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Rising Rate of Fast-Food Consumption and Its Impact on Behavioural Disorders of Adolescents in Intermediary Cities

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ABSTRACT: India's tremendous economic growth over the past few decades and more recent growth that has been more inclusive have not only led to gradually rising income but also to socio-cultural change. The Increasing consumption of fast food in the country is one of the best example of it. Fast food is highly popular among kids, due to taste, look, and the excitement that the media creates, Fast food, however, may be to blame for the rise in lifestyle disorders that are increasingly being noticed in children. Fast food consumption is now almost a global phenomenon. India's fast-food sector is growing at a 40% annual rate. With 2.1% of the overall yearly spent on fast food, India comes in at number 10 in terms of per capita spending. It is necessary to reflect on the consumption of fast food as a result. Fast food has become a staple of the diet for all social classes in India, according to a sufficient amount of scientific evidence. This paper focus on the Increasing consumption of fast food in the country and especially Rising Rate of Fast-Food Consumption and also discuss on Its Impact on Behavioural Disorders of Adolescents in Intermediary Cities.

KEYWORDS: Socio-Cultural, Process of Modernisation, Fast-Food, Parrot-Fashion

I. INTRODUCTION

Process of modernisation which is obviously technology supported had affected every aspect of human life whether it might be clothing, living or the very general issues of social and personal life like the eating habits. Some of the aspects of human life are affected due to the view of life comfort and some others are affected only on the basis of showing modern or to follow the others. Use of fast-food in intermediary cities is a living example where people abandoning habit of taking healthy food only for the sake of following others. It can be called a parrot-fashion, especially in the context of small cities where income of people is considerably low and have abundance time. The case of consuming fast-food by the people of intermediary cities is different than the people of western countries or the big cities. In the western countries people consume fast-food because they are economically sound and have not time to cook food, in addition, there fast-foods are available on reasonable prices and undoubtedly there climate is suitable for it. Situations in our own country, particularly in the intermediary cities are different than these countries. Here, a large part of population is struggling with unemployment or half employment, poverty and illiteracy. Our people have sufficient time to cook and to use nutritious food. Yet, hotel industry and catering services related to fast-food are blooming with a considerable rate in these cities. Behavioural disorders of adolescents has become a common phenomenon in the society, though, there may be other factors largely or in small contribute it but we cannot ignore the role of fast-food consuming habit for it. There is a good saying in our context – “Jaisa Khaye anna, Vaisa bane mana”, meaning that eating substances mould the mental state of a person. Eating elements equally affect the physique and mind of a person.

Need of Study-

As it is described earlier, consumption of fast-food by the adolescents of intermediary cities along with their behavioural disorders is increasing day by day. It is a subject of utmost consideration not only for the society and parents but also for the governing bodies, because it is ruining our culture as well as creating problems for the systems. Study can throw a light on various typical issues like how it is affecting the physical and mental health of adolescents,



how it makes economic conditions weaker, how affecting our culture and gradually making the life situations worse than ever. Here, it is appropriate to mention that we have a rich culture, where each and every person at every step of interaction expected to behave in a particular manner. This statue is the base of the society and all the necessary arrangements for a civil society cannot be imagined without it.

Research Problems-

For this study following research problems are constructed-

- (i) What factors are responsible for rising rate of fast-food consumption in intermediary cities?
- (ii) What are the behavioural disorders of adolescents of due to the consumption of fast-food?
- (iii) Is there any significant relationship lie between the rate of consumption of fast-food and behavioural disorders of adolescents belonging to intermediary cities?

Objectives of the study-

Following objectives are set to carry out the study-

- (i) To identify the factors which attract people for consumption of fast-food in intermediary cities.
- (ii) To recognize the kinds of behavioural disorders of adolescents due to the consumption of fast-food.
- (iii) To estimate the relationship between frequency of use of fast-food and behavioural disorders of adolescents.

Limitations of study-

This study is limited to the geographical boundaries of three intermediary cities of Rajasthan. It includes Bikaner, Ajmer, and Jodhpur. These cities are the fast-growing cities in the field of education as well as industrial development. Again, these cities are comparatively mid-sized cities which play relevant functions for the management of the flows of people, goods, capital, information, and knowledge. Here one can visualize mingle of urban and rural cultures. People have a strong faith in their traditional culture, though, they have a continuous attraction towards western life style. Adolescents belonging to these cities are the subjects of this study.

Sample-

For the study a sample of 60 adolescents and their parents belonging to Bikaner, Ajmer, and Jodhpur districts is selected randomly. A brief detail of selected sample is shown in following table-

Table-1: Sample of the study

Respondents	Bikaner	Ajmer	Jodhpur	Total
Adolescents	10	10	10	30
Parents	10	10	10	30
Total	20	20	20	60

Source: Field Survey

II. METHODOLOGY

For the present study, descriptive research method is applied to investigate the reasons of increasing consumption rate of fast-food and their impacts on the behavioural disorders of adolescents. The study is carried out in all real situations and facts are collected in natural conditions. For collection of data semi-structured interviews were conducted making personal visits to the respondents. Adolescents and their respective parents- mother or father were interviewed to record the frequency and mode of fast-food consumption. Again, parents were asked about the kinds of behavioural disorders of their children.



Statistical devices used-

For estimation and visualization of results simple statistics of percentage, mean, S.D., and coefficient of correlation is used along with the qualitative analysis considerations.

Literature Review-

Though, considerable amount of literature is available regarding nutrition value of fast-foods and their impacts on physical and mental health, but little studies are yet made in the context of adolescents of intermediary cities.

Adesegun Fatusi (2010) stated through his study that adolescents in developing countries face different health challenges and resources comparing to those who grow up in developed countries. Notably, it is a widely accepted fact that adolescents of developed countries or big cities are comparatively different than the adolescents of developing countries or the intermediary cities in their life style, living and economical standards, the eating habits and the socio-psycho health conditions.

Aliah Fakhira, Alifiah Ismiana, Annisaa and Audia Lestari (2021) found that eating junk food is not only useless but can also be detrimental to health.

Ghadeer Alsaffar and Sarifah AlGhamdi Haifa Almahansh, and Maha EITwansy (2018) found significant association between internalizing and externalizing scores on the SDQ and frequency of fast-food consumption. The researchers stated that there lies a positive relationship between fast-food consumption frequency and mental health of adolescents.

Data Analysis-

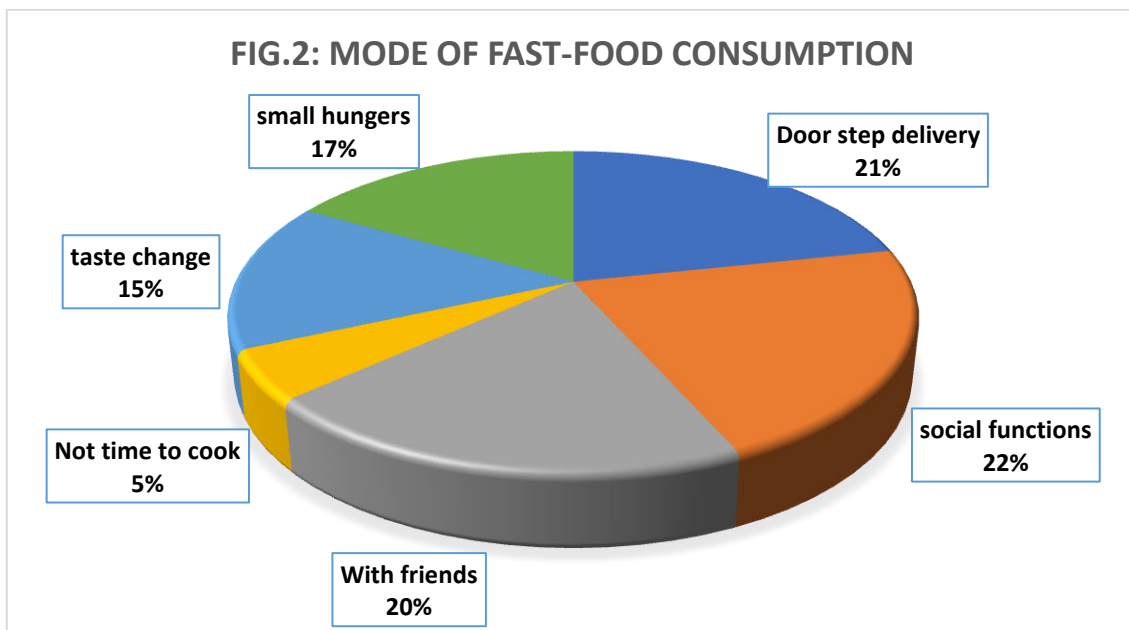
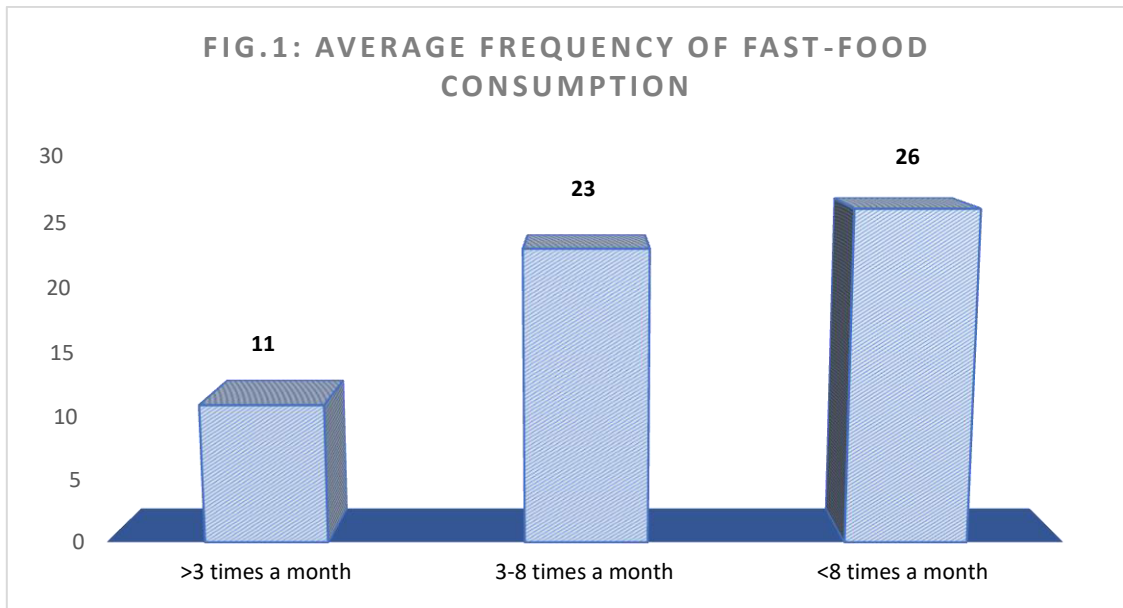
For the very aim of the study data were analysed to investigate the factors responsible for consumption of fast-food and its impact on behaviour of adolescents. It is seen that attraction of adolescents of intermediary cities towards fast-food is different than the attraction of adolescents belonging to big cities. The frequency and mode of fast-food consumption of adolescents belonging to intermediary cities are shown in following table.

Table-2: Frequency and Mode of fast-food consumption

Frequency of fast-food consumption	Mode of fast-food availing						Total
	Door step delivery	In marriage and other social functions	With friends	Not having time to cook	For taste change	For small hungers	
>3 times a month	1	4	3	0	1	2	11
3-8 times a month	7	3	4	2	3	4	23
<8 times a month	5	6	5	1	5	4	26
Total	13	13	12	3	9	10	60

Source: Field Survey

Above table shows that out of 60 adolescents 11 consume fast-food on average less than 3 times a month, 23 consume 3 to 8 times a month and rest 26 fellows use more than 8 times a month. The percentages of frequency can be seen in figure 1. It also become clear that door-step delivery, social functions like marriage and birthday and enjoying with friends are the three chief mode of availing fast-foods consumption. On average 21.66 percent people attracts towards fast-food consumption only for its feature of door-step delivery, other 21.66 percent adolescents avail it in marriage and other social functions, and 20 percent uses fast-foods for enjoying with friends. Figure 2 shows how the adolescents attract and avail the consumption of fast-food.



Further, data are collected from the parents of adolescents to evaluate the behavioural disorders which they have seen in their children. Table 3 shows frequency of fast-food consumption and related kinds of behavioural disruptions.



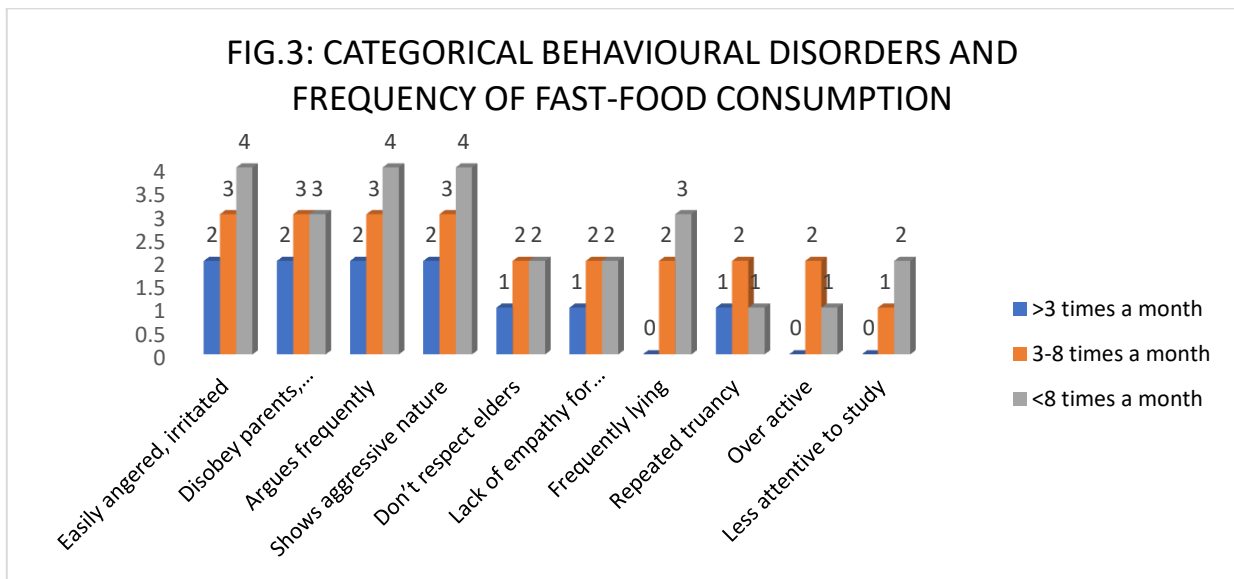
Table-3: Frequency of fast-food consumption and behavioural disorders

Kind of behavioural disorder	>3 times a month	3-8 times a month	<8 times a month
Easily angered, irritated	2	3	4
Disobey parents, teachers, other elders	2	3	3
Argues frequently	2	3	4
Shows aggressive nature	2	3	4
Don't respect elders	1	2	2
Lack of empathy for others	1	2	2
Frequently lying	0	2	3
Repeated truancy	1	2	1
Over active	0	2	1
Less attentive to study	0	1	2

Source: Field Survey

It becomes clear from the figures shown in table 3 that adolescents who consume fast-food more than 3 times a month on average, show various kinds of behavioural disorders greater than the adolescents who consume fast-food less than 3 times a month. Easily becoming angry, aggressiveness in nature, arguing frequently, repeated truancy, frequently lying are common behavioural disorders found in regular fast-food consuming adolescents. It is also notable that increase in rate of fast-food consumption increases in number of behavioural disorders.

A comparison of categorical behavioural disorders in the adolescents consuming fast-foods less than three times a month, 3-8 times a month, and more than eight times a month is shown in figure 3.



Further, to estimate relation between the frequency of fast-food consumption and behavioural disorders, Pearson coefficient of correlation is calculated. For calculation, number of adolescents who consume fast-food less than three



times a month and the adolescents who consume fast-food more than three times are compared, taking separately. The results are presented in table 4, which shows that there exists a strong positive correlation of 0.81 between the two categories of the adolescents.

Table-4: Correlations between frequency of FF consumption and BD

		Frequency less than or equal 3	Frequency more than 3
Frequency less than or equal 3	Pearson Correlation	1.00	.815**
	Sig. (2-tailed)		0.00
	N	10.00	10.00
Frequency more than 3	Pearson Correlation	.815**	1.00
	Sig. (2-tailed)	0.00	
	N	10.00	10.00

Source: Calculated as per Primary Data (**. Correlation is significant at the 0.01 level (2-tailed).

III. CONCLUSION

Statistical analysis of the data shows that rationales of consuming fast-food by the adolescents of intermediary cities is different than the fellows of developed countries or the people of big cities. In these cities, adolescents use fast-foods for entertaining friends, enjoying social functions, and to change moods. Results also show that fast-food consumption brings serious behavioural disorders like being irritated, disobey parents and elders, frequently arguing, aggressive nature, not paying respects to elders, habit of telling lies, truancy, over activeness, and being less active to study or work. A strong positive relationship is found between the frequency of fast-food consumption and behavioural disorders.

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