



## Evolution of fast food consumption and awareness among college hostel girls

<sup>1</sup>V.Rajeshwari, <sup>2</sup>R.Nageswari, <sup>1</sup>T.Shanmuga Prabha and <sup>1</sup>B.Govindarajan\*

<sup>1</sup>Research Department of Microbiology, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, India

<sup>2</sup>Research Department of English, V.H.N.Senthikumara Nadar College (Autonomous), Virudhunagar, India

\*Corresponding Author E-mail: [bgrmphilbed@gmail.com](mailto:bgrmphilbed@gmail.com)

### Abstract

The aim of this research was to study the fast food eating behavior of the college hostel girls in relation to their awareness and to gather the role of advertisement. Fast food is one of the world's top growing foods in food industry. The majority chief thing is staying away from the parent's habitation that means at hostels, because this life is absolutely independent and has an improved access to food choices apart from those available at home. The research was carrying out during the January 2020 in the VHNSN College girl's hostel. There were 180 girls that took part in the primary data collection. A good number of the respondents belong to the age range 17-18 years. Restaurants, road side stalls and hotels are active social networkers as well, maintaining dedicated pages on the most popular social media sites: facebook, twitter, instagram, pinterest, helo and youtube. The results signify the fast food consumption behavior among the hostel girls.

**Keywords:** fast food, hostlers, consumption

### Introduction

Urbanization coupled with busy everyday life and innovation in technology has greatly changed the way of life of many people in the developing countries. Eating behavior very widely between individual adolescents and also display some general trends over time, reflecting socio cultural movement in food availability and dietetic goals (Nondzor *et al.*, 2015).

Fast food is one of the world's best growing foods in food business. It typically refers to food that is rapidly prepared, purchased in self-service from restaurants with precooked ingredients and served in a packaged form to the buyer to take-away (Alfaris *et al.*, 2015). Fast food consumption culture is a vigorously unrest trend among the college students (Kaushik *et al.*, 2011).

India has seen a huge rise in the utilization of fast food over the recent years. Fast food consumption is a health concern because most fast foods are rich in saturated fats, trans fats, simple carbohydrate and sodium all of which are nutrients associated with hypertension, cardiovascular infection and type 2 diabetes (Al-Hazzaa *et al.*, 2011).

The most important thing is staying away from the parent's residence that means at hostels, because this life is completely independent and has an improved access to food choices apart from those available at home. Hence, the present study was undertaken with the objectives to study

- (1). the fast food habits of the VHNSNC girls hostlers in relation to their consumption and awareness,
- (2). the role of their parents and advertisement on fast food ingestion.

### **Materials and Methods**

The study was conducted during the January 2020 in the V.H.N.Senthikumara Nadar College girl's hostel. At present 180 students residing in the college hostel as information obtained from the college authority.

A questionnaire method was used as a tool for data collection. The questionnaire consisted of: general information (name, age and educational status), fast food consumption pattern and awareness.

### **Results and Discussion**

The targeted population of our research was college hostel girls of VHNSNC, Virudhunagar, Tamilnadu, India. There were 180 hostlers that took part in the survey. Most of the respondents

belong to the age range 17-18 years. Table 1 shows the response of whether the sample consumes fast food or not. In this study all respondents (100%) consume fast food.

Fast food promotions, especially advertising are important component of marketing among young generations. Digital media has been labeled as a powerful variable in the early change of the eating behavior. Fast food restaurants are active social networkers as well, maintaining dedicated pages on the most popular social media sites: facebook, twitter, instagram, pinterest, helo, tumblr, plurk and youtube (Gurven, 2004).

Maximum numbers of girls aware that obesity, heart diseases are associated with fast food (67%) and believed that advertisement influence their fast food eating behavior. On the contrary, the person who eats fast food frequently with the opposite gender, are more inclined towards attracting the opposite gender by their eating habits (Bliege *et al.*, 2002).

## Conclusion

This study concludes that the fast food is convenient and tasty though prepared with unhealthy ingredients. As study indicated that most of the girls agreed that their parents are aware about their fast food eating habit, although they know about the college canteen providing fast food. 2k girls are attracted to fast food through social media advertisement.

## Acknowledgments

The authors would like to thank the college authority as well as the hostlers for their involvement and cooperation in this research.

## References

Alfaris, A. Nora., Al-Tamimi, Z.Jozaa., Al-Jobair, O.Moneera., and Al-Shwaiyat and M.Naseem. Trends of fast food consumption among adolescent and young adult Saudi girls living in Riyadh. *Food & Nutrition Res.* 2015.

B.R.Bliege, D.A.Bird, E.A.Smith and G.C.Kushnick. Risk and reciprocity in Meriam food sharing. *Evolu. Hum. Behav.* 2002. 23: 297-321.

M.Gurven. To give and to give not: The behavioral ecology of human food transfers. *Behav. Brain Sci.* 2004. 27: 543-559.

Nondzor, Emmanuel, Horsu., Tawiah Solomon. Yeboah. Consumer perception and preference of fast food: A study of Tertiary students in Ghana. *Sci. J. Business & Management.* 2015: 3: 43-49.

J.S.Kaushik, M.Narang and A.Parakh. Fast food consumption in children. *Indian Pediatrics.* 2011. 48: 97-101.

**Table 1: Fast food consumption behavior among VHNSNC hostel girls**

Questionnaires	Frequency
Grade	
✓ +2	131
✓ B.Sc / B.A / BBA / M.Sc	49
Are you aware about balanced diet ?	
✓ Yes	125
✓ No	55
Why do you choose fast food ?	
✓ Status symbol	0
✓ Just for taste	180
Do you think your fast food eating habit have increased after you left home ?	
✓ Yes	108
✓ No	72
At which time you prefer to eat fast food ?	
✓ Morning	2
✓ Noon	4
✓ Evening	174
Do you think social media attract and influence your fast food eating behavior ?	
✓ Yes	108
✓ No	72
Why do you usually skip normal meal ?	
✓ Waking up late	41
✓ Can't say	139
Which meal you usually have to skip from hostel ?	
✓ Breakfast	44
✓ Lunch	21
✓ Dinner	15
✓ Can't say	100