

# Health awareness among young human capital on fast food consumption

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## Abstract

**Objectives:** This research was carried to find the factors influencing student's preference for fast food and to analyze the awareness of health problems due to excess fast food consumption and the hypothesis test on there is no relationship between educational qualification and health awareness.

**Methods/Statistical Analysis:** The period of study was 2017-2018. The study is based on primary data. The data has been collected through questionnaire. Convenience sampling method was adopted. 100 samples were selected. The tools used in this study were percentage tables, Chi square test, Likert summated scaling technique with five-point scale was used.

**Findings:** We can see that 67% of respondents pick the shops because of the taste gave by the shop and 1% of the respondents favor the shops for its markdown offers. In this manner, the vast majority of the youths were not following rebates now-a-days they favor taste most importantly. 86 percent of respondents think about therapeutic issues caused by eating up more fast food. In spite of the way that they have not decreased their usage of fast food, which is a threat to their prosperity. Most of the respondents realize that restorative issues caused by eating fast food. The computed esteem 17.18 is more noteworthy than table esteem 7.81. Along these lines there is connection between instructive capability and wellbeing mindfulness. From the Likert Scale clearly medium state of mind on medical issues like circulatory strain, glucose, heart related issues and heftiness examined is more prominent than higher demeanor. The vast majority of the respondents know about medical issues caused by eating fast food.

**Conclusion:** It isn't difficult to win a war with garbage/quick nourishments against solid nutrition. Notwithstanding, one must be careful; it is in our grasp to pick fast food or wellbeing.

**Keywords:** Health Awareness, Fast Food, Human Capital, Well Being, Utilization.

## 1. Introduction

Fast food [1] is the term given to food that can be prepared and served very quickly. They are [2] zero in nourishing quality and regularly high in fat, salt, sugar, as well as calories. Fast Food [3] has become a major problem and many countries are taking action – banning junk food advertising in children's programmes, removing it from schools and even imposing a Fat tax. Numerous quick nourishments additionally have Tran's fats. What's more, it influences the human capital. The concept of Human capital [4] has relatively more importance in labour-surplus countries that include India too. These countries are naturally endowed with more of labour due to high birth rate under the given climatic conditions.

The surplus labour in these countries is the human resource available in more abundance than the tangible capital resource. This human capital incorporates Younger age for the most part. Presently a-days human capital or adolescents are in danger with respect to their wellbeing which is the essential wellspring of the human capital as a result of nonappearance exercises identified with representatives not appearing for work, for example, wiped out leave, mechanical activity, etcetera that is caused by their changing nourishment propensity.

The admission of excessively and excessively fat nourishment, less physical action and the subsequent overweight progressively cause the purported sicknesses of human advancement, for example, diabetes, cardiovascular maladies or gout. These ailments restrain the personal satisfaction and increment wellbeing system’s uses that thusly make them moderate or dull in work and causing an incredible antagonistic effect on the monetary development of the country.

**2. Scope of the study**

As of late, fast food utilization has been altogether expanded in the real nations of the entire world. India is one of the nations where utilization of fast food has been expanded rapidly. Each class of individuals is utilizing fast food thing in the nation. It has been discovered that the way of life of adolescents have changed a considerable measure because of fast food utilization. Quick sustenance for the most part cause wellbeing related issues which influence human ability to work and along these lines this investigation broke down the mindfulness level among understudies about the wellbeing risks caused by abundance fast food admission. Keeping view on these issues the analyst endeavored to examine understudies' wellbeing mindfulness on an unnecessary utilization of quick sustenance.

The investigation additionally found that the variables influencing the understudies' to consumption fast food. The period of study was one year that was 2017-2018. The study is based on primary data. The data has been collected with help of questionnaire. Convenience sampling method was adopted.100 samples were selected. The population is divided into four strata namely UG, PG, M. Phil and Diploma.

**3. Factors influencing fast food consumption**

There are many reasons for the consumption of fast food by the eater in which some of those are listed to the respondents. The listed reasons are taste, variety, peer pressure and prestige.

*Table 1. Factors influencing fast food consumption*

S. No.	Factors	Percentage of Respondents
1	Taste	67
2	Varieties	15
3	Peer Pressure	7
4	Prestige	4

*Source: Primary Data (7 Students are non-fast food consumers)*

Table 1 expresses that there are many factors influencing the respondents to consume fast food 67% of respondents expend fast food in light of its taste and renown gets minimal percent of respondents (4%). Henceforth, esteem impacts less among adolescents who devour fast food. These variables impact adolescents to devour quick nourishments through the notices they found in TV.

**4. Respondents’ perception on health and contribution**

Many health related problems are caused by consuming more fast food, and the below table shows the Percentage of Respondents who are aware health issues caused by consuming more fast food and also respondents’ perception on whether ill health affect people’s contribution to the society. Table 2 highlights the perception of respondents on health and its contributions. 86% of respondents know about medical problems caused by devouring all the more fast food.

Despite the fact that they have not lessened their utilization of fast food, which is a danger to their wellbeing. The respondents surrender their conventional nourishment and they wind up frail. 97% of respondents think they are sound human in the general public. Dominant parts of the understudies are not genuine about the medical issues caused by unnecessary fast food utilization and think they are solid human in the general public. Just 7% of the understudies know that human's evil wellbeing influence by intemperate admission of fast food.

Table 2. Perception on respondents' health and contribution

S. No.	Perception on Respondents' Health Awareness	Percentage of Respondents
1	Awareness of health problems	86
2	Healthy student in the society	97
3	Ill health affect the student in the society	7

Source: Primary Data

### 5. Health problems

The statement which come under health problems are excess fast food consumption increases the blood pressure level, consuming fast food more increases the blood sugar level, the heart related problems increases due to excessive intake of fast food and fast food consumption is one of the major causes for obesity.

Table 3. Attitude of the respondents towards the statements given under Health Problems

Attitude	No of Respondents
High	20
Medium	54
Low	26

Source: Primary Data

Table 3 is the evident of respondent's attitude towards health problems. From the Likert Scale clearly medium disposition on medical issues like circulatory strain, glucose, heart related issues and corpulence talked about above is more prominent than higher state of mind. The greater part of the respondents know that medical issues caused by eating fast food.

### 6. Educational qualification and health awareness

According to hypothesis there is no relationship between educational qualification and health awareness.

Table 4. Educational qualification and health awareness

Health Awareness \ Educational Qualification	UG	PG	M. Phil	Diploma	Total
	Aware	74	8	2	1
Un Aware	6	7	1	0	100
Total	81	15	3	1	100

Source: Primary Data

Table 4 reveals the relationship of educational qualification and health awareness of respondents. The computed esteem 17.18 is more prominent than table esteem 7.81. Speculation is rejected. There for there is a connection between instructive capability and wellbeing mindfulness.

## 7. Suggestion

Many solid sustenance things are vanishing these days because of the innovation and increment of fast food. Fast food shops can give solid sustenance things in various assortments like vegetable and organic product plate of mixed greens; grow things and new squeezes as opposed to giving unfortunate garbage nourishments. Fast nourishments, which go under veggie lover and organic product class, are considerable yet it must be expended more by the customers as opposed to inclining toward non-vegan things made as a fast food. By devouring more veggie lover and organic product related fast food agriculturists will inspire support to create more leafy foods. Though fast food shops are clean, one can't consider it as a 100% sterile contrasting with hand crafted nourishment things.

In home nourishments we recognize what is arranged and how-yet not certain about fast food outlets. Thus, custom made nourishments ought to be favored more than quick sustenance. Many adolescents and youths, even grown-ups are not genuine about the medical problems caused by extreme admission of fast food. It is subsequently proposed that sustenance instruction projects and projects identified with clean issues ought to be fortified in foundations of higher learning with accentuation on the advancement of solid dietary admission and nourishment decision while featuring the unsafe impacts of extreme utilization of quick nourishments. Many individuals in India are underneath destitution line and they don't bear to have even a moment feast to survive however those individuals who are sufficiently adequate to get sustenance are expending it as a fast food and ruining their wellbeing.

These individuals overlook that they are the human capital and by expending all the more fast food, they make themselves dull and perform low which thusly influences the Indian economy. Thus, the admission of solid hand crafted nourishments can make them solid and fit to work productively who add to assemble our country as a sound human capital. Fast sustenance compulsion can prompt undesirable and depressive way of life, to keep this it is prescribed to change to a solid and adjusted eating routine alongside general exercise. Fast nourishment can be restricted by actualizing valuable government strategy and it is supplanted by solid sustenance plans like Amma Unavaham in Chennai.

## 8. Conclusion

Respondents still occupied with the utilization of this class of nourishments for the most part youthful human capital.

## 9. Reference

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