk food is consumed by all types of people.

OBJECTIVES

- To highlight the reasons to avoid junk food
- To study the types of junk food
- To analyze the college student's perception towards junk food

RESEARCH METHODOLOGY

SAMPLING

For this study, the researchers used simple random sampling method to distribute the questionnaire among college students covering the under graduate and post graduate students with sample size of 160.

TOOLS USED FOR THE STUDY

This study is descriptive as well as analytical in nature. The study is based on primary data and the secondary data. Primary data was collected through the structured questionnaire and the secondary data was collected from internet, books, and articles. Tabular form and the diagrams (various charts) are used for presenting the data and for testing the hypothesis chi - square test has been used.

HYPOTHESIS

H₀: There is no close relationship between junk food healthy or unhealthy and educational qualifications

H₁: There is close relationship between junk food healthy or unhealthy and educational qualifications

NEED OF THE STUDY

The junk food has become very popular now-a-days. Junk food is also known as fast food, they are usually cheaper. The junk food is easily available anywhere. The junk food is prepared in less time. Despite, of so many advantages there are some disadvantages as it contains the saturated fat that is unhealthy for human being and also decrease the energy levels. So the researcher made an attempt to study the college students' perception towards junk food.

LITERATURE REVIEW

Total and Singh (2007) have explained that the young consumer visits the fast-food channels for fun and change.

MOMS EAT JUNK FOOD KIDS GET FAT, studied by WEB MD (2008), mothers who eat junk food during the pregnancy have obesity - prone children rat studies suggest. This study suggests that the rats mice who ever never tasted the junk food still have desire for it because may be their mother have eaten that this is said that the junk food kids grow faster than the normal kids.

Dingman et al (2018), observed that the geographic proximity might increase the fast-food consumption within that community.

Brian O'Neil (2020), this article tells us that nowadays the junk food is used widely all over the world. In the study he says that junk food is seen all over in TV, newspapers and many more places.

FINDINGS OF THE STUDY

Reasons to avoid junk food: -

- **Fats:** -Most processed foods contain the lot of fat. This is generally saturated fat, which can increase LDL cholesterol.
- **Obesity:** - Junk food plays a major role in the obesity epidemic. It increases your risk for cardiovascular diseases, diabetes, and many other chronic health conditions.
- **Depression:** - The junk food leads to lots of hormonal changes in teenagers which makes to mood swing and behavioural changes. This leads to depression in teenagers due to lack of essential nutrients.
- **Damage the liver:** - In junk food, there is high number of trans fats found which can cause deposition of fats in the liver which can cause liver dysfunction.
- **Risk of cancer:** -Too much of junk foods that are high in sugar and fat increasing the chances of developing colorectal cancer.
- **Chronically fatigued:** - The junk food has a big affect on the way you feel and your energy levels. Eating junk food regularly can easily suffer from fatigue.
- **Makes us lazy:** - Not only it is bad for health but also makes us lazier because we do not have to cook, we can just go out and eat. We can get delivered to us at home.

Types of junk food: -

- **Pizzas:** - It is one of the world's most popular junk food. It tastes awesome and it is loved by all types of generation and it is convenient to eat.
- **Pastries, cookies, and cakes:** - It is junk food that is loved by children. There are many different types of pastries, cookies and cakes are available in the market.
- **French fries and potato chips:** - French fries are often served with salt and a side of ketchup, vinegar, barbeque sauce or other sauce. Potato chips are also famous/popular junk food which also comes in a packaged form.
- **Ice-cream:** - Ice-cream is one of the most delicious foods on the planet. Ice-cream is also high calories and it is very easy to eat excessive amounts.
- **Chocolates:** - Chocolates is one of the most popular junk food types and flavours in the world. Chocolates are loved by all types of people. It is in various forms.
- **Burgers:** - It is consumed in the large quantity. It is also very popular. Burgers are consumed by the young adults' people while parties or other events.

Table 1: Respondents sample size

Educational qualification	Frequency
Undergraduate	64
Postgraduate	96
Total	160

Source: Primary data

Table 1 indicates that out of 160 respondents, 64 students are under graduate whereas 96 students are post graduate.

Table 2: Respondents consuming junk food

Educational qualification	Yes	No	Total
Undergraduate	60	4	64
Postgraduate	83	13	96
Total	143	17	160

Source: Primary data

Table 2 indicates that out of 160 respondents, 60 undergraduate students consume junk food and remaining 4 students do not consume junk food, whereas 83 postgraduate students consume junk food and remaining 13 do not consume junk food.

Table 3: Respondents awareness about harmful effects of chemical in junk food

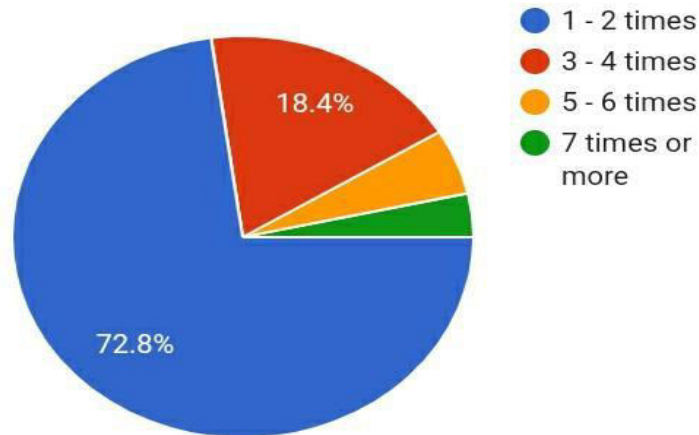
Educational qualification	Completely aware	Partially aware	Unaware	Total
Undergraduate	9	54	1	64
Postgraduate	31	63	2	96
Total	40	117	3	160

Source: Primary data

Table 3 indicates that out of 160 respondents, 9 undergraduate students are completely aware, 54 undergraduate students are partially aware, and 1 undergraduate are unaware about harmful

effects of chemical in junk food, whereas 31 postgraduate students are completely aware, 63 postgraduate students are partially aware, and 2 postgraduate students are under about harmful effects of chemical in junk food.

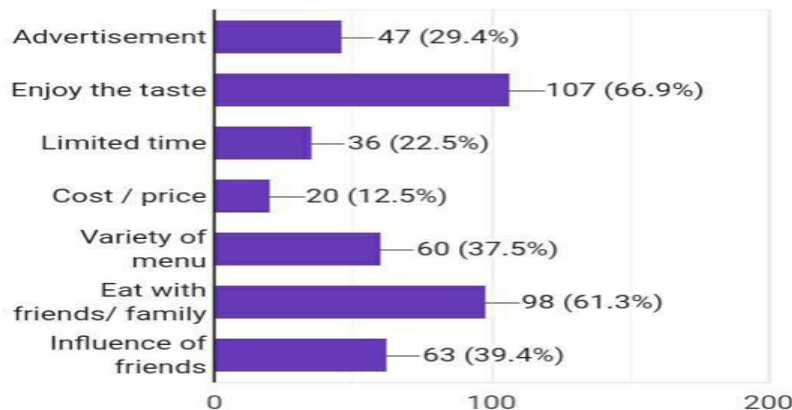
Fig 1: Respondents consuming junk food on weekly basis



Source: Primary data

Fig 1 indicates that out of 160 respondents, 111 students consume 1 – 2 times, 36 students consume 3 – 4 times, 8 students consume 5 – 6 times, remaining 5 students consume more than 7 times on the weekly basis

Fig 2: Respondents reasons for choosing to eat junk food

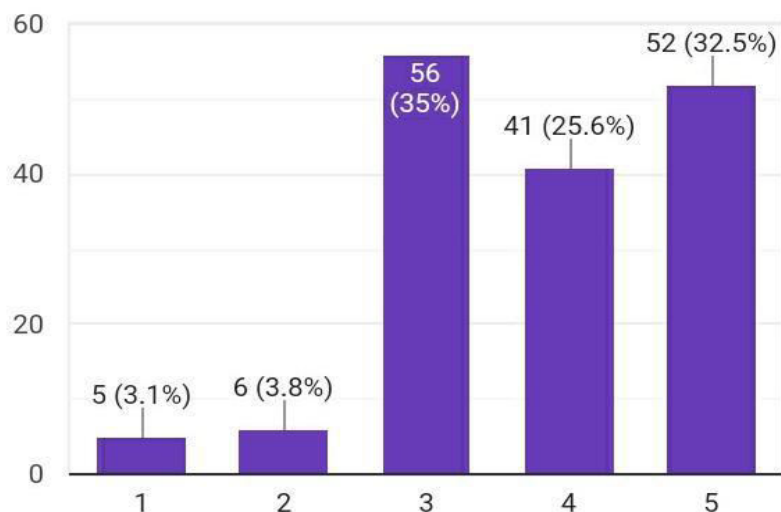


Source: Primary data

Fig 2 indicates that out of 160 respondents, 29.4% students choose junk food by seeing advertisement, 66.9% students preferred junk food for enjoying the taste, 22.5% students choose

junk food because preparation is done within limited time, 12.5% students prefer junk food for its price, 37.5% students prefer junk food for variety of menu, 61.3% students choose it to eat with their family/friends, 39.4% prefer junk food by influence of friends.

Fig 3: Respondents opinions towards statement “Junk food cause harm to general health”.



Source: Primary data

Fig 3 indicates that out of 160 respondents, 32.5% students strongly agree with the statement, 25.6% students agree with the statement, 35% students have neutral opinion with the statement, 3.8% students disagree with the statement, 3.1% students strongly disagree with the statement.

TESTING OF HYPOTHESIS

H₀: There is no close relationship between junk food healthy or unhealthy and educational qualifications.

H₁: There is close relationship between junk food healthy or unhealthy and educational qualifications.

Table 4: Respondents opinions regarding junk food

Educational qualification	Healthy	Unhealthy	Total
UG	4	60	64
PG	3	93	96
Total	7	153	160

Source: Primary data

Degree of freedom is 1

Level of significance is 5%

Calculated value	Critical Value
0.897	3.84

Chi - square value=0.897 is less than 3.84, H_0 is accepted.

Interpretation: The chi square analysis shows that null hypothesis, “no close relationship between junk food healthy or unhealthy and educational qualifications” is accepted. Hence, the alternative hypothesis is rejected

CONCLUSION

Junk food is becoming more and more acceptable and convenient in our society. Due to the daily busy schedule, there is no time to cook food so junk food is the instant solutions for that all. Although junk food tastes good and eating it's once is fine. But if we eat it frequently it may result in various health issues. Though, there are many advantages of junk food like prepared instantly, low price, varieties there are many disadvantages also like obesity and many other health issues. As per the study there is no close relationship between junk food healthy or unhealthy and educational qualifications.

REFERENCES

- Ashakiran and Deepthi (2012). Fast food and their impact on health, Journal of Krishna institute of medical sciences university. (Volume 1).
- Sam Abraham, Manuel Martinez, Gabriel Salad, Jessica Smith (2018). College students' perception of risk factors related to fast food consumption and their eating habits, Journal of Nutrition and Human Health. (Volume 2).

WEB RESOURCES

- www.researchgate.net/publication/323385686_junk_food_consumption_among_secondary_level_students_chitwan.
- www.studymode.com/topic/fast-food.
- www.slideshare.net/mobile/Vaishali_bansal/junkfood-a-study-and-analysis.
- www.researchgate.net/publication/257536304_effects_of_junk_food_and_beverages_on_adolescents_health_a_review_article.