



# A study on Buying Behavior of Consumers towards Junk Food & its Impact.

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## **Abstract:**

As we all know 'Food' is very important factor of our life which provide us with energy to do our daily activities. In India we saw that traditionally people use to prefer only home cooked foods but now a days most of the people, youngsters & kids prefer to have only Junk or Fast food in their daily meals due to its taste, convenience, easy & instant packet foods etc. This type of food does not provide any kind of nutritional value to our health, in-spite of this they effect negatively to human health which causes different types of diseases.

This paper focuses that high consumption of Junk food are unhealthy for human beings and also dangerous as it leads to Obesity, Addiction, High blood pressure, Heart problems, High Cholesterol, Impact on Brain etc. Also, this paper talks about bad things which happen to our body after eating junk food. According to studies Junk food Contains high calories, saturated fats, food colors, salt etc. which effects on growth of human being. So, there is need to continuously remind our today's generation like children and teenagers not to consume junk food and avoid it totally from our regular meals. It is necessary to improve the eating habits and change our lifestyle to lower the risk on life.

**Keywords:** (Junk food, Obesity, Addiction, Saturated fats, High Cholesterol, Nutritional value)

## Introduction:

Consumer behavior means how individual consumer behave while purchasing, selecting evaluating and disposing goods for satisfying their needs and wants. Evaluating consumer needs and wants is very difficult task of the company.

Today we are living in the era where “Junk Food” has gone global. This food is now available all over the world. We see it every where we go, like in fast food restaurants, groceries shop and mostly on Television usually looking very attractive and interesting.

Junk food is a type of food which contains of high levels of fats, salt, sugar, calories & cholesterol but they are lack in vitamins, minerals and fibre. Junk food does not contain any single benefit. It has only side effects like weight gain, diabetes and hearts problems for body as they do not contain any nutritional benefits for health. It includes fast food, sugary drinks and processed food which is always convenient and easy to eat, delicious in taste and easily available but it is considered as unhealthy.



## “Say No to Junk Food”

### Objectives:

- To understand the concept of Junk food.
- To study the reasons why consumers, prefer Junk food.
- To know the Impact of Junk food on today’s consumers.
- To provide suggestions and solutions after getting Impacted by eating junk food.

### **Research Methodology:**

For this research paper I have collected secondary data only. This data is collected from different websites, research journals, media, books, government reports etc.

### **Why consumers are attracted towards Junk food:**

- Readily available,
- Delicious taste,
- Affordable,
- Convenient to eat,
- Its presentation is very attractive,
- Its smell increases your sense of taste,
- Full of flavor's.

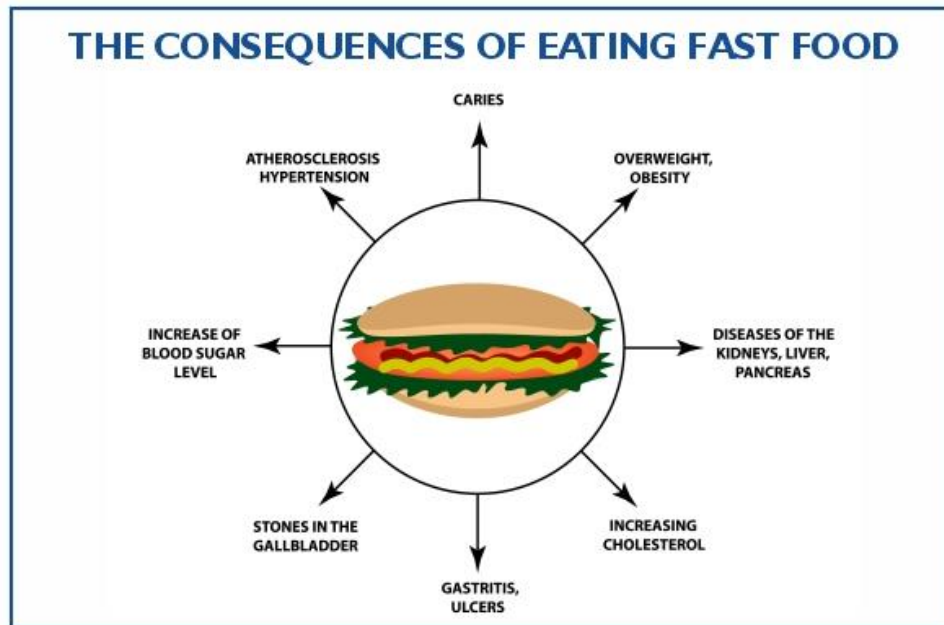
### **Reasons for Popularity of Junk foods among consumers:**

- Emergence of Nuclear family concept leads to divergence towards ready foods which helps in time saving of women.
- Increase in number of working women.
- Prices of raw material like spices increased so people purchase junk and instant food to save money.
- Non Availability of domestic maids and servants leads to increase in eating number of junk foods users .
- Changing life style & high standard of living will increase the demand of Junk food.

### **Impact of Junk food on today's consumers:**

Junk food has become important part of our day-to-day life and diet. Its easy to find and easily available. But comparatively its taste and availability it has many side effects on our

health which can't be ignored. Here are some of the negative impacts.



- **Obesity**

It is one of the most common effects of junk food which leads to obesity. As discussed above also that junk food contains high level of fats, sugar & calories which helps to gain weight instantly. This excess weight puts pressure on different parts of our body like heart, joints etc. Which increases the risk of heart disease and types of cancer.

- **Poor Nutrition**

As junk foods are lack in nutrients, minerals, vitamins and fibers which are needed for healthy body such as growth & development of the body, good immune system and healthy digestion. When people are more dependent on junk food then they miss out the important nutrients required for good health.

- **Poor Mental health**

It is seen that diet high in junk food can effect adversely on mental health such as poor memory, anxiety and depression. As junk food is lack in nutrients can lead to poor brain function while high level of sugar can lead to mood swings.

- **Risk of Chronic Disorder**

Consuming Junk food in large quantity can increases the risk of chronic disease like cancer, heart problems, diabetes. These are the disease which requires

continual treatment. As this type of food contains excessive level of saturated & trans fats and high level of sugar leads to this continual illness.

- **Depression**

As high level of fats and sugar can cause chemical reactions in the brain which negatively affects the functioning of brain. After intake of too much of junk foods can release amino acid from body which leads to inability of brain to deal with stress and people feel depressed.

- **Loss of memory**

It is studied that junk food can worsen your memory and leads to weaker brain. This food also effects on kids and school going children which leads to memory loss and weaker learning.

### **Suggestions and solutions**

- Prefer to do Yoga, Pranayama and Exercise daily to keep your body healthy and fit.
- Create your own diet plan.
- Keep Home made Lunch box with you whenever you go outside and avoid eating junk food.
- Keep yourself away from the desire of eating junk food.
- Instead of ordering food from restaurants, try to make it at home with all nutrition's

### **Conclusion**

In Today's world instant & junk food are important part of every human being. Increase in number of junk food users are due to many reasons such as availability, taste, convenient, affordable, and other reasons as nuclear family concept. Increase in working women, change in life style, standard of living etc. today this food is easily available on streets, super markets, malls etc. Due to its various ill effects people should avoid eating junk and processed food and stay healthy.

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