

The Fastfood Culture Among Youngsters In Chennai City

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ABSTRACT

Today's metropolitan cities are mostly composed of people with the habits of eating fast food which are the new culture of today's youngsters than the other group people. This habit has become unavoidable culture among the youngsters today. Some of the fast-food shops are situated outside the colleges or near the location of colleges or in the college canteens. This fast-food culture has become an important part of their school and college life. Most of the fast-food outlets are still using polytene bags or paper which is not good for humans and nature. Here is the time to highlight that many researchers have already published in their research papers in the World about this evil act. But still many fast-food outlets have been using the same. The survey was conducted in three areas in Chennai and a total of 100 respondents participated in this study. 78% of the respondents eat junk food regularly and the remaining 22% of the students eat rarely. This study explains to us how people have gradually started moving to eat fast food from the traditional food habits.

KEY WORDS: Fast Food Culture, Chennai City, Youngsters, Colleges.

I. INTRODUCTION

Food habits among the people in the World have changed drastically in the name of modern culture. But college students have literally opted off to their traditional eating habits due to the tastes and flavors of the fast food. Kumar, K.S. et al. (2012), explained in detail about the advantages of Banana Leaf that helps in earning health

benefits and improves digestion. But in some metropolitan cities like Chennai, the students have been considerably changing their food habits from traditional methods to new food culture. This study becomes helpful for future generations to think about their food habits before they choose to change.

FAST FOOD RESTAURANTS OF CHENNAI

The word fast food refers the food which is cooked immediately within a short period of time and served. Some of these fast-food items often eaten by the students are Noodles, Fried Rice, Taco, Hot Dog, Muffins. These foods are packed in polythene sheets and covers which are unhealthy for humans. This may even spoil their organs also. So, we must take even care to change their food culture from modern to traditional ways.

NUTRITIONAL BENEFITS OF TRADITIONAL DIET

1. Helps in weight control (which has only less calories)
2. Best for the heart (which has less saturated fat)
3. Fights against diseases (as it has more nutritional value, since it is cooked under traditional methods)
4. Best for muscles and blood.

DISADVANTAGES OF FASTFOOD CULTURE

1. Increases the weight of the human as it has more calories.
2. Not good for the heart as it has more saturated fat which may even lead to a heart attack.
3. Fast food items literally fail to fight against diseases because it has only zero nutritional value.
4. All the organs of the human act with less speed than the average due to this fast food.

BENEFITS OF EATING IN BANANA LEAF – A TRADITIONAL METHOD

1. Eating in banana leaf is healthy and improves digestion.
2. It increases the skin glow.
3. It prevents stomach ulcers.
4. It destroys food toxins.
5. Hair will always be black when they eat in banana leaves.

II. REVIEW OF LITERATURE

Stefano Della Viginia, Genet (2009) highlighted obesity problems which are influenced mostly by the fast-food outlets which was helpful for this study.

Stefano Della Viginia, Janet Kuria, 2009, have showed in detail about the interconnection between obesity and fast food.

Kumar, K. S. et al. (2012) clearly stated the benefits of banana leaf that was really helpful.

III. OBJECTIVES OF THE STUDY

1. To find out the food habits of the people whose ages are between 19 to 22.
2. To find out the number of students who frequently use this kind of Fastfood shops.
3. For highlighting the impacts of fast food.

IV. METHODOLOGY

The survey method is adopted in this study. A group of four types of questions were asked. Around 123 students were participated of which 120 students were taken into consideration for this study (Male students:78, Female students: 42). The Researcher selected three areas and conducted this survey. (Vadapalani, T. Nagar, Arumbakkam)

V. FINDINGS AND RESULTS

Table 1: Total number of respondents participated in the study (60 students in three areas)

AREA	VADAPALANI	T.NAGAR	ARUMBAKKAM
NUMBEROF STUDENTS	32	44	44

In this study out of the total students, 32 students were chosen from Vadapalani area, 44 students were taken from T.Nagar surroundings and 44 students were taken from Arumbakkam.

Table 2: Number of respondents who like to eat fast food in each locality.

FAST FOOD ITEMS	VADAPALANI	T.NAGAR	ARUMBAKKAM
Chinese Noodles	03	05	09
Fried Rice	10	10	12
Taco	08	08	09
Hot Dog	05	12	11
Muffins	06	09	03

From the above table 2 it is very clear that the above fast foods are eaten by all the three areas of students in Chennai city. Out of this, it is so precise that the students eating Fried Rice is the most common one from all the three areas. 32 students are eating Fried Rice in all the three areas which is the most score here in this study. 17 students are eating Noodles, which is the less score in this study from this. (Table 2)

Table 3: Table showing packing material used in these restaurants.

STALLS USING -	VADAPALANI	T.NAGAR	ARUMBAKKAM
Banana Leaf as serving plate	02	04	02
Polythene covers or sheets as serving plate	06	10	12

From the above Table 3 it is very surprising that only a very less number of stalls are using Banana leaf as their serving plates. Most of the stalls are using only polythene covers or sheets as their serving plate which is very harmful for the health of the students, and this is the time to alarm them to stop this action. If it is continued, the future generations will get spoiled health wise.

Table 4: Problems arising health wise on students from young age.

HEALTH PROBLEMS	VADAPALANI	T.NAGAR	ARUMBAKKAM
Obesity	04	05	04
Heart diseases	02	03	05
Indigestion	05	12	14
Heartburn	03	04	03

From the above Table the students affected from Indigestion is more common in all the three regions of Chennai city. 31 students were affected from Indigestion and still they are continuing the same for their tastes and flavors. It is an alarming moment that we should take enough care to investigate this serious issue. Otherwise, our students will be affected health wise which makes the nation unhealthy also.

Table 5: Table showing fast food eating habits of the students. (Period wise)

Fast food eating habits of students	VADAPALANI	T.NAGAR	ARUMBAKKAM
Once in a day	23	26	32
Once in a week	12	10	09

Table 5 showed that the students eating fast food once in a day is more than the students eating once in a week. It has become the regular habit of the students to consume fast food as they are in the modern world with the modern habits. (Table 5) Polythene cover users are more than banana leaf users (Table 3). It is an alarming moment that each one of us should wake up to avoid this kind of evil action providing by the stalls with the right payment.

Health problems at an early age also considerably increased due to this fast-food culture says (Table 4). So, students should be clearly insisted to avoid using this fast food on a regular basis.

VI. CONCLUSION

The results of this survey may vary from place to place and time to time. This survey is conducted in the month of December 2022 in three areas in the metropolitan city Chennai. A kind suggestion to the students that when we go to the roadsides to some extent the fast-food eating culture can be avoided. It is an awareness study on the health of the future generations of our nation.

VII. REFERENCES

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