

# Rising Junk Food Habits among adolescent

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## Abstract

The overall purpose of the study & the research conducted among the adolescent between 12-25 years of male& female both on the rising junk food habits in adolescent as the world takes over to the social media, restricted movement, increasing food delivery platforms with an entry of many global food chains like domino's pizza, KFC Food, Pizza Hut, baskin & robins ice-cream parlor and many more. Parents limited time to spend at home with children and cooking time also lesser result in increased the junk food habit increased in the adolescent.

## Keyword:

Junk Food, obesity & other health issues, adolescent.

## 1. Introduction

Food plays an important role in the development of children to being an adolescent, the ideal proportion of food make up of so many varieties in the daily diet of adolescent as they are on the development stage in terms of physically and mentally. Ignorance, busy schedule lack of awareness of the parents in present scenario creates a huge problem and lack of concentration of the food habits among children give rise to junk food in many countries including in India. With the introduction of junk food chain of restaurants and the effect of media also results in increasing the habits of junk Foods among children, which later leaves an adverse effect on their health as junk foods are rich in calories, fats, salts and other preservatives.

### 1.1 Negative Impact of Junk Food

Regular junk food intake leads to long-term health problems such as obesity, accompanying emotional and self-esteem problems, and chronic illnesses in later life. A single junk food meal could add 160 and 310 extra kilocalories to the daily caloric intake for teenagers and younger children, respectively. Children who eat meals with their family tend to eat healthier foods like fruits, vegetables and whole grains. They are also at lower risk for becoming overweight. However, children who eat in front of the TV tend to make poorer food choices.

#### Harmful Effects of Junk Food on Children

Reduction in comprehension speed.
Issues with heart later in life.
Growth retardation.
Digestion issues.
Risk of obesity.
Risk of diabetes.
Kidney problems.
Lower EQ.

Every day, nearly one-third of U.S. children aged 4 to 19 eat junk food, which likely packs on about six extra pounds per child per year and increases the risk of obesity, a study of 6,212 youngsters found. The numbers, though alarming, are not surprising since billions of dollars are spent each year on junk-food advertising directed at kids, said lead author Dr. David Ludwig, director of the obesity program at Children's Hospital Boston. The highest levels of junk-food consumption were found in youngsters boys and girls between 12 years to 25 years with middle to higher household income levels, who most often remain outside their home and their both parents are busy in their job outside have limited time spend with their children to take care of their nutrition as well as counseling for the right diet plan during their transition from teenage to adulthood. Junk food lovers consumed more fats, sugars and carbohydrates and fewer fruits and non-starchy vegetables than youngsters who didn't eat junk food. They also consumed 187 more daily calories, which likely adds up to about six pounds more per year, the study found. The new study results reinforce evidence that junk food contributes to increased calorie intake and obesity risk in children, Yale University obesity researcher Kelly Brownell said in an accompanying editorial. Efforts by the government should be made to limit soft drink and snack food sales in schools, and to curb food advertising aimed at children.

## 2. Research Methodology

The sample of this study included 78 adolescents across both the gender male & female and their parents, the method included surveys and interviews of the parents of the participants, the questionnaire was divided into three parts, the first part was related to socio economic and demographic information & junk food consumption pattern in relation to the awareness of the adverse effects on the physical and mental wellbeing. Analysis done using IBM® SPSS® Statistics is the world's leading statistical software used to solve business and research problems by means of ad-hoc analysis. A value of  $P < 0.05$  interpreted as statistically significant.

## 3. Results:

Findings revealed that more girls (66.0%) consumed junk food than boys and approximately half (48%) of Participants were consumed junk food as an alternative to main meal and more than half of participants (65.0%) consumed soft drink every day, likewise majority of the participants (45%) have gastric problems, acidity and 25% had urinary tract infections related to junk foods and soft drink, and 15% participants reported sudden weight increase, high sugar level and lipid profile related to cardiac ailments during the period they had more junk food than normal home cooked food.

## 4. Limitations

The research was conducted with full benchmark & guidelines but the limitations of the study was that some of the information might have been hidden by the participants and their parents during the interview for the fear of being exposed to their friends and society so the data accuracy may be vulnerable and next advanced study or sampling should be done in the hospitals where the identified age group between 12-25 years of adolescents come for a general consultancy which covers gastroenterology, and the healthcare providing bariatric consultancy and infections related to UTI and other

## 5. Conclusion

The research was concluded that the majority having junk food among the participants were only adolescents between the age group of 12-25 found with various adverse effect on their physical health mostly found with obesity, gastritis ulcer, acidity, increased the level of lipid profile and high sugar due to high intake of carbonated drink and ice-cream. And the research also shows some hidden facts by the respondents revealing exact facts and figures. The impact of advertising and sales promotions also played a vital role in motivating the adolescent to choose the junk food routes, lack of awareness in the young adults and their parents with respect to the side effects of junk food need to be addressed during the PTM in the school and colleges and seminar or workshop to be organized by healthcare professional to create awareness about the adverse effect of junk food.

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