



EMERGING FOOD CULTURE AMONG COLLEGE STUDENTS

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Abstract:

Food is the essential requirement for individuals which, gives energy to the body and shields from infections. Today, in our eating routine junk food is normal. Junk food is such a kind of food that is ready and served rapidly, yet junk food is less nutritious when contrasted with conventional food varieties. Junk food varieties are monstrously famous among the more youthful age due to usually accessible, minimal expense and simple to convey, yet junk food affects human wellbeing. The current paper talks about the purposes behind advocating fast food, disadvantages, and impact on human wellbeing. The investigations showed that junk food contains a high concentration of saturated fat, high calories, and high satisfied of sodium, which prompts overweight, cardiovascular infections, heart stroke, and diabetic Mellitus. This paper addresses the predominance of junk food consumption and the reasons for junk food eating habits alongside its effects on our wellbeing.

Key words: junk food, fast food, eating habits, food culture

Eating food is fundamental for each individual; it proceeds with us alive and moreover gives us relaxation simultaneously. Food habit has been moving over the verifiable periods. The peculiarity of fast food is filling in a high speed. fast food is any food immediately ready and dished up, frequently at chain eateries, and ordinarily connected with more affordable and less nutritious things. This food is a kind of mass produced food intended for business purposes. Fast food or junk food is depicted as feasts which contain a great deal of fat and sugars, oils, salt, unnecessary calories notwithstanding, it has low dietary benefit and quality. Thenormal quick food varieties are chicken tenders, burgers, and fried potato shaper, canned chips, pies, pizza, delicate fluids, and so forth. At the beginning, it is called fast food since it is not difficult to make and consume. Those fixings are smooth to get ready and gobble up. fast food is popular due to their straightforwardness of assembling, eat, their taste, and so on, yet

fast food impacts our lives in numerous viewpoints adversely.

The ingredients in fast food are low in nutritional value and have the best laying level on it, incurring an impact on the wellness of the individual. fast food integrates an unreasonable level of refined sugar, white flour, trans fat, etc. Many individuals like junk food as it tastes really heavenly. junk food has remarkable preferences as it allows in a strong bundle of spices that make it tasty. Besides, because of the reality numerous cafés give transport benefits, the food will become more straightforward to get at any time. Since our life becoming occupied step by step, so we are going for effortlessly made food like fast food. As the quick lifestyle has come to be exceptionally occupied, this at this point controls us at works of art and home at the indistinguishable time. Financial goal play an excellent situation in eating junk food. There are various thought processes why people eat junk food while they knew around its unpleasant results on their wellbeing and family. At the point when individuals eat

low quality foods often, it goes before an individual to an expanded gamble of heftiness, cardiovascular infection, also, numerous other persistent medical issue. Fast food has numerous hurtful impacts having long term and speedy terms. The items in the fat have an exorbitant cholesterol level. Extreme calorie content material with sugar can prompt weight issues. Cholesterol and salt can increment circulatory strain, stroke, and heart issue in the chain. Unreasonable salt can impede the working of the kidney as well. Unhealthy foods present adverse impact to wellbeing and decay the medical issue whenever taken consistently without giving any medical advantages. We ought to try not to eat unhealthy foods to appreciate full wellbeing and cheerful life all through life.

What is Junk Food ?

Junk food simply implies an empty calorie food. A empty calorie food is a high calorie or calorie rich food which lacks in micronutrients such as vitamins, minerals, amino acids and fibres but has high energies(calories). These food sources don't contain the enhancements that your body necessities to stay sound. Thusly, these food varieties that has poor sound advantage is viewed as unwanted and may be called as junk food. Low quality food is an easygoing term applied to a couple of food sources which are believed to have practically zero solid advantage, yet which likewise have ingredients thought about unfortunate when eaten regularly, or to those considered undesirable to consume by any means. The term junk food was coined as shoptalk in the public interest in 1972 by Michael Jacobson, Director Of The Centre For Science, Washington DC. What make these foods to be called as junk is that it contains high levels of refined sugar, white flour, trans fat, poly unsaturated fat, salt and numerous food additives such as monosodium, glutamate, and tetrazine; at the same time it is lacking in, proteins, vitamins, essential minerals, fibres, among other healthy attributes. These food assortments have little catalyst conveying supplements and minerals and

however contain raised level of calories in their place.

A food that is high in fat, sodium, and/or sugar and provides high calories yet useless in value is generally called as junk food. In reality, junk food is easy to convey, buy and eat. Generally, a junk food is given an incredibly charming appearance by adding food added substances and tones to improve flavor, surface and for growing long stretch of time of convenience.

Reasons of popularity of junk food :

junk food dependence is so high as a result of its straightforwardness. They are not difficult to get ready and are exceptionally delicious. Low quality foods, for example, potato wafers and Cheetos don't require cooking or warming. People groups like to eat them while staring at the TV, they save themselves a great deal of problems and time when they are in a rush eating pizzas and burgers as they are served at their door step hot and prepared to eat. If time constraint is one reason that pushes peoples to eating junk food, great taste also, to an extent influences them to opt for junk food. But junk foods get their taste owing to lavish usage of oils, salts and sugar. Once they caught in junk food addiction, they find it hard to think about the loss of nutrition due to junk food. Food varieties arranged external the home and café food sources have an incredible fascination for food buffs. A estimate tells that Frito Lays is selling a billion sacks of Cheetos each year. junk food promoting plays a significant part in this. There is likewise worry about the focusing of showcasing to kids since kids are simple and expected focus for junk food. Junk food has a long shelf life and may not require refrigeration for most products like chips and wafer. The transportation of junk food is simple because of its packaging as contrast with the man made food. Simplicity of transportation and accessibility increase the fame of unhealthy food step by step. The expense is less when contrasted with quality food. Less expense is likewise an integral explanation of the popularity of low

quality food. It is effectively available to all classes of populace because of its low and appealing cost range.

Reasons for avoiding junk food

The expense is less when contrasted with quality food. Less expense is likewise an integral explanation of the popularity of low quality food. It is effectively available to all classes of populace because of its low and appealing cost range. This is one more consequence of junk food propensity. These are followed to impact in quick and medium term periods when people groups have an extravagant garbage feast wealthy in oil they feel tired and neglect to focus. Over supported times of unhealthy food eating blood flow drop because of fat aggregation, absence of essential oxygen, supplements and protein especially can flat their brain cells temporarily. Aside from framing plaques and tightening corridors cholesterol likewise influences liver where it is processed. Elevated cholesterol because of low quality food and diet strains liver harming it at last. This is long term impact. Unhealthy food diet is a significant reason for heart illnesses (Myocardial localized necrosis) because of plaque development in courses which requests heart to invest additional energy to pump blood on the downstream, on the upstream there is absence of returning blood to heart, this makes two harms to heart - heart fatigues because of constant additional work and it suffer in oxygen supply. The nutritional value of junk food is around one on a size of 1 to 10, which is the least. The dietary benefit is lost during the time spent making the unhealthy food so manufactured nutrients and minerals are added to remunerate it, however they are bad contrasted with regular nutrients and minerals. Normal phytochemicals are absent in junk food which absorbs the free radicals to forestall illness. Verifiable truth fat and sugar are all around as addictive as heroin and cocaine, they animate the very receptors in the cerebrum that encourage because of expanded dopamine level. Low quality foods have a ton of stowed away sugar and fat to make it habit-forming and

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furthermore upgrade the taste. junk food have heaps of chemical additives which are not valuable to body, things like artificial coloring and preservatives . MSG and tartrazine is in practically all kind of unhealthy food and a wide range of clinical examinations have uncovered that MSG causes obesity and of other terrible things. Every one of the methods used to handle the low quality food - canning, getting dried out and freezing, essentially annihilate the kind of food so synthetic compounds assuming some pretense of 'normal flavor' have been added to enamel the flavor, while color additives are added to make food fresh. It could cause the food to seem more appealing yet it is destructive to our bodies.

Junk food is rich in fat so accumulation of fat can takes place in bronchioles so oxygen supply tends to reduced in body which can cause some respiratory disorders.

Review Of Literature:

Junk food have been characterized by (Bender and Bender, 1995) as a "general term utilized for a restricted menu of food varieties that loan themselves to creation line methods; providers will more often than not work in items like cheeseburgers, pizzas, chicken, or sandwiches". The junk food industry, initially considered in Southern California during the 1940s, modified the dietary patterns of Americans, yet additionally those in numerous different nations all over the planet, including Asian nations (Schlosser, 2001).

Consumption patterns of students are very interesting to review. In a review at Universities in Ankara, in Turkey, research was led the point of which was to decide junk food utilization propensities for college students. There were 401 respondents who were students, of whom 297 were female (74.0%) and 104 were male (26.0%). It was resolved that 98.0% of the students go to drive-thru eateries. The level of those students who like to go to fast food both during the week and at the end of the week was 43.8%. In the example, the most favoured junk food was pizza (285 focuses), and this was trailed by

chicken doner (278 focuses) and burgers (273 focuses); while the most favoured refreshment was bubbly beverages (57.6%). Junk food chains have been profoundly imaginative and powerful at welcoming and drawing clients out of their kitchens up to fast food communities. Cullen, (1994) in his work, named “Time, tastes and technology: the economic evolution of eating out” deciphered that the rising Americanization of eating out had followed a culture of fast food and gave more significance to comfort and eating out conduct because of specific reasons, and the outcome was that emotional changes happened in the junk food utilization examples of Asian nations (Shetty, 2002). Primary changes in the interest for food in Asia have projected that Asian nations have been going through changes in their economies upheld by quick urbanization and this pattern would go on in the years to come (Huang and Howarth, 1996). Kara, Kaynak, and Kucukemiroglu, (1995), introduced the purchasers' impression of and inclinations for drive-through joints in the US and Canada. As per their review, the purchasers in the age gathering of 12 to 24 years search for assortment, cost, conveyance administration and area in America, and principally for cost and oddities in Canada. In this study endeavors are taken to comprehend the fast food utilization examples of college students in Manipal, India.

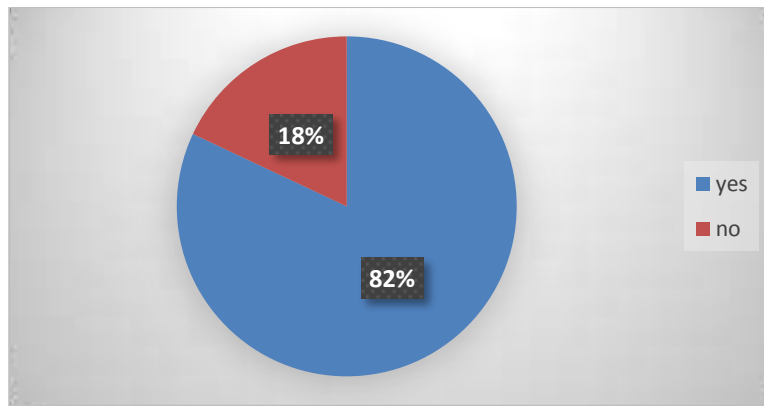
In a study by Harsh Kumar, Rajdeep Palaha and Amandeep Kaur, (2013), the junk food propensities for the hostlers were concentrated on corresponding to their utilization and mindfulness and to concentrate on the job of their folks and promotions in provoking them to eat quick food sources. Despite the fact that, there are pattern changes and their effects are

Sample:-

Age group (18-30), Sample size (350)

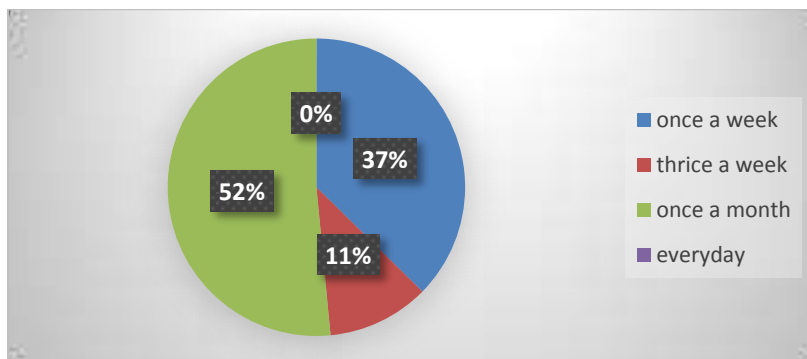
Place of sampling – students of colleges and universities in Jodhpur.

on entire social orders, whether they has a place with lower, working classes as well as exclusive classes, they exist. hostel life for students for instance is totally not quite the same as residing at home particularly regarding dietary patterns. Thus, by remembering this view the review was led at the Lovely Professional University hostels to cross examine the utilization examples and consciousness of the hostel students connecting with junk food eating. The review stressed the vagueness in the information, mindfulness and utilization ways of behaving among college students living in hostels. It provided converging evidence of a direct causal link between food advertising, the parents' roles and behavioral pattern of the hostel students relating to fast food consumption. The review was led during the October-November 2011 at the Lovely Professional University hostels. At present 18,000 students lived in the college lodgings as per data got from the college authority. A sum of 10.06% of the all out examples for example 1811 students were designated and non-parametric test (chisquare) was applied to really take a look at the decency of fit, at a 95% degree of importance. The overview gave uniting proof of a direct causal connection between food publicizing, guardians' jobs and personal conduct standards of hostel inhabitants connecting with junk food utilization. Understanding the hostel tenants eating perspectives and conduct is significant as far as their wellbeing which plainly shows that the reception of a junk food utilization culture among college lodging occupants at Lovely Professional University is a typical component. The review connoted the immediate uncertainty in the information, mindfulness and reasonable utilization conduct among college hostel occupants.



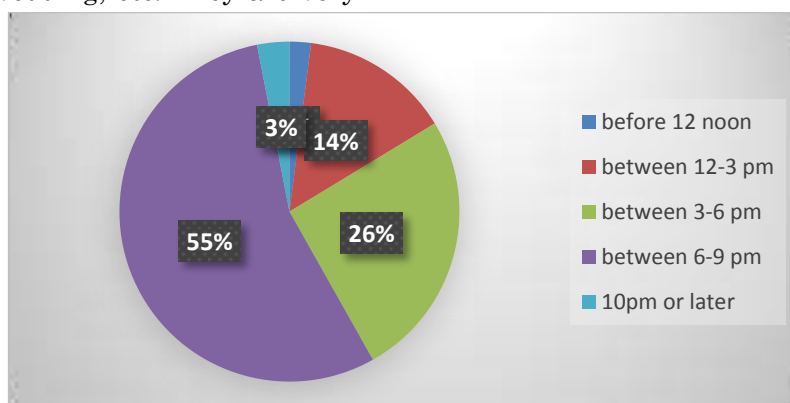
When it was asked to students about consumption of instantly prepared food and traditionally cooked food. In this question I want to know how many students consume instantly prepared food (like noodles, canned food, frozen food). I have asked 350 students, out of them 290 students replied yes that they are

consuming instantly prepared food with reasons like less time needed to cook, tasty, no need of any professionalism. Rest 60 of them replied no they are not consuming instant food with reasons like unhealthy food, causes many health related problems, insufficient amount of nutrition.



My second question was about the frequency of students to visit fast food restaurant. From the above figure it is observed that 52% of total students which is 180 students visit restaurant only once in a month, so it can be said that they visit occasionally ex- in parties of birthday, job, wedding, etc. They are very

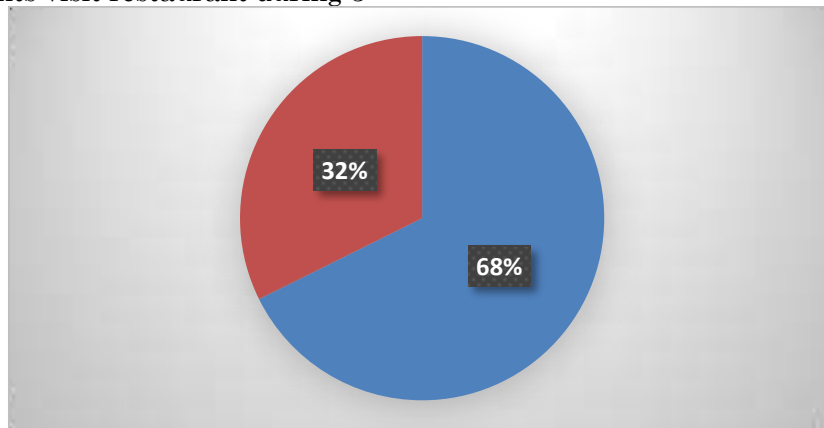
health conscious. 37% of total which is 130 students visit restaurants once in a week mostly on weekends with friends. 11% of total which is 40 students visit fast food corners thrice a week. They are less health conscious.



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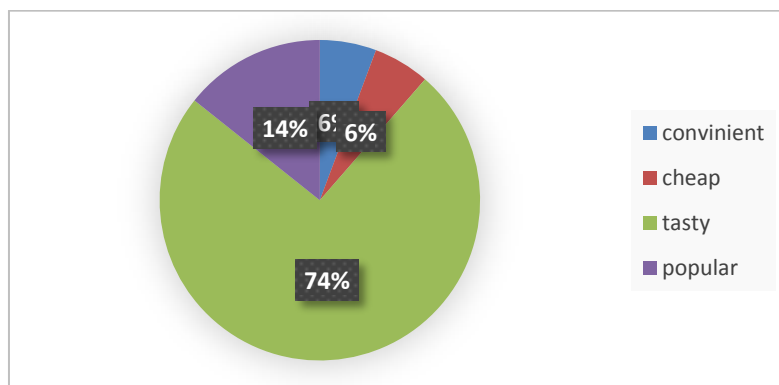
My third question was about relation between time and fast food consumption. Out of 350 students 190 students visit fast food centres in time between 6 to 9 pm reasons behind were pleasant weather of the city at night time, most of the students are free at that time, most of the good restaurants open during this time period, this time period is not too early not too late. 90 students visit restaurant during 3-

6 pm they are students who don't like to be outside of the house in night time for reasons like family permission, television shows, to sleep early. 50 students like to visit fast food centres during 12-3 pm they are student who visit fast food centres which are in their institution like canteen mostly they visit in the break period of their class.



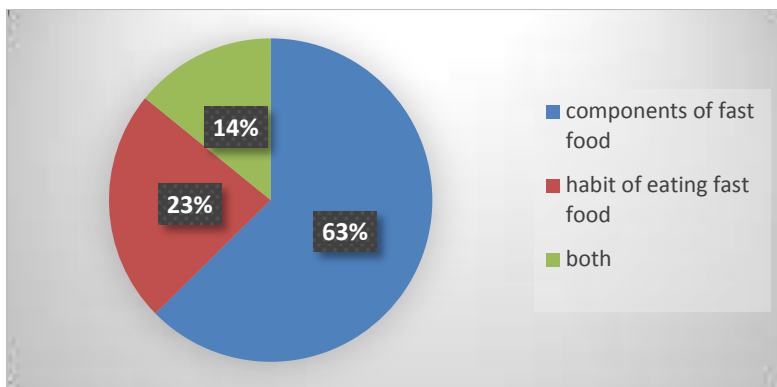
Another question was about healthy choices made by fast food chains. Through this question I want to know the students perspective on do fast food centres offer healthy choices or not. 68% of total

students which is 240 replied no fast food centres do not offer healthy choices. And 110 students replied yes fast food centres offer some healthy products which are good for health.



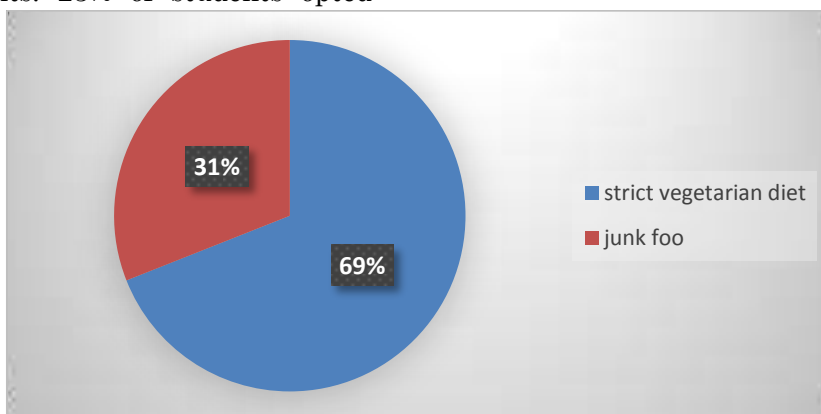
When the students were asked to select the factor that influenced them in selecting the type of the junk food 74% opted for the option taste, 14% elected the

option popularity fast food which is in Trend, 6% elected the option cheap in and 6% elected the option convenience that it is easily available.



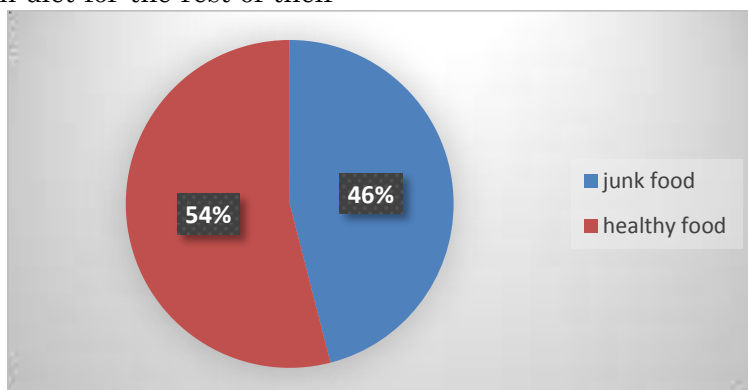
In this question I want to know students perspective on the fact that what is bad in junk food. 63% of students opted that components of fast food is bad for health such as salt, sugar, saturated fats, trans fats, calories, and processed preservatives and ingredients. 23% of students opted

that habit of eating fast food is bad for health, they think this habit will led to major health problems in future. 14% of students think that both of these options are reasons behind bad effects of fast food on health.



Through this question I asked the students whether they would like to follow a strict vegetarian diet throughout their life or junk food diet forever.69 percent of the students chose that they would like to have a vegetarian diet for the rest of their

life, through this they can live a good, healthy and long life.31% of people chose that they would like to take junk food diet for the rest of their life, they put their test before their health.

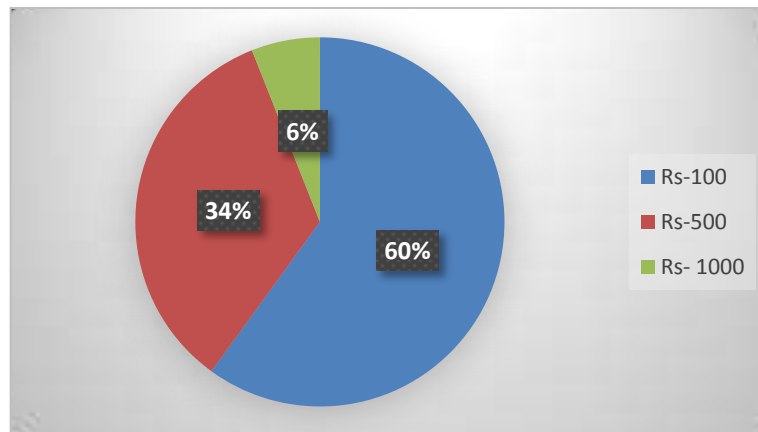


Through this question I wanted to know that what gives more happiness to the students, junk food or healthy food.54% of

students chose that healthy food makes them more happy and 46% of students

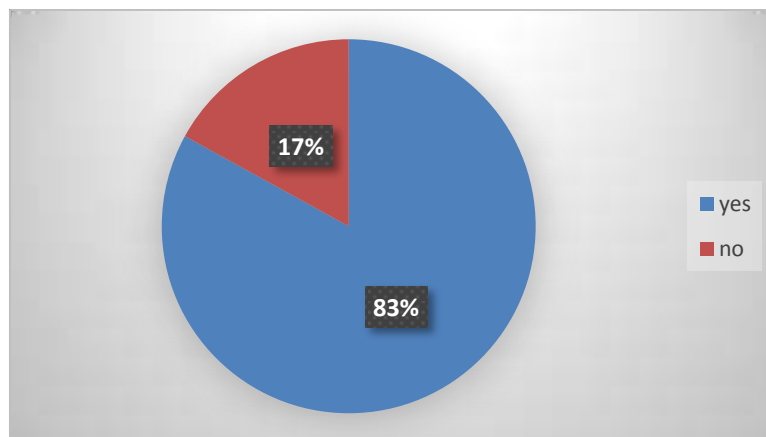
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chose that fast food makes them more happy.



Through this question I wanted to know how much money students spend on fast food in 1 week. 60% of students chose that they spend around ₹100 in 1 week on fast food which is a medium amount. 34% of the students chose that they spend around

₹500 on fast food in 1 week which is a good amount for unhealthy thing like fast food. 6% of the students chose that they spend about a thousand rupees in a week on eating fast food which is too much.



Through this question I wanted to know students thought on whether fast food should be considered an addiction or not. 83% of the students said that yes fast food addiction is really an addiction and 17% said that no, there is nothing like this.

Conclusion:-

Factors like industrialization, a more noteworthy opening up to western culture, promotion and mass impact of social media, no time for getting ready food at home, urbanization and quick improvement of the fast food industry, are the fundamental elements which have prompted the development of junk food all over the world. Utilization of quick food sources is additionally expanding step by step. Because of these variables expressed over, the dietary patterns of adolescents

and youngsters are changing which prompts more prominent weight issues and other wellbeing related issues in adolescents and youthful kids. Junk food outlets are leading to both positive and adverse consequences later going into the place that is known for enormous business. The constructive outcomes are connected with expanding position valuable open doors in a country which likewise makes a difference in the financial development of the nation and in the advancement of the country overall. Though, the many adverse consequences related to indisputable general medical problems and stoutness issue in the young people and kids. Undergraduates, those are remains ceaselessly from home and in lodgings, are eating undesirable food and

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due to the accessibility of different food decisions around the city, they don't eat good food anymore. College life, tastes and becoming mingled makes it hard for the hostel inhabitants to eat good food. Students like for the most part to go out with the companions to fast food eatery. Results demonstrates that the majority of the students will pay between ₹200 - ₹ 300 for each visit to a drive-thru eatery also, the majority of them like to go out on n on-weekend days and furthermore on ends of the week. Burgers, pizzas and rolls are the well known decisions among the different fast food things chose regularly by the students. Time, taste, neatness, cleanliness and cash are the primary elements which have affected students to settle on having quick food things. Under study's way of behaving is evolving as indicated by their preferences and inclinations among the food things they select. The utilization of bubbly beverages and new squeezes are fundamental, as per them, while having fast food things on the grounds that the greater part of the students concurred with the assertion that they lean toward these beverages. The review affirmed that male students are probably going to consume more than the female students furthermore, there is among them a reluctance to change their fast food propensities. Social media, promotions, and going out with companions are a portion of the elements which are having a tendency to increment junk food utilization by the students. Fast administrations and a helpful area are likewise among the purposes behind the inclination for fast food among the students. The flavour of food is additionally significant to them. Once in a while weariness likewise prompts the utilization of fast food among the individuals and later on, it turns into a constant conduct of individuals as opposed to just going to a get-together or a charming night with a companion or two. It becomes significant for the students and is it could be said a commitment for students to have feasts at the lower value end of the market, in light of the fact that of the restricted pocket cash and the

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different visits to the fast food outlets. From the earlier years there is in this manner a huge increment of fast food industry organizations in the Indian market and it is developing quickly at the pace of 30-35% per annum. Top brands like Pizza Hut, KFC, McDonald's and Metro eateries are the most liked among the Indians, and these cafés have made their presence more noticeable and noticeable in the nation and there is hence a calculable and extremely high development of this area in the Indian food market today.

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