

Fast Food Consumption Pattern and Obesity among School Going (9-13 Year) in Lucknow District

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Abstract: *Fast food consumption has been linked to adverse health outcomes, fast food culture is an emerging trend among school going children. The ready availability, taste, low cost, marketing strategies and peer pressure make them popular with children and adolescents. Fast food restaurants are primed to maximize the speed, efficiency and conformity. The objective of this study to know about the fast food consumption pattern and obesity among school going (9-13year) Total of 100 school going student were selected from five different schools of Lucknow District. The study was carried out by using the following tools to analyze the fast food consumptions pattern of respondents. Self designed & pre tested questionnaire was used in the study. SPSS version 20 was used to draw meaningful inferences from the collected raw data. The result found that 40% of respondent were eat pizza once per week, 39% of respondent were eat burger 2-4 time per week, 29% of respondent were eat chocolate 2-4 time per week, 35% of respondent were eat ice cream daily, 33% of respondent were eat cookies/ cake 5-6 time per week, 31% of respondent were eat chowmine 2-4 time per week, 31% of respondent were eat pasta once per week, 42% of respondent were eat maggi 5-6 time per week. 98% of respondents were like to eat fast food and 2% of respondents were not like to eat fast food so the school going children give more preferences for fast food.*

Keyword: School goes children, fast food consumption pattern, preferences of fast food, obesity.

1. Introduction

During school-age years, children begin to establish habits for eating and exercise that stick with them for their entire lives. If children establish healthy habits, their risk for developing many chronic diseases will be greatly decreased. On the other hand, poor eating habits and physical inactivate children set the stage for health problems in adulthood. In addition, a survey conducted by the Centers for Disease Control and Prevention showed that 48% of girls and 26% of boys do not engage in vigorous exercise on a regular basis. Overweight children are more likely to become obese adults, and are, therefore, at increased risk for developing cardiovascular disease, hypertension, diabetes, gallbladder disease, osteoarthritis, and some cancers in adulthood.

When children eat more than they need, their bodies store the extra calories in fat cells to use for energy later. If this pattern continues over time, and their bodies do not need this stored energy, they develop more fat cells and may develop obesity. Infants and young children are very good at listening to their bodies' signals of hunger and fullness. They will stop eating as soon as their bodies tell them they have had enough.

But sometimes a well-meaning parent tells them they have to finish everything on their plate. This forces them to ignore their fullness and eat everything that is served to them. Some people may use food to reward good behaviour or seek comfort when sad. These learned habits lead to eating no matter if we are hungry or full. Many people have a very hard time breaking these habits. The family, friends, schools, and community resources in a child's environment reinforce lifestyle habits regarding diet and activity.

Children are surrounded by many things that make it easy to overeat and harder to be active. Foods that are high in fat and sugar content often come in large portion sizes. These factors can lead children to take in more calories than they need before they feel full. TV commercials and other screen ads can lead to unhealthy food choices. Most of the time, the food in ads aimed at kids is high in sugar, salt, or fats. (7)

2. Objectives

- 1) To study about the fast food consumptions pattern among the obese school going Children (9-13).
- 2) To know about fast food preferences among school going children across gender.

3. Design

A study was conducted recruiting school going children. Schools were selected from the Lucknow district, Uttar Pradesh.

4. Setting and Participants

A total of 100 school going children were selected randomly. A total of 100 students were selected from the five school of Lucknow district between the age group of 9-13 year. The samples were selected randomly from different schools.

5. Methodology

Tool

- a) **Questionnaire method:** - The schedule was used to collect the information on general profile, fast food frequency questionnaire and fast food preferences among school going children. Pilot study was conducted to assess reliability and validity of the questionnaire. The self made questionnaire was developed.
- b) **Dietary intake:** - The fast food consumption frequency was recorded in terms of intake of Pizza, burger, chocolate, ice cream, cookies/cake, chowmine, pasta and maggi.
- c) **Statistical analysis:** SPSS version 20 was used to draw meaningful inferences from the collected raw data.
- d) **Operational definition- obese children-** by use of BMI Among 10 year of category 2(28.5%) respondent were found level 1 obese, 2(28.5%) respondent were found level 2 obese and 3(42.8%) respondents were found level 3 obese. Among 11 year of age category 7(30.4%) respondents were found level 1 obese, 6(26.0%) respondents were found level 2 obese and 2 (8.6%)respondents were found level 3 obese. Among 12 year of age 1(9.0%) respondents were found level 1 obese, 4(36.3%) respondents were found under level 2 obese. Among 13 year of age category 12(33.3)

respondents were found under level 1 obese, 5(13.8%) respondent were found obese level 2 and 3(8.3%) respondent were found level 3 obese.

- e) **Fast food frequency questionnaire:-** The fast food consumption pattern assess by the fast food frequency questionnaire in term of daily, 5-6 time per week, 2-4 time per week, once per week, never.

6. Results and Discussion

The data on sample characteristics were analyzed using descriptive statistics and presented in term of frequency, percentage. The data obtained from sample are presented in term of Age.

Table 1: Distribution of respondent according to sex

Attribute (Sex)	Frequency (%)
Male	56 (56%)
Female	44 (44%)
Total	100 (100%)

Note: - figures in parenthesis indicate percentage

The result furnished in table 1. Indicates that majorities 56% of the respondent sample were male and 44% respondent sample were female in the age group of 9-13year.

Table 4: Fast food consumption pattern among obese sample

Fast food	daily		5-6 time per week		2-4 time per week		Once per week		Never	
	N	%	N	%	N	%	N	%	N	%
Pizza	-	-	-	-	19	(19.0%)	40	40(40.0%)	39	(39.0%)
Burger	4	(4.0)	10	(10.0%)	39	(39.0%)	24	(24.0%)	23	(23.0%)
Chocolate	28	(28.0%)	27	(27.0%)	29	(29.0)	13	(13.0%)	3	(3.0%)
Ice cream	35	(35.0)	28	(28.0%)	20	(20.0)	17	(17.0)	-	-
Cookies/cake	14	(14.0%)	33	(33.0%)	30	(30.0%)	14	(14.0%)	9	(9.0%)
Chowmine	12	(12.0%)	19	(19.0%)	31	(31.0%)	28	28.0%)	10	(10.0%)
Pasta	7	(7.0%)	13	(13.0%)	26	(26.0)	31	31.0%)	23	(23.0%)
Maggi	30	(30.0%)	42	42.0%)	24	(24.0)	4	(4.0%)	-	-

Note: - figures in parenthesis indicate percentage

The above table 4. Indicates the percentage of fast food consumption using by school going children. 40% of respondent ate pizza once per week, 39% of respondent ate burger 2-4 time per week, 29% of respondent ate chocolate 2-4 time per week, 35% of respondent ate ice cream daily, 33% of respondent ate cookies/ cake 5-6 time per week, 31% of respondent ate chowmine 2-4 time per week, 31% of respondent ate pasta once per week, 42% of respondent ate maggi 5-6 time per week. Children like maggi because it is easy to make and not time taking, advertisement also effect more to choose maggi for children.

Table 5: Distribution of the respondent on the basis of fast food preferences across gender

S. No	Response	School going children		Total
		Boys (9-13yr)	Girls (9-13yr)	
		N (%)	N (%)	
1.	Yes	56 (56.0)	42 (42.0)	98%
2.	No	-	2 (2.0)	2%
3.	Total	56 (56.0)	44 (44.0)	100%

Note: figures in parenthesis indicate percentage

The above table 5. Show that the majority 56% of boys more like to eat fast food rather than girls 42% because of boys go more frequently outside from home and girls are more health conscious compare to boys.

7. Discussion

Fast-food lovers consumed more fats, sugars and carbohydrates and fewer fruits and non-starchy vegetables than youngsters who didn't eat fast food. They also consumed 187 more daily calories, which likely adds up to about six pounds more per year, the study found. In this study Out of 100 students 40% of respondent ate pizza once per week, 39% of respondent ate burger 2-4 time per week, 29% of respondent ate chocolate 2-4 time per week, 35% of respondent ate ice cream daily, 33% of respondent ate cookies/ cake 5-6 time per week, 31% of respondent ate chowmine 2-4 time per week, 31% of respondent ate pasta

once per week, 42% of respondent ate maggi 5-6 time per week. Majorities 56% of the respondent sample were male and 44% respondent sample were female in the age group of 9-13year. Another finding related to this study was that age, income, education, household size, presence of children and other factors, such as consumer attitude towards the price of fast food, health concerns and child preference, significantly influence the frequency of fast food consumption (2)

8. Conclusion

Children's current levels of fast-food consumption probably are even higher because of an increase in the number of fast-food restaurants and in fast-food marketing since the late 1990s. This study found 98% of respondents were like to eat fast food so the school going children give more preferences for fast food. Parents must play their part by providing healthy foods in the home and encouraging physical activity by limiting their children's recreational television, video game, and computer time to less than two hours a day.

9. Recommendation

For further studies, it would be worthy for consideration to look at the effect of improve opportunities for children to engage in physical activities and eat a healthy diet. Are the gender issues affecting the children? What is the effect of fast food on children's health? Further research could also focus on awareness of mothers about the nutritional status for her children to prevent from obesity and other disease occurs due to over consumption of fast food & junk food.

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