Study on eating habits among different age group in south India

Manideep K[1], Mythili G Y[2], Pratap Kumar R[3], Gowtham K[4], Gowtham V[5], Sri Vatsa CH[6], Yeshwanth S[7]

[1,3,4,5,6,7]*Student, Vellore Institute of Technology, Vellore, Tamil Nadu*
[2]*Professor, Vellore Institute of Technology, Vellore, Tamil Nadu*

ABSTRACT

Junk food is the one which is attracting people irrespective of age and gender and designation, in order to find who is getting more attracted to junk food comparatively with the different age group of people in south India. A sample survey had been made by us in south India to get the conclusion who are attracting to junk food over different age groups. An online survey was conducted among the different age group of people with the self-made questionnaire which had been filled by 220 people. Chi-square test has been carried out to get the output. According to this survey and the output, conclusion that found was people of age between <=30 are consuming more junk food than other age groups of people and people of age are consuming less Junk food. This also gave us information that students are major among all who are attracting more to consume irrespective of the gender. This may lead to many health issues to them at smaller ages. People of age (>60) are more aware of the consuming healthy food than students. This survey is made irrespective of gender, education level, and location that they were present.

Keywords: *Junk food, healthy food, age, gender, designation (student, employee, other), chi-square test.*

1. INTRODUCTION

The food habits reflect the health of the individual. In olden days the differentiation of food is done by the way it is either cooked or raw food. Indian traditional food included Junk included bread, samosas, pakodas, biscuits available at the street foods alongside the road of Indian streets. These were largely consumed by the Indian people until the entry of

International giant food shops into India. It mainly includes KFC, pizza hut, MC Donald's. After this, the market of junk food expanded to a larger extent which occupied the place of healthy food. Has overtaken the healthy food. DOMINOS, SUBWAY, etc.... are available and also a road. This paper comprises that what is more preferred food in different age groups that is either junk food or healthy food and which gender and age is likely to eat which type of food. The main objective is to categorize the food taken by the public based on their age, gender, designation.

MC Donald's: India is a locally owned company managed by Indians in Mumbai Amit Jatias Company, hard castle restaurants private, Ltd, owns and manages MC Donald's restaurants. MC Donald's worldwide is well known for the high degree of respect to the local culture. Especially for Indian with vegetarian selection tastes and culture.

In 1995, Kentucky fried chicken (KFC) also entered the Indian market and first opened in Delhi KFC has limited outlets and faced many problems.

Pizza hut entered Indian in June 1996 with its first outlet in Bangalore.

Jubilant Food Works Limited is an Indian company based in Noida, Uttar Pradesh which holds the master franchise for Domino's Pizza in India. The company opened India's first Domino's Pizza outlet in New Delhi in 1996.

2. MATERIALS AND METHOD

Google form survey has been taken over different age groups in south India. The method used to solve this problem is chi-square test. From the survey we get 220 responses in that 142 male and 79 female are responded and shared their opinion with us. Out of 220 responses, 113 responses consume junk food and 108 responses consume healthy food.

3. ANALYSIS
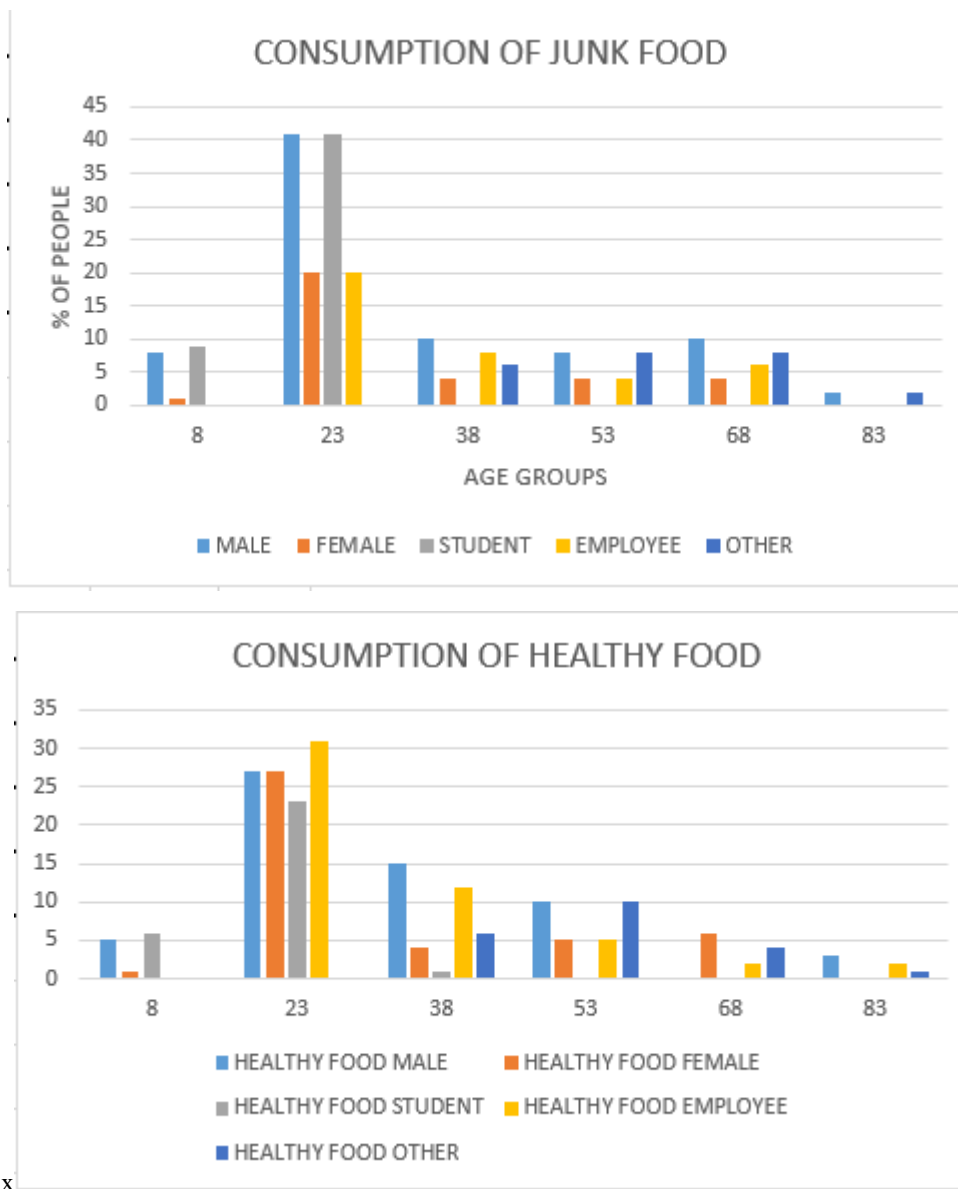
Chart 1: consumption of junk food over different age groups, gender, and designation (students, employees, other).

Chart 2: consumption of healthy food for different age groups, gender, and designation (students, employees, other).

From the Chi Square Test conducted using R Software Pearson's Chi-squared test with Yates' continuity correction

Data:

Data X-squared = 0.24677, df = 1, p-value = 0.6194

The p-value for the tabulated data was found to be 0.6194. This is greater than 0.05 which means that at 5% level of significance, the data was found to be statistically insignificant. The alternative Hypothesis is rejected which means that There is a significant increase in the junk food with respective to age.

4. DISCUSSION

Probhu pingli, (2006), the author describes that the growth of western fast food chains increasing in big cities and also in small towns. The observed fast food chain from Donald's especially in the east and Southeast Asia. Increasing income growth the diets from traditional to westernization and emerging challenges for food policy.

Ashakiran & Deepthi R. Ko (2012), points out the lifestyle changes the consumption of junk food creates a problem to people health there is no nutrition and obesity accounts for 300,000 deaths in the U.S alone. The research found there is a direct relationship between the numbers of fast food restaurant.

Helen G. Dixon, Maree L. Scully, Malanie A. Wakefield Victoria M. White, David, a Crawford (2007) According to this study TV advertising is the major factor for purchasing intension for children's reinforcing healthy eating and could empower these with poor diets. The advertisement with free gifts attracts the children's for consuming the fast food. It changes the attitude of the children they want to buy the product for the gift of (toys, stickers, and labels).

Dr.E.Muthukumar. R. Bhuvaneswari, (2014) according to this study due to consuming of the high level of saturated fat, salt or sugar it considers as unhealthy food so it cause ill. Consumption of energy-dense food especially sweetened beverages to type 2 diabetes and cardiovascular risk.

5. CONCLUSION

Nowadays, junk food is available for different ages such as students can consume in their schools and college surroundings and employees can get in their office premises. So, they can't say no to the food as the taste and color attracts them. Eating junk food causes many effects on the consumers but the consumer eats the food for a change and not because of their nutritional value. Based on the culture adopt the change in eating habits. Today parents are working so they prefer junk food because there is no need to prepare so they prefer it. And also students prefer junk food as they attracted by the food but which obviously to health issues. By the above Survey irrespective of age groups, everyone is mostly having junk food rather than having health food.

6. REFERENCES

[1] Probhu pingli, (2006), "Elsevier westernization of Asian diets and the transformation of food systems: mplications for research and policy", the journal of food policy, p.p. no: 281-298.

[2] Ashakiran & deepthi r kolar, (2012), "fast food and their impacts on health", Journal of khrishna institute of medical sciences university review of the literature: JKIMSU, vol.1no.2july-dec

[3] Helen G. Dixon, Maree L. Scully, Malanie A. Wakefield Victoria M. White, David, a Crawford, (2007), "Watching television and advertisements give importance for junk food versus nutrition's food for children's attitudes and preferences", p.p. no:1311-1323.

[4] Dr.E.Muthukumar. R. Bhuvaneswari," CHANGING THE BEHAVIOUR OF EATING HABITS RELATES TO JUNK FOOD AMONG COLLEGE STUDENTS" International Journal of Business and Administration Research Review, Vol.2, Issue.7, Oct - Dec, 2014.