



IMPACT ON JUNK FOOD HEALTH

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Abstract

The present study focuses on the impact of fast food on the health of college students. Junk food, defined as food that can be quickly and easily prepared, is often rich in calories but lacking in essential nutrients. Due to increased urbanization, globalization, and widespread commercial advertisements, as well as the availability of numerous junk food outlets, college students are increasingly indulging in the consumption of these foods. Recent research has highlighted the role of fast food in contributing to metabolic disorders such as obesity, diabetes, and heart disease. The primary objective of this study is to elucidate the impact of junk food habits on the health and well-being of students. Additionally, the study aims to identify contributing factors to the effectiveness of junk food marketing and its widespread availability. Secondary data were collected from various sources, including books, newspapers, periodicals, seminars, discussions, articles, journals, and websites. The findings of the study reveal a significant correlation among BMI, junk food frequency, and physical activity and awareness. Consequently, it is imperative to organize nutrition education programs in colleges and schools to prevent the younger generation from developing an addiction to junk food. This preventive measure is crucial in averting non-communicable diseases such as obesity, diabetes, cardiovascular diseases, and more.

Keywords: *Junk Food, Healthy, Lifestyle, Eating Habits.*



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1. INTRODUCTION

One of the most important conditions for living a long life is eating and maintaining a healthy lifestyle. Unfortunately, there are several negative health effects associated with the altered food consumption habits that exist in today's world. Changes in our lifestyle have forced us to because we don't have enough time to consider if what we are consuming is healthy! Urbanization and globalization have had a significant impact on eating patterns, pushing many individuals to eat pricey, high-

calorie fast food—also referred to as junk food. Although avoiding these high-calorie items has become easier thanks to research into their potential health risks, the current precautions are sadly ineffective. Junk food consumption is a major factor in this trend. Global attention and health education are needed to address the issue of excessive junk food consumption and its detrimental consequences on health. Reducing junk food intake and switching to better eating habits may both greatly improve people's quality of life. Health education and awareness-raising about eating

habits, nutritional value, harmful food quality, health effects, and preventative actions are necessary to encourage people to switch to healthier eating habits. Unhealthy food and its harmful impacts on health have been investigated from several angles and systematically presented to emphasize the actions that may be taken to live a healthy lifestyle.

Consumption of meals that don't involve the planning or cooking a grand meal has evolved as a findings of the cheap cost of fast food and snacks as well as the marketing techniques used by companies producing them. It appears to have spread to all ages and races, with youngsters, especially those in school, being the most recent to enter the scene. Therefore, a methodical presentation of the articles from several sources that highlight eating patterns, the nutritional value and quality of unhealthy food, the influence of intake on one's health, and necessary preventative actions has been created in this review. It is feasible to adapt healthy lifestyle and appropriate eating habits through health education. In the United States alone, 300,000 fatalities are related to obesity. Obesity rates are directly correlated with the amount of fast food businesses in the region, according to studies on junk food and fast food establishments (Indumathi, D. 2020). A study by the Institute of Food Technologists found that 75% of Americans eat supper at home, and that around half of those meals are fast food, takeaway, or delivery from grocery stores or restaurants. Our eating habits and the foods we eat have a significant impact on our health. The emerging world is experiencing a tremendous development in food homogeneity due to its global dissemination. It has drastically altered eating habits for individuals everywhere. The fast-food sector in India is expanding by 40% annually. Based on statistics, India ranks 10th in terms of per capita spending on fast food, accounting for 2.1% of the country's yearly total spending. According to a 2005 research by the National Sample research Organization (NSSO) and the Delhi government, residents of the Delh spent an average of Rs. 371 per month on food and drink processing. They spend about thirty percent of their Rs. 290 on fruits and vegetables. As pointed out by a July 13, 2020, news article published in Sudhanshu Ranade in Business Line, the total value of fast food consumed in India in 2003 was approximately Rs. 41,000 crore, with rural areas accounting for slightly over Rs. 22,000 crore. The article highlights the potential for millions of people in developing countries to die from preventable diseases in the next ten years, primarily caused by smoking, poor diet, and inactivity.

2. REVIEW OF LITERATURE

(Duggal & V. Verma, 2020) Rising incidence of junk food based on the theory of planned behavior and contributes to understanding the consumption drivers

for possible social marketing implications. Based on the results, it appears that only perceived behavioral control rather than attitude, social norms, or behavioral control was shown to be a major predictor of intents. The study has implications for social marketers. Findings of this study are indicative and may not be generalized because of sampling limitations. The responses were obtained on a structured questionnaire which is an efficient but not effective method of data collection.

(Indumathi, 2020) This paper focus is on fast food consumption patterns and health issues. The paper's approaches and materials are doctrinal in nature. College students are more affected by the paper fast food culture. The report concludes that economic dynamics have caused the Third World to become split along junk food lines. In both wealthy and developing nations It is a necessary component of life. As people's lives change, there is a rising daily need for fast food products. This trend is getting stronger, especially among students. Given this, the present study is to ascertain the fast food product preferences of college students.

(Hemmingsson, 2018) To investigate the order and the interplay between early childhood and the first five risk variables, especially those connected to social environment disruptions, and how the fallout from these exposures might contribute to obesity and weight increase. The argument that will be presented in this paper is that socioeconomic hardship is an essential upstream trigger that sets the stage for significant midstream risk factors, such as low self-esteem, stress, emotional instability, and poor mental health. These midlife risk factors, particularly stress and emotional upheaval, create the perfect atmosphere for people to resort to subtle addiction and self-medication with high-calorie junk food as a coping mechanism for painful psychological and emotional states.

(Verma et al., 2020) This study aim to find out the frequency of consumption of fast food preparation and their effects on Physical & Mental health in the youngsters of Bhopal city with special reference to Viruddha Ahara. Study Design- was Observational cross sectional study. Result: It was found that every participant consumed junk food of various types at a high mean frequency of 3.28 days per week. Maximum youngsters were afflicted with various physical and mental health consequences like 80.83% subjects were suffering from nutritional problem, 73.50% skin problems, 73.33 % GIT problems and 58.67% had anxiety disorder and 38.50% had recognized with mood disorder. In conclusion, the survey study's findings show that children, who consume viruddha ahara, or junk food, are experiencing major health

effects that might eventually turn them into chronic illness patients.

(Joglekar et al., 2014) To assess the physical performance of teenage boys and girls who are habitual of fast food. Three hundred Durg city students in the 13–17 age range participated in the research. We may infer that children's performance, both mentally and physically, can be impacted by excessive fast food eating. Early fast food addiction can lead to major health problems later in life. The present study reported the harmful effect of fast food as overweight, low physical stamina and other health problems among adolescents. The same findings were observed in a lot of investigations on adolescents.

3. OBJECTIVES OF THE STUDY

- To analyze the junk food habit's impact on students' health and well-being.
- To identify Contributing elements to the effectiveness of junk food marketing and availability.

4. JUNK FOOD HABIT'S IMPACT ON STUDENTS' HEALTH AND WELL-BEING:

The impact of junk food habit can be influenced by various factors. Some of them include:

4.1. Nutrition deficiency: Unhealthy food usually includes a lot of calories, sugar and unhealthy fats, but deficient in fiber, vitamins, and minerals, among other vital components. Consuming these meals on a regular basis can result in a number of nutritional deficits and health problems.

4.2. Weight gain and obesity: Junk foods are often calories dense and lack satiety, leading to overeating. This can contribute to weight gain and obesity, may raise the chance of acquiring long-term illnesses like diabetes, heart disease, and several types of cancer.

4.3. Poor Digestive Health: Junk foods are usually low in fiber, which plays a vital role in maintaining healthy digestion. Insufficient fiber in take can lead to digestive problems such as constipation, bloating, and irregular bowel movement.

4.4. Impact on Mental Health: Studies suggest a correlation between a high intake of unhealthy food and an increased risk of mental health issues, such as depression and anxiety. Additionally, the rapid spikes and drops in blood sugar levels caused by unhealthy food consumption can negatively affect mood and energy levels.

4.5. Dental problems: Most fast foods are high in sugar and acidity, which can affect to dental decay and cavities. Frequent consumption without maintaining good dental health to long- term dental problems, including gum disease.

4.6. Risks of long-term illnesses: Regular fast food intake has been associated with a higher chance of

chronic illnesses such as heart disease, type 2 diabetes, hypertension, and several malignancies. These diseases can significantly impact one's quality of life and may require long –term medical management.

4.7. Addictive Properties: Many junk foods are engineered to be highly palatable, often containing additives and flavor enhancer that can trigger addictive eating patterns. This can make it challenging to maintain a balanced and nutritious diet. These factors highlight the detrimental effects of a junk food habit on physical mental and oral health. It is essential to prioritize a balanced diet consisting of whole, nutrient-dense foods to maintain overall well-being.

5. FACTORS CONTRIBUTING TO THE EFFECTIVENESS OF JUNK FOOD

The effectiveness of the junk foods marketing and available id influenced by a combination of factors that target consumer preference, behavior and the overall food environment.

5.1. Advertising and Packaging:

- **Visual Appeal:** Attractive packaging and visually appealing advertisement can capture the attention of consumers, especially children.
- **Branding :** Establishing strong, recognizable brand creates a sense of familiarity and trust among consumers

5.2. Targeted Marketing:

- **Demographic Targeting:** Advertisers often tailor campaigns to specific demographics, such as age groups, income, levels, and cultural backgrounds.
- **Social media Influence:** Leveraging social media platforms allows companies to reach a wide audience and engage with consumers directly.

5.3. Product placement:

- **Strategic placement:** placing junk food prominently in store, at the checkout counter, or near high-traffic areas can increase impulse purchase.
- **Influencer Marketing:** Collaborating with influencers who have a large following can impact consumer choices and create a desire for the promoted products.

5.4. Price and Value Perception:

- **Affordability:** Pricing strategies that make junk food more affordable may affect consumer decisions, particularly in groups where price is a key factor.
- **Value Perception:** Offering promotions, discounts, or building deals can create a perception of value for consumers.

5.5. Convenience:

- **Accessibility:** Placing unhealthy food in easily accessible location, such as vending machines, convenience stores, and fast-foods outlets, increases consumer convenience.
- **Online delivery services:** The rise of foods delivery services make junk foods even more accessible to consumers at their doorstep.

5.6. Cultural influence:

- **Culture relevance:** Aligning marketing strategies with cultural norms and values can resonate with specific target audiences.
- **Traditions and celebrations:** Positioning junk food as part of culture celebrations and traditions can boost sales during festive periods.

5.7. Product innovation:

- **New flavours and varieties:** Regularly introducing new flavours, limited edition, or product innovations keeps consumers curious and interested.
- **Health Claim:** Adding perceived health benefits or “better-for-you” claims can create a positive image, even if the product is not inherently healthy.

5.8. Psychological factors:

- **Emotional Appeal:** Associating junk food with positive emotions, such as happiness, pleasure, and relaxation, can create a strong emotional connection.
- **Brand Loyalty:** Building brand loyalty through consistent messaging and positive experiences encourages repeat purchase.

5.9. Lack of regulation:

- **Advertising Regulation:** In regions with limited or poorly enforced regulations on food advertising, companies may have more freedom to promote their products aggressively.

5.10. Educational Gaps:

- **Limited Nutritional Education:** Lack of widespread nutritional education may contribute to consumers being less informed about health consequences of consuming junk foods. Addressing these factors required a multi-faceted approach involving public health campaigns, regulatory measures, and efforts to promote healthier food options.

6. CONCLUSION

Consumption of fast food causes various health problems. Junk food intake is a habit that is steadily rising among the younger population, particularly among children. The biggest problem with unhealthy foods is increasing childhood obesity, which further leads to Problems with health in kids. The mentality of kids who eat junk food is mostly shaped by appealing

commercials. Multinational corporations are using appealing and forceful marketing techniques to draw in new clients, including young people and children. By raising knowledge of the health risks connected to junk and fast food, parents may safeguard their children's eating habits and keep them away from unhealthy eating. It is possible to break the junk food habit by having a strong will and being conscious of its negative consequences. The canteen at your school or college makes care to offer a variety of healthy options in addition to fast food. It is important to teach children about the negative health impacts of fast food, as this can help them avoid it and the problems that come with it. Globalization and junk eating have undoubtedly carved the "Third World." It is a necessary component of life in both rich and emerging nations, and it is bringing with it a sharp rise in obesity and related issues. Eating these junk foods in moderation ideally in small quantities and only occasionally is the key the battle between unhealthy and nutritious eating is not endless. But be careful—the allure is so powerful that it can lead to addiction. It's important to keep in mind that an unhealthy food addiction is a serious problem. The choice of junk food or health is ours.

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