

TRENDS OF FAST FOOD CONSUMPTION AMONG ADOLESCENT GIRLS

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ABSTRACT

Fast food is popular among adolescents however its consumption has often been associated with negative impairment on nutritional status and health. Adolescence is the most crucial phase of the human life cycle. It is a period in life that is characterized by tremendous physical and psychological challenges as their bodies and mind grow, evolve and mature at the rapid pace. School going adolescent period is often associated with increased number of meals taken other than home and increased consumption of fast foods in the form of snacks which may result in health problems. Good nutrition is an essential prerequisite for the maintenance of optimum health and growth of adolescent girls. The consumption of fast food is on the rise. This review article paper explores the factors influencing the fast food consumption among adolescent girls and factors influencing them.

KEY WORDS: *Fast foods, Adolescent girls, Health problems.*

OBJECTIVES OF REVIEWS

The reviews will present literature related to-

- Dietary patterns of adolescent girls.
- Effects of fast foods on adolescent girl's health.

INTRODUCTION

Adolescence is defined as the period of human growth and development that occurs after childhood and before adulthood (ages 10 to 19 years) ^[1].

Fast food is one of the world's fastest growing foods in food industry. It typically refers to food that is quickly prepared, purchased in self-service from restaurants with precooked ingredients, and served in packaged form to the customer to take away ^[2]. A research study with an objective Contextual factors associated with adolescent girls' dietary behaviors could inform future interventions to improve diet. High school girls completed a 7-day diary, recording all trips made. In places other than home or school they recorded the food eaten. Girls made an average of 11.4 trips per week other than home or school. Snacks high in solid oils, fats and

added sugars (SOFAS) were frequently consumed. Girls reported eating an average of 3.5 servings per week of snacks high in SOFAS at someone else's house compared to 3.0 servings per week at retail food outlets. Findings demonstrate that low nutrient foods are ubiquitous and efforts should be made to reduce their availability in multiple settings. (Deborah A. Cohen, Bonnie Ghosh Dastidar et.al., 2012) ^[3]. Saudi Arabia has passed through lifestyle changes toward unhealthy dietary patterns such as high fast food consumption. Adolescents and young adults, particularly girls, are the main groups exposed to and affected by these adverse eating behaviors. The aim of this study was to examine the trends of fast food consumption among adolescent and young adult Saudi girls living in Riyadh, and to compare between them. In a cross-sectional survey, 127 adolescent Saudi girls (13-18 years) and 69 young adult Saudi girls (19-29 years) were randomly recruited to participate in this study. Weight, height, waist circumference, and hip circumference were measured using standardized methods. Twenty-four-hour diet recall and

a face-to-face interview food questionnaire were performed. Most of the participants had adequate intake of protein, riboflavin, iron, and sodium, but exhibited low intake for several other nutrients. Among study participants, 95.4% consume restaurants' fast food and 79.1% eat fast food at least once weekly. Burgers and carbonated soft drinks were the main kinds of fast food meals and beverages usually eaten by girls. Adolescent girls who usually ate large portion sizes of fast food had significantly higher mean waist circumference and hip circumference. Participants eat fast food primarily for enjoying the delicious taste, followed by convenience. Restaurants' hygiene and safety standards were the main concern regarding fast food for 62.2% of girls. Finally, international restaurants were preferable by participants to buy fast food compared with local restaurants (70.9% vs. 29.1%). Our findings provide evidence on the high prevalence of fast food consumption among Saudi girls, suggesting an urgent need for community-based nutrition interventions that consider the trends of fast food consumption and targeted eating behaviors of adolescent and young adult girls. (A.L.Faris N.A., Al-Tamimi J.Z., et al., 2015)^[4]. Fast food is popular among adolescents however its consumption has often been associated with negative impairment on nutritional status and health. The purpose of this study was to assess the fast food consumption pattern and the amount of money spent by the subjects from school canteen and fast food restaurants. The study was carried out on 145 subjects from a girl's school in Jaipur in the age group of 14-16 years. All subjects were belonging to upper income group. The number of subjects who received more than Rs. 1000 as monthly pocket money was 39% out of which 15% were receiving more than 3000Rs. Maximum numbers of subjects was spending money in fast food ranging from Rs 200 per month to Rs 1000 or above. The school canteen had several fast food options like carbonated beverages, burgers, pizza, ice cream, shakes, chow Mein, pasta etc. 25% subjects were missing breakfast every day and 21% were consuming canteen snacks every day. The subjects who were consuming fast food everyday had higher BMI than others. They also were missing lunch after school after intake of high calorie snacks during recess and after school. (Minali Meena and Kanika Varma, 2015)^[5]. After this many studies have been done eating behavior of adolescent girls. A study with an objective to assess the food intake and meal patterns of adolescents. A cross-sectional study was conducted with 228 adolescents from a public school in SP, Brazil. Energy, macronutrients, calcium, iron and vitamin A intake were evaluated. The food pattern was compared with the eating patterns established by the Food Pyramid for Adolescents. Meal frequency was verified to determine meal skipping. Descriptive statistics and Chi-square were used. The mean energy intake was 66% lower than the recommendations, the carbohydrate intake was 50% lower, the fat intake was 50% higher and the protein intake was 40% higher. Among the studied adolescents, 21% skipped breakfast and a third have snacks instead of lunch or dinner. The adolescents presented an energy insufficient diet with inadequate fruit and vegetable intake. The meal patterns were satisfactory, but breakfast should be encouraged. (Greisse Viero da Silva Leall, Soni Tucunduva Philippil, et al., 2010)^[6]. A research study conducted with the aim to describe the food consumption patterns in a sample of urban Indian adolescents. A self-administered, semi-quantitative, 59-item meal-based food frequency questionnaire (FFQ) was

developed to assess the dietary intake of adolescents over the previous day. A total of 1026 students (aged 14–16 years) attending private, English-speaking schools in Kolkata, India completed the survey. Overall, the adolescents reported poor dietary intakes; over one quarter (30%) reported no consumption of vegetables and 70% reported eating three or more servings of energy-dense snacks, on the previous day. Nearly half of the respondents (45%) did not consume any servings of fruits and 47% reported drinking three or more servings of energy-dense beverages. The mean consumption of food groups in serves/day varied from 0.88 (SD = 1.36) for pulses and legumes to 6.25 (SD = 7.22) for energy-dense snacks. In general, girls had more nutritious dietary intakes than boys. The Indian adolescents reported poor food consumption patterns, and these findings highlight the need to design effective nutrition promotion strategies to encourage healthy eating in adolescence and targeting food supply and availability. (Neha Rathi, Lynn Riddell et al., 2017)^[7].

A diet-patterns approach has often been used to describe eating patterns in adults but has rarely been used in adolescents. We used principal components factor analysis to: 1) describe the dietary patterns of a cohort of ethnically diverse youth during early and middle adolescence; 2) examine if the patterns persisted 5 y later; and 3) study secular trends. Project EAT-I (Time 1) collected data on 4746 middle school (younger cohort) and high school (older cohort) students in 31 Minnesota schools in 1998–1999. Project EAT-II (Time 2) resurveyed 53% (n = 2516) of the original cohort in 2003–2004. Dietary intake was assessed at Time 1 and 2 using the Youth/Adolescent FFQ. We identified dietary patterns separately by cohort (older/younger) and gender (boys/girls). At Time 1, we identified 4 patterns in early and middle adolescents that were relatively consistent between boys and girls that we labeled vegetable, fruit, sweet/salty snack food, and starchy food. Longitudinal analyses indicated that patterns were relatively stable over 5 y, with the exception of a new fast food pattern. Examination of age-matched secular trends in middle adolescents (older cohort at Time 1, younger cohort at Time 2) showed similar patterns, with the exception of the fast food pattern that emerged at Time 2 among middle adolescent boys. We identified dietary patterns in this adolescent population that differed from those usually found in adults. Patterns were similar across gender and age cohorts and were relatively similar over time, with the exception a new fast food pattern. (Gretchen J. Cutler Andrew et al., 2008)^[8]. The present scenario flashes light on many adult diseases, have their roots in childhood and adolescence. This is due to lack of knowledge and awareness regarding bad food habits. The present study was conducted to assess the knowledge regarding the effects of fast food on health among adolescents in selected Pre University College at Mangaluru. To assess the knowledge regarding the effects of fast food on health among adolescents in selected Pre University College. To find the association between knowledge of adolescents regarding the effects of fast food on health and the selected demographic variables. A non-experimental descriptive survey design was adopted. A structured knowledge questionnaire regarding effects of fast food consumption was prepared in order to assess the knowledge of adolescents. A sample of 100 adolescents were selected by using non probability purposive Sampling technique. The result revealed that 13% of adolescents had inadequate knowledge, 69% has moderate knowledge and 18% has adequate knowledge

regarding effects of fast food on health. It was also found that there is a significant association between the knowledge score with selected demographic variables. The study results show that only 18% of adolescents were having adequate knowledge regarding effects of fast food on health. Hence it is necessary to improve the adolescent's knowledge on health hazards of fast food in order to save them from the ill effects of fast food. (Saranya, P.V., Shanifa, N. 2016)^[9]. The importance of various factors affecting the choice of fast food outlets by Indian young consumers. The study applies multivariate statistical tools to estimate importance of various factors affecting the choice of fast food outlets by Indian young consumers. In addition, the authors analyzed the consumption patterns, impact of hygiene and nutritional values, and rating of various attributes of McDonald's and Nirula's. Results indicate that the young Indian consumer has passion for visiting fast food outlets for fun and change but home food is their first choice. They feel homemade food is much better than food served at fast food outlets. They have the highest value for taste and quality (nutritional values) followed by ambience and hygiene. Three dimensions (service and delivery dimension, product dimension, and quality dimension) of fast food outlets' attributes are identified based on factor analysis results. The two fast food outlets' rating differs significantly on the seven attributes. McDonald's scores are higher on all attributes except "variety". Further, consumers feel that fast food outlets must provide additional information on nutritional values and hygiene conditions inside kitchen. Practical implications – Fast food providers need to focus on quality and variety of food besides other service parameters. There is need to communicate the information about hygiene and nutrition value of fast food which will help in building trust in the food provided by fast food players. Originality/value – Estimates importance of various factors affecting the choice of fast food outlets by Indian young consumers. (Anita Goel and Netra Pal Singh 2007)^[10].

CONCLUSION

- Fast foods which are low nutritious foods, reduced adolescent girl's availability in multiple settings.
- We have need a community based interventions for targeting eating behaviors of adolescent girls due to high prevalence of fast food consumption.
- High consumption of fast foods are increasing body weight in adolescent girls.
- The diet of adolescents are energy insufficient with inadequate fruits and vegetables.
- We have need to design effective nutrition promotion strategies to encourage healthy eating in adolescents and targeting food supply and availability.
- A dietary patterns approach has often been used to describe eating patterns in adults but has rarely been used in adolescents.
- It is necessary to improve the adolescent's knowledge on health hazards of fast food in order to save them from the negative effects of fast food.
- Fast food providers need to focus on quality and variety of fast food.

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