

# TO STUDY THE RELATIONSHIP BETWEEN JUNK FOOD ADVERTISEMRNT AND PURCHASING BEHAVIOUR OF TEENAGERS (HARYANA)

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## ABSTRACT

Junk refer to food that is high in calories but low in nutritional content and something that is appealing or enjoyable but of little or no value. Junk food easily available in market at different cost. Junk food is not good for health because it contains high amounts of fat or sugar. Various type of Junk food that available in restaurants like cold-drinks, chips, chocolates, and candy etc. The number of junk food restaurants and chain is increasing because people around the world like to eat junk food. USA, Canada, Britain, Australia, Japan, Sweden etc. are the countries with most junk food consumption around the world. Junk food is more popular because of experience of great taste, better shelf life and easy transportation. The junk food advertising is also play a great role in junk food's popularity. But it should be avoided, because of lack of energy, high cholesterol and poor concentration. It causes a lot of harmful effect on the body like obesity, diabetes, heart disease and various types of skin cancers. Eliminating the temptation for junk food and developing the awareness for fitness can be helping in avoid the junk food from the healthy diet regimen.

**Keywords:** Junk food, soft drinks, obesity.

## Introduction:

Junk food is the term used for that food which has a very low nutritional value. Generally this kind of food has high amount of fat, sugar, salt and calories. The term of 'Junk food' was initially used in 1972 by Micheal Jacobson (Director of the Centre for science in the public interest). 'Cracker Jack' was the first American junk food consisted of popcorn, molasses and peanuts. It was introduced by brothers Frederick and Louis fair in 1893. A few years later in 1896, their invention went on to be sold as cracker Jack commercially. Most of the types of junk foods came into existence in 20<sup>th</sup> century. This massive arrival of junk food is the result of mechanization, electricity and labour-saving devices, that had been used for the preparation of food. It was the time when manufacturers started making food with cheaper ingredients, with less nutritional value and by using fast preparation methods. But this type of food with low nutritional value lessened the healthiness of food. A surprising result was obtained by a study which was performed on rats in 2008 that junk food affects the brain the way as addictive drugs do. So, to have a control at the consumption of junk food, some countries introduced junk food taxes. Some interesting facts about junk food are as follows:- Money spent on the advertisement of a cereal is much more than the actual cost of ingredients of that real. Commercials for junk food are mostly targeted on young children and teenagers. Although junk food is bad for health, but most of the American and people among all over the world enjoy it on a daily basis. July 21 is celebrated as "National junk food day".

Junk food is the food that lacks of having dietary fabric protein, vitamins and other minerals. Basically junk food is associated with in high calories and sugar. Therefore we can define them as positive terms .Junk food can be contains too high protein food with saturated fat. So the term has food breakfast (high in fats salt and sugar) is used in anus. Sometime fast restaurants and fast food are equated with junk food which cannot be categorised as junk. Andrew F. Smith Encyclopaedia of junk food and fast food described junk food as those commercial products including Candy Bakery goods, ice cream salt ,Snacks and soft things which have little or no nutritional value do have plenty of calories salt and fat. While not all fast foods are junk food. A self regulatory agency for UK and

industry the United Kingdom advertising standard authority uses nutrition profiling to define the junk food as the energy scores the food for “A” (notorious energy saturated fat total sugar and so Sodium) and “c” nutritious like food vegetable and nuts contents fibre and proteins. The difference between A and C score determines whether after food or bridge is categorised as access for junk food. Due to globalisation, the culture of junk food has spread all over the world. India has adopted this culture in great extent. Now-a-days India's Dishes are being replaced with the fast food as these foods consume less time to be prepared and give more taste while eating. Now a days, everyone focuses on facilities, but not on health. Healthy nutritious food is being replaced with junk foods. So junk food is the food which is easy to make and quick to consume. Now a days, the number of junk food restaurants and their advertisements are being promoted everywhere. Our neighbourhood, internet, television and other social websites promote their items. In the globalization process interaction and integration among people, companies and government started world wide . Globalization helps in free flow of food culture from one country to another country. Junk food expansion is the result of Globalization. Junk food is the food that is high in calories but low in nutritional content . Junk food is not good for health because it contains high amount of fat or sugar . Eating a poor quality diet, high in junk food creates a high risk of obesity, depression, heart disease, cancer and early death. Junk food is not healthy food for everyone. The consumption of junk food is harmful for every age group.

**Meaning of Teenage:** Teenage refers to a distinct stage or that time when a child body is changing and becoming physically like that of an adult. A person aged between of 13 to 19 years is called teenagers. Adult hood starts at the age of 18 years.

**The five main features of teenager are:**

- Biological growth
- Development
- Increased decisions making process
- Increased pressure

**Impact of Junk food**

- **High Blood Pressure :-**As we know that junk food items contain high sodium and regular in take of junk food which can cause high blood pressure. High blood pressure can create many other health issues like heart attack and heart stop. There is the limit of sodium described by health expert for teenagers i.e. 2400 mg but even small part of tomato chips can contain sodium more than 1600 MG. That's how the consumption of junk food can take sodium consumption on allergic level.
- **Dental issue** junk food contains sticky substances which get fixed in teeth and can cause many dental issues. Excess consumption of sodas and soft drinks can also prove threat for oral health of teenagers as they are the storehouse of sugar .Regular consumption of such food can cause tooth decay and gum disease.
- **Poor Concentration Level and Constant Fatigue:-** If a teenagers taking junk food regular, it means that he is not taking a healthy and nutritious diet. It means the junk food has overpowered not only over the stomach of your child as well as growth and future of your child is damaged because in the absence of taking nutritious diet there will be the deficiency of minerals and vitamins
- in the body of the teenagers .Due to deficiency, he will feel stressed and Drowsy all the time. This constant drowsiness can spoil the concentration level .
- **Chronic Illness:-**According to the survey of experts, junk food can be blamed for rates of rest of diabetes high blood pressure and heart attack of chronic illness is being increased in among children's and teenagers due to consumption of high amount of junk food. According to the survey one in three in their adult will have been diabetic by the year of 2050 in the USA. This physical and mental disability and premature death can be resulted due to diabetes. Another survey noted that this is children may suffer with the high cholesterol and the heart disease later in life.
- **Self Esteem and Depression:-** Having self-esteem and confidence is also necessary for a growing child but regular consumption of junk food can impact them negatively. According to kids club magazine, junk food can affect a child's

physical and mental health. It increases the unhealthy weight gain which can create the problem of lack of self confidence among children. Lack of self confidence and self esteem can cause depression which is very much dangerous for teenagers which can affect development performance in the school and social adjustment which can lead a teenagers suicide.

- **Central Nervous System:-** Short term of taking junk food can result satisfaction of hunger but as long term effect can be less positive people who take junk food face more depression than people do not eat junk food.
- **Reproductive System:-** Consumption of junk food may impact the strength of fertility phthalates content of junk food which are chemicals and can affect hormones in our body. The high exposure of these chemical can lead to reproductive issues as well as birth defect.

### **JUNK FOOD AND SCHOOLS:**

In a country like India, you can find 4 or 5 junk food shops around a school which should not be there. Canteens in schools prefer selling junk food as it is more liked by students. And due to these canteens selling junk food the number of students bringing a healthy lunch box to school is declining and number of student with junk food is a point of concern. To overcome this problem just like government schools, private schools should also introduce mid-day meal. This is a program which promises a good and healthy lunch to students. Higher the consumption of junk food higher the level of diseases in body. Intake of junk food offers high sugar, salt, saturated fat and calorie welcomes diseases like hypertension, diabetes, obesity, dyslipidemia and impaired glucose tolerance. Junk food depleted with calcium and magnesium are responsible for osteoporosis. Junk food with higher sugar content also leads to dental problems. Junk foods are often adulterated with chemicals, food colours etc. These colouring agents in food are considered as carcinogen. Schools with the help of government should introduce various programs which promotes the consumption of healthy food and cutting down of junk food. Reducing the price of healthy food would be a good strategy in increasing the demand of healthy food. Various taxes and other implications should be imposed on junk food which tends to increase the price of junk food. Government should be strict towards the media for advertising junk food and should suggest them to advertise of healthy food which will serve a better future to India in every field. Children should be encourage by parents and teachers to eat healthy food . They should be taught about harmful effects of junk food in school. Beautiful and attractive chapters should be published in books about food and nutrition, healthy diet, balanced diet etc. This would be considered as a really great step towards reduction of junk food consumption. Ministry of State for Information and Broadcasting Rajyardhan Singh Rathore told the Parliament that bodies like the food and Beverage Alliance of India have already decided to voluntarily restrict food and beverage advertisements concerning children .On February 8 2018, Samriti Irani said that "Presently there is no such ban on the advertisement of junk food". She also mentioned that nine food business operators have decided not to advertise products with high content of fats, salt and sugar on children's channel. Many members of the Parliament have raised their voice about the affect of the junk food on health and growth of children, sugar and salt food on children's channel". IRANI'S said consumption of junk food is not only the concern of India.This has become a world wide issue in 2014, WHO (world health organisation showed its concern to words higher in take of junk food by teenagers. It advised everyone to protect from harmful drinks and junk food it said: "Food and drink marketing is a vast and increasingly sophisticated industry, and prime target. Advertisement on T.V,

### **OBJECTIVES OF THE STUDY**

- To study relationship between junk food advertisement and purchasing behaviour of teenagers.

### **HYPOTHESIS OF THE STUDY:**

- There is no significant relationship between junk food advertisement and purchasing behaviour of teenagers..

### **LIMITATIONS OF THE STUDY:**

- The sample of the present study was drawn from highly populated districts in Haryana region North, South, East, West .
- The survey study is limited to four district of Haryana only.
- In these study age limitation is only 13-19 years. It may be on children or adults or middle age.
- Since the data is collected from a sample of 800 teenagers Govt and private school, the results can't be generalized.

**REVIEW OF LITERATURE:**

- **Amin. T., et al (2008)** studied on Overweight and Obesity and their Association with Dietary Habits, and Socio demographic Characteristics among Male Primary School Children in Al-Hassa, Kingdom of Saudi Arabia. A number of 1139 primary school male children were included with their age of 10 to 14 year. The number of overweight and obese children was higher in urban schools, among the older age group, belonged to less educated parents, working mothers and small family size as compared to their counterparts with a desirable BMI. The frequency of eating outside was high among overweight and obese children.
- **Ashakiran and Deepthi, R., (2012)** review on Fast Foods and their Impact on Health. Junk food simply means an empty calorie food. . An empty calorie food is a high calorie or calorie rich food which lacks in micronutrients such as vitamins, minerals, or amino acids, and fiber with high energy in account of calories. Why these foods are called as ‘Junk’ because it contains high levels of refined sugar, white flour, Trans fat and polyunsaturated fat, salt, and numerous food additives such as monosodium glutamate and tartrazine and preservatives with added colours; and deficient in proteins, vitamins, essential minerals, fiber, and other healthy attributes. These foods contain high level of calories and have little tendency of producing vitamins and minerals .
- **Vijayakumar,M. and Thanalakshmi,S. (2010)** conducted a study on impact of television advertising on children. In their study on a sample of 87 children ranging from four to fourteen years old found that children are able to remember and recall many of the advertisements after watching. They like to consume products accordingly of their preferences and choices.

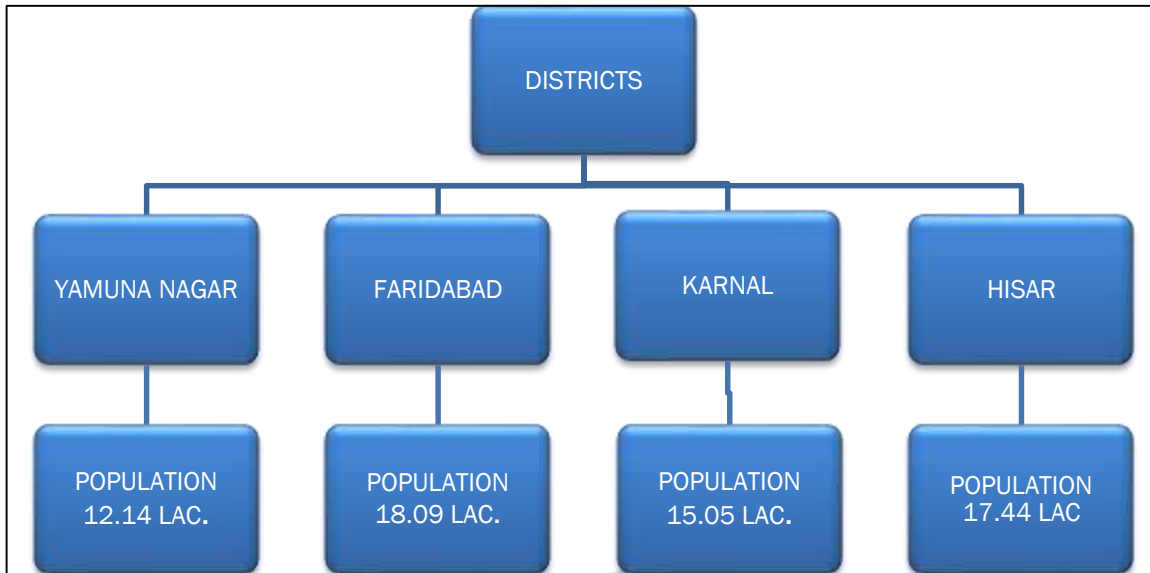
**RESEARCH METHODOLOGY :**

According to nature of the study researcher used descriptive survey method. The research methodology that has been adopted in this study “The impact of junk food on teenagers. In this study, we discuss the positive and negative impact of junk food on teenagers and simple tips to away the teenagers from junk food. In this study we also discuss the advertisement is influence the teenagers in high ratio. Now days manufactures have tricks to attract the teenagers towards junk food and increase the sale of junk food. In the study we discuss the impact of junk food on rural and urban areas. This study focus on north, south, east and west region of Haryana and check the consumption ratio of junk food in age group of 13 to 19 years. This study is based on school students of 9th to 12th classes of government and private schools of rural and urban areas of highly populated district according to census 2011 HISSAR, FARIDABAD,, KARNAL and YAMUNAGAR.. The validity of any research depends on the systematic method of collecting the data an analysing the same in a logical and sequential order. In the present study, an extensive use of both primary and secondary data was made.

**. Selection of Zone**

Researcher selected highly populated districts according census 2011 . In Haryana Zone Researcher selected Yamuna Nagar from North, Faridabad from South, Karnal from East Zone and Hissar from West Zone.

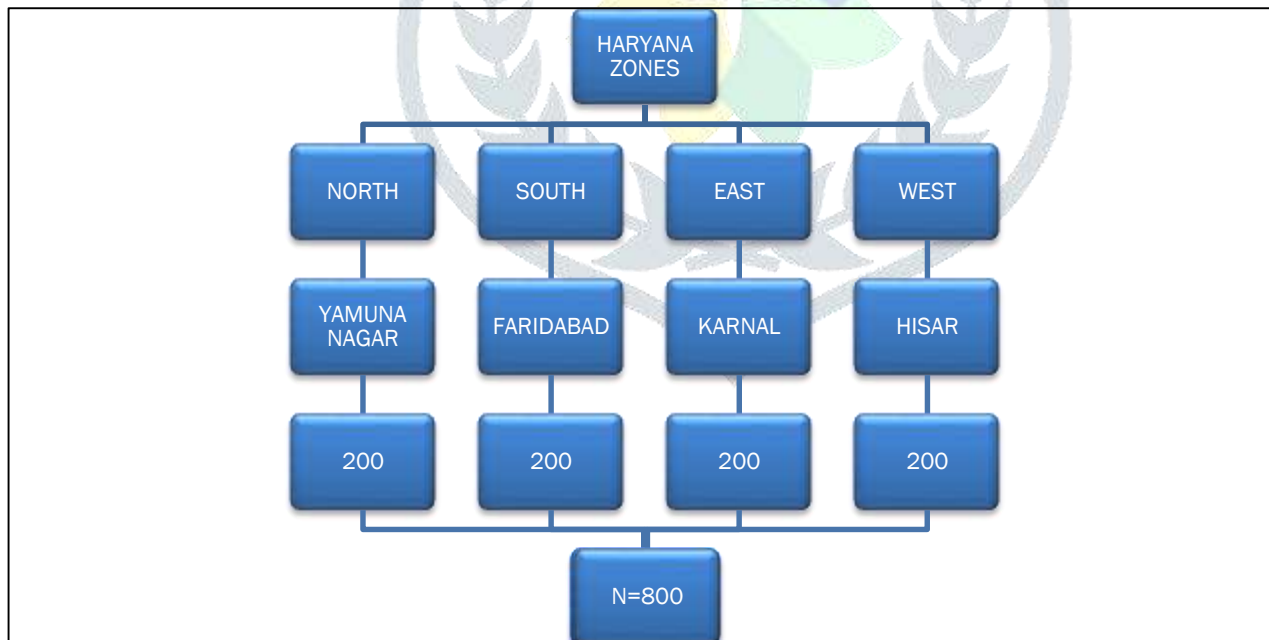




**Source:**Census 2011

**Sample Area:**

The stratified random sampling method was applied for collecting the data 800 school going teenagers study in Haryana zones. Selection of school was Haryana Zone of North, South, East and west and highly populated districted and highly populated village of this district are selected by the census 2011. Out of total schools 16 schools were selected (800) teenagers are selected by random sampling technique(blind folded)



**Statistical Technique used:**

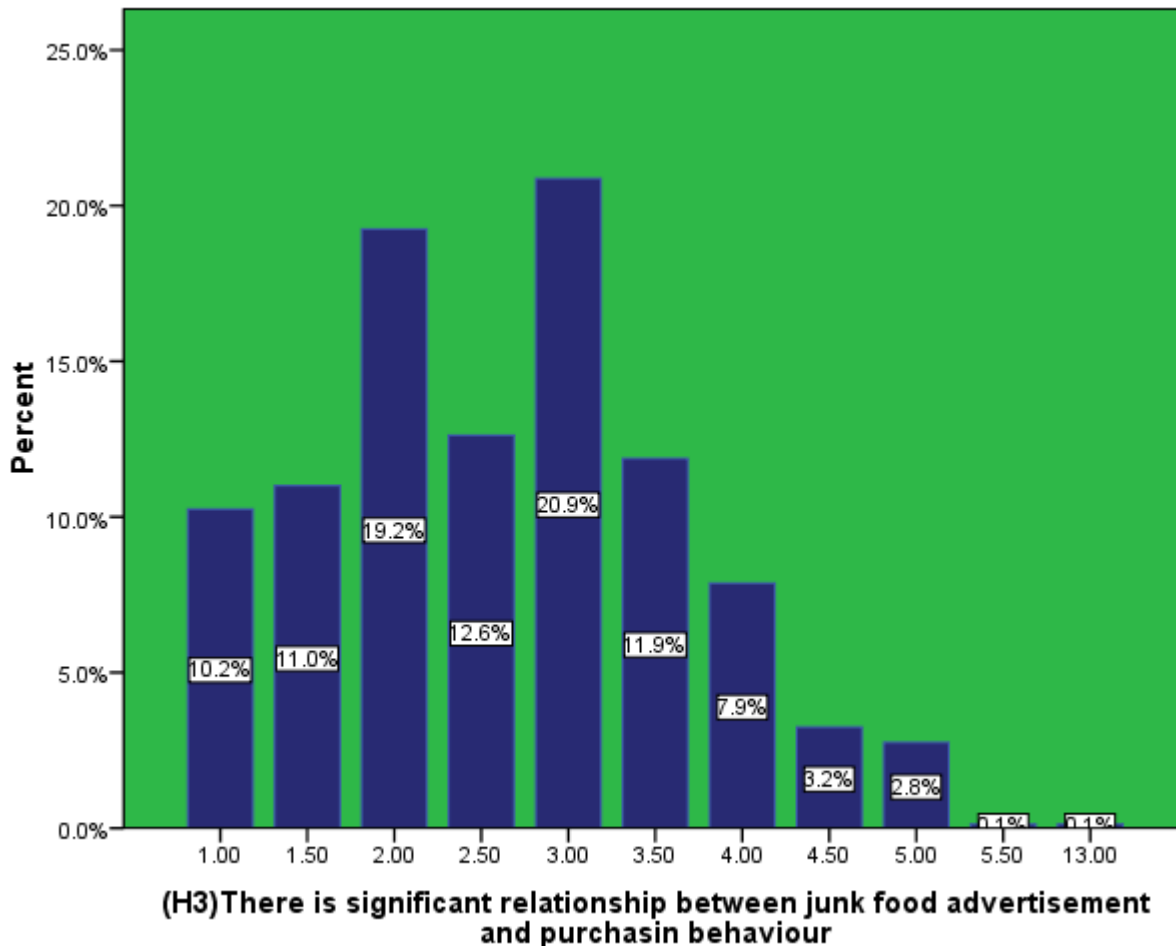
In the research the data is collected by primary and secondary method. Researcher used mean ,standard deviations and Correlation test of Spearman SPSS for find out the significance value.

**RESULT & DISCUSSION**

**H(o): There is no significant relationship between junk food advertisement and purchasing behaviour of teenagers.**

**Correlations**

		age	(H3)There is significant relationship between junk food advertisement and purchasin behaviour
Spearman's rho	age	Correlation Coefficient	1.000
		Sig. (2-tailed)	.059
		N	.094
		800	800
(H3)There is significant relationship between junk food advertisement and purchasin behaviour		Correlation Coefficient	.059
		Sig. (2-tailed)	1.000
		N	.094
		800	800



**Interpretation:** The above Spearman Correlation test descriptive table depicts about (Ho) "There is no significant relationship between junk food advertisement and purchasing behaviour". The table shows that 800 teenagers are taken for sample for research including 400 boys and 400 girls. From the table, the significant value is (.000) is more than 0.05. Since the alternate hypothesis is accepted. The significant value is .000 If, "p" (sig value) is more than 0.05, then researcher accept the alternate hypothesis is accepted.

**(Ha) There is significant relationship between junk food advertisement and purchasing behaviour.**

## **CONCLUSION**

It has a known fact that Junk- food is tasty, convenient, and attractive food material, therefore this food has been, easily accepted all over world. The consumption of Junk-food has increased since two decades, especially among young people. It is easily available at low cost outside the home which resulted as a change in dietary habits of the population all over the world. It has become the part of our life. The rapid inclination towards Junk-food has been observed in India as well as, small city like Drug. In our opinion apart from its low nutritive value, its easily availability, its low cost, its marketing strategy, its energy and time saving characteristic and change in socio- economic status of the population, was major cause that attract teenagers towards junk food. Teenagers, a vital stage of growth, symbols the period of transition from childhood to adulthood. It is characterized by rapid physical change, resulting in sexual, mental, teenager's health in term of obesity, increased anxiety, abnormalities in blood pressure, physically inactive, lack of concentration in studies. Last but not least we must try to aware children regarding the side effects of Junk- food. Young mothers should try to feed home made fresh foods instead of Junk- food to their children. It is combined responsibility of parents and teachers to educate children about avoiding junk food and motivates them to choose nutritious and healthy diet and adopted healthy lifestyle. There is a need of consistent nutrition awareness program to enhance the nutritional status of children particularly young girls emotional psychological and behavioural maturation. Both male and female face stress in this period. Hormonal changes, hectic schedule, adjustment with family, peer group pressure, study and carrier pressure makes Junk- food popular among adolescents and children. The present study found that excess consumption of junk food directly affects the health of teenagers.

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