

**A SOCIOLOGICAL STUDY OF  
THE CHANGING FOOD HABITS AND HEALTH PROBLEMS  
AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO  
KOCHI CITY.**

**BY**

**ANJU K.S**

**Reg. No:SAAF09 110973**

PT 11



**ST.TERESA'S COLLEGE**

**ERNAKULAM**

**MARCH-2012**

**A SOCIOLOGICAL STUDY OF THE CHANGING FOOD  
HABITS AND HEALTH PROBLEMS AMONG YOUNGSTERS  
WITH SPECIAL REFERENCE TO KOCHI CITY.**

**A Thesis submitted to the Mahatma Gandhi University in Part Fulfillment of  
the requirements for the Degree of**

**BACHELOR OF ARTS**

**BY**

**ANJU K.S**

**(Reg. No: SAAF09110973)**

**DEPARTMENT OF SOCIOLOGY**

**ST. TERESA'S COLLEGE, ERNAKULAM**

*Sayitha*

**STAFF SUPERVISOR**

*Claramma*

**HEAD OF DEPARTMENT**

*Dr. CLARAMMA THOMAS  
Head, Dept. of Sociology  
St. Teresa's College  
Ernakulam*

**ERNAKULAM**

**MARCH 2012**



## DECLARATION

I, ANJU K.S, hereby declare that the thesis titled," A SOCIOLOGICAL STUDY OF THE CHANGING FOOD HABITS AND HEALTH PROBLEMS AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO KOCHI CITY.", submitted to Mahatma Gandhi University, Kottayam, in fulfillment of the requirements of the degree of Bachelor of Arts in sociology is a bonafide work carried out in the guidance of Assistant Professor Smt.Sajitha J. Kurup ST. TERESA'S COLLEGE, ERNAKULAM, and that it has not found the basis for award of any degree or diploma course.

Ernakulam

March 2012

  
ANJU K.S

## CERTIFICATE

I hereby certify that the thesis prepared and submitted by Ms. ANJU K.S 'A SOCIOLOGICAL STUDY OF THE CHANGING FOOD HABITS AND HEALTH PROBLEMS AMONG YOUNGSTERS WITH SPECIAL REFERENCE TO KOCHI CITY' is the original investigation which she and her team carried out under my guidance and supervision.

Staff Supervisor

  
Smt Sajitha J. Kurup

Assistant Professor  
Department Of Sociology

St. Teresa's College

Ernakulam

## ACKNOWLEDGEMENT

Words are inadequate to express my whole hearted gratitude to God Almighty, the source of all wisdom and power, for guiding me kindly through each and every stage of this research initiative.

I would specially thank Miss.Sajitha J. Kurup, my research guide for her constant guidance and inspiration throughout the study.

I am extremely grateful to the Principal, **Rev. Sr. Teresa**, and Head of the Department of Sociology **Dr. Clamma Thomas** for giving me the opportunity to conduct this study.

I take this opportunity to thank the librarians of St. Teresa's college and others who have helped me in everyway.

Last, but not the least, I wish to thank my parents, friends and relatives without whose co-operation I would not have been able to complete this project.

ST. TERESA'S COLLEGE  
ERNAKULAM

ANJU K.S

## CONTENTS

LIST OF TABLES

LIST OF FIGURES

		Page No.
CHAPTER 1	INTRODUCTION	1-5
CHAPTER 2	REVIEW OF LITERATURE	6-12
CHAPTER 3	METHODOLOGY	13-15
CHAPTER 4	ANALYSIS AND INTERPRETATION	16- 38
CHAPTER 5	FINDINGS AND CONCLUSION	39-42

BIBLIOGRAPHY

APPENDIX

## LIST OF TABLES

Table No.	Title	Page No.
4.1	Table showing the frequency distribution with regard to age of the respondents:	16
4.2	Table showing the frequency distribution with regard to the residence of the respondents.	17
4.3	Table showing the frequency distribution with regard to the occupation of the respondent's father.	17
4.4	Table showing the frequency distribution of which type of food does the respondent prefer to have more, with regard to father's occupation	18
4.5	Table showing the frequency distribution with regard to the occupation of the respondent's mother.	18
4.6	Table showing the frequency distribution of which type of food does the respondent prefer to have more, with regard to mother's occupation.	19
4.7	Table showing the frequency distribution with regard to the type of the respondent's family.	20
4.8	Table showing the frequency distribution with regard to the pocket money the respondents get.	20
4.9	Table showing the frequency distribution with regard to whether the respondent does part time job or not	20
4.10	Table showing the frequency distribution with regard to which type of food does the respondent prefer to have more.	21
4.11	Table showing the frequency distribution with regard to which type of food does the respondent like to have more.	22
4.12	Table showing the frequency distribution with regard to how often does the respondents bring food from home for lunch	22

4.13	Table showing the frequency distribution of how often does the respondent bring food from home for lunch, with regard to the respondent's sex.	22
4.14	Table showing the frequency distribution of respondents with regard to sex and the reason for having outside food during lunch.	23
4.15	Table showing the frequency distribution with regard to the reasons given by the respondents does not like food prepared at home.	24
4.16	Table showing the frequency distribution of respondents with sex and the opinions to whether they had hotel food for an entire day .	25
4.17	Table showing the frequency distribution with regard to what food does the respondent like to consume in the morning.	26
4.18	Table showing the frequency distribution with regard to what food does the respondent like to consume in the afternoon.	26
4.19	Table showing the frequency distribution with regard to what food does the respondent like to consume in the evening	26
4.20	Table showing the frequency distribution with regard to what food does the respondent like to consume at night	27
4.21	Table showing the frequency distribution with regard to whether the respondents will buy new food items that are available in the markets and restaurants.	27
4.22	Table showing the frequency distribution with regard to what food the respondent will like to have first if invited for a party or a get-together.	27



4.23	Table showing the frequency distribution with regard to whether the respondents carry drinking water to college everyday.	28
4.24	Table showing the frequency distribution with regard to how many litres of water does the respondent drink a day	28
4.25	Table showing the frequency distribution with regard to whether the respondent drinks water from outside home	28
4.26	Table showing the frequency distribution with regard to how often does the respondent consume aerated drinks	29
4.27	Table showing the frequency distribution with regard to the important feature of hotel food that is attractive according to the respondents.	30
4.28	Table showing the frequency distribution with regard to whether the respondent will rush to have a meal from a new hotel that has just come up in the locality.	31
4.29	Table showing the frequency distribution of respondents with regard to sex and whether they would rush to have a meal from a hotel that has come up recently in the locality.	31
4.30	Table showing the frequency distribution with regard to how often does the respondent buy parcel from hotels.	31
4.31	Table showing the frequency distribution with regard to whether the respondent have breakfast regularly before leaving for college.	32
4.32	Table showing the frequency distribution with regard to sex and whether they would have breakfast from home regularly before leaving for college.	32
4.33	Table showing the frequency distribution with regard to who is the respondents' companion when eating out to a hotel.	32

4.34	Table showing the frequency distribution with regard to how often does the respondents go out with parents to hotels.	33
4.35	Table showing the frequency distribution of the respondents with regard to sex and whether they have had hotel food along with parents.	33
4.36	Table showing the frequency distribution with regard to whether the respondent eats to live or lives to eat.	33
4.37	Table showing the frequency distribution with regard to whether, consuming hotel food is bad for health or not.	34
4.38	Table showing the frequency distribution of the respondents' with regard to sex and the opinion about whether having hotel food is bad for health.	34
4.39	Table showing the frequency distribution with regard to whether the respondents have a balanced diet or not.	34
4.40	Table showing the frequency distribution with regard to whether the respondent is obese because of such food habits.	35
4.41	Table showing the frequency distribution with regard to what does the respondents think are the problems of consuming outside food.	35
4.42	Table showing the frequency distribution with regard to whether the respondents check with the hygienic conditions of the hotel that they visit.	36
4.43	Table showing the frequency distribution of the respondent with regard to sex and the checking of the hygienic conditions of the hotel that the respondent visits.	37
4.44	Table showing the frequency distribution with regard to what is the most harmful food item according to the respondents	38

### LIST OF FIGURES:

Figure No.	Title	Page No.
Fig. 1	Figure showing the sex of the respondents.	16
Fig.2	Figure showing the monthly income of the respondent's family.	19
Fig.3	Figure showing the monthly income of the respondent.	21
Fig.4	Figure showing the reasons for the respondents to eat food from outside during lunch?	23
Fig.5	Figure showing who prepares food at the respondents' home.	24
Fig.6	Figure showing if the respondents has had food from the hotel the entire day.	25
Fig.7	Figure showing the respondent's preference of drinks when thirsty.	29
Fig.8	Figure showing the frequency of having hotel food	30
Fig.9	Figure showing whether the respondents are suffering from any of these problems due to outside food consumption.	36
Fig.10	Figure showing what the respondents told about what has to be done over the hotels serving stale food.	37

**CHAPTER- I**

## CHAPTER- I

### INTRODUCTION

The kinds of food that people eat vary from one country to another and even within countries. People of various culture also prepare foods differently. However the two culture that have played a pivotal role in the development of the Indian cuisine and food habits are the Hindu and the Muslim tradition. The Portuguese, the Persians and the British have also made important contributions to the cuisine scene.

The finest of India's cuisines is as rich and diverse as its civilization. It is an art form that have been passed on through generation purely by word of mouth from guru to vidhyarthi or from mother to daughter. The range assumes astonishing proportions when one takes into account regional variations. Very often the taste, colour, texture and appearance of the same delicacy changes from state to state. Kerala is well known for its spices namely cardamom, pepper, cloves which renders the cuisine of Kerala. But slowly these gardens are disappearing from our daily life due to various factors. Rice is the staple food of people and can be seen to be used in various forms. Kappa eaten with fish curry is the common man's diet. For breakfast, Keralites have a wide variety of items like idli, vada, dosa, puttu, etc. For lunch and dinner there is rice with a number of curries like sar bar, rasam, thoran, aviyal, etc. Sadhya is a common style of food service for the festivals and celebrations. The important part of the sadhya are errisseri, kaalan, olan and madhura curry, varutha upperi, pickles, pappadam are the essential dishes. Olan, Aviyal, Thoran, Koottu curry are the other part of the sadhya.

In this modern age, it is found that there is a marked change in the food habits of Keralites. The joint family being replaced by nuclear family, both spouses work in order to cope with the rising cost of living, so they start eating outside. Traditional diets featuring grains, vegetables give way to food heavy in fat and sugar. The new dietary patterns, however did not emerge spontaneously from farms and kitchens worldwide. Instead this transition was part of a

series of inter-related transitions in economic, demographic and health that helped to contribute industrial development 20<sup>th</sup> C.

The story of dietary change not with the developmental threads but with humanity's love for fatty foods. People eating bread and potatoes which are high in carbohydrates makes them dull, so they prefer fast foods. The term "Fast" is defined as acting, moving or capable of moving quickly swift and accomplished in relatively little time, it is expeditious, which combines the sense of rapidity and efficiency. Modern foods are those foods that contain little or no proteins, vitamins or minerals but are rich in sugar, fats and are high in energy. Examples are Hamburgers, French Fries, etc. They are also those types of foods that are pre cooked or cooked to order within minutes like burgers, pizzas, etc.

Automated and fast food services are not considered entirely new, nor are they considered as an outgrowth of our modern age of technology. A number of factors have created the atmospheres for their acceptance on a broad scale. Modern techniques like preservation, freezing and packaging coupled with novel modes of service and new concepts and the development of equipment have accelerated the pace within the public food service industry.

With the advent canning, a variety of preserved prepared food became available. The modern foods started to show a meteoric rise during 1950's. French fried potatoes spearheaded the surge in the popularity of prepared frozen foods. Sale were mainly in retail stores, but as labour costs continued to rise, the food service industry realized the economic of the product and commenced to use it. Due to the advances in packaging and methods of freezing, nearly every conceivable item began to be available in the market. The food service industry because of economic factors and the growth of modern food systems, realized the merits of modern food items, so that service facilities were designed and planned to take advantage of their use. In preparing modern foods, skills are not required, recipes are also not required. The time lag between the production and final service is reduced.

Other advantages are that the portion sizes can be standardized and more easily controlled. The environment of the kitchen and/or preparation areas is cleaner and more orderly. Odors are reduced and temperature and humidity are lower. Unique garnishing and plating techniques coupled efficient service moves the customer into relaxed spirit and frame of mind. Also, there is a reduction in the raw materials and the production service is also limited. A great degree of versatility is possible in handling production during off hour service and also the purchases can also be made in different quantities and product assortments.

In spite of all these advantages, there are certain disadvantages. Inadequate training is a major drawback, the workers are not being given proper training, the National distribution is limited to major cities and suburbs and outlying or remote areas cannot obtain a steady flow of merchandise. Availability of food increased as economic and technological inventions, revolutionised agriculture and society. Improvements in transportation, packaging and marketing helped in the distribution of food products and the availability of these products also played an important role in facilitating a rich diet.

The new homes, jobs and lifestyles in urban areas also meant a host of new diets. Cities offer a great range of food choices. Exposure to television and movies which feature carnivores dietary habits influence the dietary attributes. Foods company's most powerful tool is advertising. They target children, the least savvy consumers. Food advertising boost children's consumption of heavily advertised foods, they promote children to purchase these foods. Television is considered as the most dominant delivery mechanism for prompting the children to eat these foods.

Migration to cities also means changing roles of women, which in turn affect nutrition. Many women have started working and they have only little time to prepare, purchase and serve food. Successive waves of migration over the course of several years have made Kochi a cultural melting pot. Kochi formerly known as Cochin is a city in the Indian state of Kerala. The city is one of the principal seaports of the country and is located in the district of Ernakulam about 200 kms. North of the State Capital, Thiruvananthapuram. It has an estimated population of 600,000

with an extended metro population of about 1.5 million, making it the largest urban agglomeration and the second largest city in Kerala after the Capital.

Residents of Kochi are known as Kochiites. However, the city's culture is rapidly evolving with Kochiites generally becoming more cosmopolitan in their outlook. Kochiites

generally partake of Keralite cuisine, which is generally characterized by an abundance of coconut and spices. Other South Indian cuisines as well as Chinese and North Indian cuisines are popular. Fast food culture is also very prominent. There are totally five fast food outlets in Ernakulam alone namely, Chick- King, Pizza Hut, KFC, Abad Food Court and Subway to cater to the ever increasing popular demand for modern food for people of all ages. Due to the emergence of these modern food outlets, the food habits of the Kochiites have changed from the traditional diet to a diet consisting of modern foods. The attitudes, values and behaviours of the residents of the Kochi are slowly changing towards a westernized society.

Modern foods are becoming a part of our lifestyle. Food preparation techniques such as the grinding of grains, kneading of dough are being replaced by prepared foods and ingredients. There are many harmful effects of modern foods on health like obesity, cardio-vascular diseases, type 2 diabetes, etc. Obesity is a chronic disease affecting increasing number of children and adolescents as well as adults. Type 2 diabetes, cardio vascular diseases and obesity related depression in children and adolescents is being seen both in children and adolescents. The excessive fats stick to our arteries and cause the blockages leading to heart diseases and strokes. They can also lead to cancer and arthritis. The longer a person is obese, the more significant obesity related risk factors become. The prevention of obesity is very vital in children because the likelihood of childhood obesity persisting into adulthood is believed to increase from about 20% at 4 years of age to 80% by adolescents.

Children and adolescents generally become overweight or obese because they do not get enough physical activity in combination with poor eating habits. Fat filled foods can also increase the risk of developing advanced age related muscular degeneration. Genetics and



lifestyle also contributed to a child's weight status. Parents can help their children prevent obesity and over weight. Exploitative advertising and marketing of fast foods are aimed at youth. It reduces the diversity of local cuisines, it causes environment damage through excessive packaging. It is unhealthy and expensive contributes to the decline of a family sitting down together for a dinner every night.

### **SIGNIFICANCE OF THE STUDY:**

Against this background, the researcher intends to study the modern food consumption among Kochiites; regarding the transition for traditional to modern food, urge behind taking to modern food to ascertain their awareness about the harmful effect of modern foods on health and now it has affected the Indian tradition and culture. To analyse the changing values, attitudes and behavior towards westernized society.

The study was chosen to highlight the trends of modern food in today's fast moving world where people are becoming so lazy that they rarely cook at home. Since both the partners are working, they hardly get any time to sit and dine with their family members. The modern foods have proved to be a boon or a blessing for the women especially working women; who hardly gets time to cook at home. It is not only the children who have a craving or liking for modern foods, but we can say that almost all age groups visit the modern food outlets. The most significant aspect is to find out the awareness of the people regarding the harmful affects of modern food; to make the people more conscious about the effects of modern food. They should also be made aware about the diseases caused by eating modern food. To analyse how far the modern foods have affected the Indian tradition and culture. The changing scenario of the Indian Traditional society to a westernized society; the change in the attitude and beliefs regarding the traditional food habits of the people have all taken place.

## CHAPTER- II

## CHAPTER- II

### REVIEW OF LITERATURE

Modern food high in energy, excessive consumption coupled with lack of adequate physical activity contributes to obesity and other various diseases.

Studies in the west, which tested this hypothesis, found that those who ate these foods compared to those who did not, consumed more total energy, fat added sugar and less fibre, fruits and non-starchy vegetables. This shift indeed has become a cause for increased risk of obesity. However in these countries, modern foods have virtually replaced traditional diets.

However in the Indian context, there are no large scale, studies to understand the extent of modern food consumption and its role in causing obesity among people of different age groups. However there are reports based on isolated studies on consumption of "modern food" among the young people.

An all India institute of medical sciences looked into the role of such unhealthy food in causing obesity and hypertension among adolescents. Another study which was conducted in Ludhiana found higher prevalence of obesity and hypertension among the urban adolescent than the rural counter parts.

As modern foods are a part of the western culture, only very few studies are conducted in India as mentioned above, most of the studies have been conducted in western countries.

A study which appeared in the American journal of public health of 2007 states that : A study was conducted by the researchers regarding the locations of school and modern food restaurants in Chicago. The study included 1292 schools and 613 modern food restaurants belonging to 79 modern food chains. The researchers created maps of these schools and restaurants and looked for patterns in the distribution of modern food restaurant and relative to school locations.

They found that a significantly greater number of modern food restaurants, supermarkets, bakeries etc. were located close to schools than in the restaurant had been located independently of school location. 3 to 4 of them were clustered within a 1.5km distance from schools.

The results of the report suggests that these are intentionally clustered within walking distance from schools. Such a marketing tactic is a cause concerning the potential effects on children's health.

A research conducted by Dr. Pereira in the British journal. *Lancet* (Dec 2004) wrote about the increasing modern food consumption. "This is perhaps the most prevailing pattern of western society and we know very little about its ill effects on health". Accordingly to Pereira and five other researchers, they examined the regular eating habits of 3000 people between the ages 18 and 30. They tracked the dietary habits for 15 years. After 15 years. They found that those who ate modern food less than once a week. Pereira also said that a regular modern food diet raised the risk factors for type a diabetes". "People really should be taking a hard look at their diet one simple change that people could make is reducing their frequency of going to fast food restaurants and eating more at home". The findings are significant since health expert say obesity related diseases are becoming one of the biggest problems.

A study conducted by a group of researchers at the Minnesota Medical School found that families whose meals frequently consist of modern food are more likely to have unhealthy eating habits, poor access to healthy foods at home and a higher risk for obesity. It was found that the home food environment of families who ate modern foods for dinner more than 3 times a week consisted more of French fries and less fruits and vegetables than families who ate modern food less than 3 times a week. A higher frequency of modern food dinner were also associated with obesity. "Modern food can be a convenient alternative to cooking for busy families said Kerri Boutelle, families can attempt to improve eating habits and the overall health of the family". Lean Teens more likely to compensate for over eating modern food than over weight teens. An article which appeared in the June 16 issue of the journal of the American Medical

Association found that adolescents are more likely to over eat when served for the over consumption by eating less at other meals, which is not something their over weight counter parts do.

“Consumption of fast food has increased rapidly since the 1970’s among adolescents from all socio-economic and racial/ethnic groups across the United States”. The authors provide as background information in the article. An estimated 75% of the adolescents eat modern food one or more times per week. The increase in modern food consumption parallels the escalating obesity epidemic, raising the possibility that these 2 trends, are causally related, “the authors suggest”- A study was conducted by Cara Bebeling Ph.D from children’s hospital and colleagues conducted two studies to evaluate the effect of modern food and energy intake. One group consisted of 4 adolescent and the other group consisted of fifty one adolescents. It was found that in the first group, 26 adults were over weight and 28 adults were lean aged 13-17 years and it was reported that they ate modern food at least one time per week.

In the other group, it was found that 24 adults were over weight and 27 adults were found to be lean. It was found that the over weight participants consumed more total energy on days with than without fast food contrast to lean participants.

“ A study which appeared in the food drink weekly 2004”.

An analysis was conducted by the USDA in association with the Harvard University, scientist decreased multinational dietary quality and increased caloric energy in take among US children when they consumed modern food. The authors analysed existing dietary in take data from 6,212 children and adolescents aged 14 to 19 from a nationally representative USDA continuing survey of food in take by individuals (1994-96) and the supplemental children’s survey (1998). The survey data was collected on two consecutive days. It was found that those who did not consumed more fat and less proteins. The study also revealed out of the 2 days surveyed those children who consumed modern food on only 1 day showed similar nutrient short falls on the day they had fast food. But they did not show these short falls on the other day.

Study links modern foods to overall poor nutrition and obesity risk.

According to a study by the researchers from children's hospital boston, the agricultural research service of the US department of agriculture, Harvard School of Public Health. It was found that 36% of children in the survey ate modern food on any given day during the survey, and they ate at an average of 187 calories a day more than those who did not eat modern food. The additional calorie could account for an extra six pounds of weight gain per year, according to a senior author David, S.Ludwig, Director of the obesity program of Children's hospital best on the study was published in the January issue of the journal pediatrics.

The goal of the study was to look at patterns of modern food consumption in children and determine whether modern food adversely affect diet quality in ways that might increase risk for obesity. The study used data from 6212 children and adolescents surveyed in the department of agricultures containing survey of food in take and the individual supplemental children's survey conducted between 1994 and 1998. The surveys found that children who ate modern food counsumed more total and saturated fat more calories per gram of solid food than children who did not eat modern food.

Modern food consumption has risen a starting 5 fold among children since 1970, drive in large part by a multi dollar advertising compaign. These findings of the study and several other recent report suggest that fast food consumption to the childhood obesity epidemic. "Limiting advertisement of fast food to children says Ludwing" may be one of the most important public health measures that we can take today."

A comparative study of food habits and body shape perception of university students in Japan and Korea by Ruka Sakamaki, Rie Amamoto, Yoshie Mochida, Naotaka Shinfuku and Kenji toyama says that, Abnormal body weight, dietary concerns, and unhealthy weight loss behaviours are increasingly being observed in young females in Japan. Our previous research has shown that the irregular lifestyles of female Japanese and Chinese students are significantly related to their desire to be thinner. In the present study, we compare the food habits and body shape preferences of female university students in South Korea and Japan to explore body shape perceptions in those populations. Comparison of body mass index (BMI) distributions in Japan

and Korea showed the highest value in the normal category (74%) together with a very low obesity rate (1.2%). Significant differences were observed between the two countries in terms of eating patterns, with more Japanese eating breakfast daily and with Japanese students eating meals more regularly than Korean students. A difference was also observed in frequency of meals, where Korean students reported eating meals two times per day (59%) and the majority of Japanese students reported eating meals three times per day (81%). Although most subjects belonged to the normal BMI category, their ideal BMI classification was the underweight category (BMI:  $18.4 \pm 3.4$ )

The University of Manchester (Sustainable Practices Research Group) launched a study comparing changing food and eating habits in bi-cultural couples in France and the United Kingdom. They are looking in particular at how eating habits evolve in Franco-British couples in the first years of their life in common, on both sides of the Channel. The interviews bear on current and past eating habits of the two partners as well as about the organisation of life together and in particular what this means for food; and, for the migrant/expat person in the couple, on the story of that migration and how it translates into food changes. They asked the participants to bring a food item typical of current habits to the interview, as well as, for the British partner, a food item typical of his/her past habits (before coming to France). If this was not possible, for example because this food item or dish is not easy to find or prepare in France, they simply described its taste and texture and the memories it is associated with. A thesis from the University of Gothenburg, Sweden, reveals how school initiatives are succeeding in getting the message across to young people, but also points out that food advertisements are using health arguments to market unhealthy products.

A thesis from the University of Gothenburg shows that initiatives related to school meals together with teaching with a focus on fish are achieving results. The study examines the impact of school meals and home and consumer studies instruction on pupils' fish consumption. Study finds that Adolescents' dieting and disordered eating behaviors continue into young adulthood. Adolescents who diet and develop disordered eating behaviors (unhealthy and extreme weight control behaviors and binge eating) carry these unhealthy practices into young adulthood and

beyond, according to a study conducted by University of Minnesota researchers and published in the July 2011 issue of the journal of the American Dietetic Association.

Another study examined the risk factors of binge eating. Risk factors for binge eating and purging may vary between boys and girls and by age group in girls, according to a new report. Concerns about weight and body shape are common in pre-adolescents and adolescents and are probably related to the development of unhealthy weight control behaviors and binge eating," according to background information in the article. Alison E. Field, Sc.D., of the Children's Hospital Boston and Harvard Medical School, Boston, and colleagues analyzed data from 1996 to 2003 in 6,916 girls and 5,618 boys (age 9 to 15 at the beginning of the study) to examine the association between various risk factors (such as frequent dieting, trying to look like persons in the media, negative weight comments from fathers or peers and having a mother with history of an eating disorder) and the development of frequent binge eating, purging or both. Disordered eating is less common among teen girls who regularly eat family meals says another study. Adolescent girls who frequently eat meals with their families appear less likely to use diet pills, laxatives or other extreme measures to control their weight five years later, according to a new report. As youth progress from adolescence into adulthood, disordered eating behaviors--including binge eating and self-induced vomiting--become more common, according to background information in the article. "Disordered eating behaviors are associated with a number of harmful behavioral, physical and psychological consequences, including poorer dietary quality, weight gain and obesity onset, depressive symptoms and the onset of eating disorders," the authors write. "Thus, it is important to identify strategies for the prevention of disordered eating behaviors."

Dianne Neumark-Sztainer, Ph.D., M.P.H., R.D., and colleagues at the University of Minnesota, Minneapolis, studied 2,516 adolescents at 31 Minnesota schools. Participants completed two surveys--an in-class survey in 1999 and a mailed survey in 2004--regarding how often they ate with their families as well as their body mass index, feelings of family connectedness and eating behaviors. Fat Mass Helps Build Bone Mass in Girls, Study Suggests;



Excessive Fat Reduction May Increase Osteoporosis Risk. According to a new study accepted for publication in The Endocrine Society's Journal of Clinical Endocrinology and Metabolism (JCEM), fat mass is important in increasing bone size and thickness, but this effect appears to be stronger in girls than boys. Lean mass is one of the strongest determinants of bone mass throughout life. Until now, it has been unclear whether fat mass and lean mass differ in how they influence bone development in boys and girls. Findings from previous studies have been inconsistent regarding whether fat mass has a positive or negative impact on bone development. This new study shows that fat mass is a strong stimulus for the accrual of cortical bone mass (hard outer layer of bone) in girls. In this study, researchers used dual x-ray absorptiometry (DXA) to determine total body fat mass and lean mass, and peripheral quantitative computer tomography (PQCT) to measure cortical bone mass at the mid-tibia, in 4,005 boys and girls with a mean age of 15.5 years. Although lean mass was the major determinant of bone mass, fat mass also exerted an important positive influence, particularly in girls, in which the effect was approximately 70 percent greater than in boys.

**CHAPTER- III**

## CHAPTER- III

# METHODOLOGY

A methodology is defined as a system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline. Unlike an algorithm, a methodology is not a formula but a set of practices.

By 'methodology' we mean the philosophy of research process. This includes the assumptions and values that serve as a rationale for research and the standard criteria the researcher uses for interpreting data and conclusions. In this chapter the researcher briefly present the main objectives, variables used, the methods, techniques and tools employed for the collection of data.

### ➤ **STATEMENT OF THE PROBLEM:**

The present study attempt to focus on the Changing food habits and health problems among youngsters.

### **OBJECTIVES:**

#### ❖ **GENERAL OBJECTIVE:**

To make an enquiry into the changing food habits among the youngsters.

#### ❖ **SPECIFIC OBJECIVE:**

The main objectives of this study are as follows:

- \*To find out the change of patterns of food consumption among youth.
- \*To find out the reason for taking food from outside home.
- \* To examine the problems due to changing food habits.

## CLARIFICATION OF THE CONCEPTS:

### ❖ FORMAL DEFINITION:

**1.Food:** According to Mottram (V.H), Food may be defined as any substance which when taken into the system, enables an organism to grow, or an adult to maintain health. This definition includes all solid foods, water and substances dissolved in water, but excludes the flavouring materials which make food interesting, though even they in their capacity of stimulating appetite, maybe considered to b included.

**2.Health:** According to W.H.O, "Health is the state of complete physical, mental, social well being and not merely the absence of disease or infirmity." To maintain good health in digesting a diet containing the essential nutrients in correct amounts is very important.

**3.Youth:** According to Government Youth Research Network, Youth are commonly those between the age of 13 and 35.

### ❖ OPERATIONAL DEFINITION:

**1.Food:** The formal definition is applied in this context also.

**2.Health:** Health is a state in which a person is not suffering from any illness and is feeling well.

**3.Youth:** in this study , youth refers to people between the age group 19-21 years

### ➤ VARIABLES:

The main variables of this study are sex, Occupation of parents and income.

### ➤ RESEARCH DESIGN:

The descriptive research design is used in this study. Descriptive study is a fact-finding investigation with adequate interpretation. Its aim is to identify the various characteristics of a problem under study which also tries to describe the social phenomena.

➤ **PILOT STUDY:**

After selecting the topic, a pilot study was conducted by visiting the college and acquiring necessary information about college students. It was found to be feasible to collect information with regard to the objectives of this study.

➤ **UNIVERSE, SAMPLE AND METHODS OF SAMPLING:**

The universe of this study is the students studying in different colleges in Kochi city. The sample consisted of 50 males and 50 females from two colleges in Kochi city, i.e, S.H College and St. Teresa's college. The sampling technique used in the study is snowball sampling.

➤ **TOOLS OF DATA COLLECTION:**

Questionnaire method was used for data collection. In the questionnaire both open ended and close ended questions were employed.

➤ **PRE-TEST:**

After the preparation of the questionnaire a pre-test was conducted as a step preliminary to the final test. Pre-test was conducted among five obese youth. This test enabled the researchers to make some slight modifications in the questionnaire.

➤ **DATA COLLECTION:**

The tool used for collecting the data from the people is questionnaire. The various sources for collecting data were:

Primary data was directly collected from the people by questionnaire method which helped to have a personal and deeper assessment of the problem. The respondents were co-operative.

Secondary data were mainly from news papers, journals, internet, etc.

➤ **LIMITATIONS OF THE STUDY:**

Most of the colleges and the students were not co-operative. Hence the study is limited to only two colleges.

## CHAPTER IV

## CHAPTER IV

### ANALYSIS AND INTERPRETATION

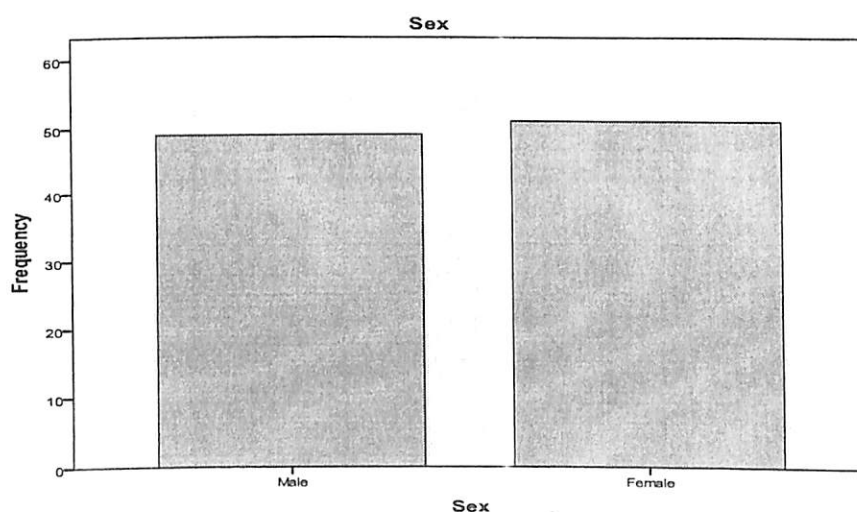
The collected data were analysed using SPSS software. The sociological dimensions of the changing food habits among the youth were analysed and interpreted through appropriate statistical tools. On the basis of the interpreted data findings and conclusions were made.

#### 4.1) Table showing the frequency distribution with regard to age of the respondents:

Age	Frequency	Percent
19	8	8.0
20	78	78.0
21	14	14.0
Total	100	100.0

All of the respondents come under the age group between 19 to 21 years.

#### Fig.1) Figure showing the sex of the respondents.



50 respondents are males and the other 50 are females.

4.2) Table showing the frequency distribution with regard to the residence of the respondents.

Residence	Frequency	Percent
Urban	65	65.0
Semi-Urban	15	15.0
Rural	20	20.0
Total	100	100.0

65% of the respondents are from urban area.

4.3) Table showing the frequency distribution with regard to the occupation of the respondent's father.

Father's Occupation	Frequency	Percent
Government	23	23.0
NRI	13	13.0
Private	41	41.0
Casual Labour	17	17.0
Unemployed	6	6.0
Total	100	100.0

41% of the respondent's fathers are working in the private sector.



4.4) Table showing the frequency distribution of which type of food does the respondent prefer to have more, with regard to father's occupation.

Father Occupation	Type of food preferred		Total
	Home-made food	Hotel food	
Government	19	4	23
NRI	7	6	13
Private	27	14	41
Casual Labour	17	0	17
Nil	6	0	6
<b>Total</b>	<b>76</b>	<b>24</b>	<b>100</b>

No matter what occupation father has, majority respondents like to have home made food.

4.5) Table showing the frequency distribution with regard to the occupation of the respondent's mother.

Mother's Occupation	Frequency	Percent
Government	10	10.0
NRI	9	9.0
Private	13	13.0
Casual Labours	2	2.0
House Wife	55	55.0
Nil	11	11.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

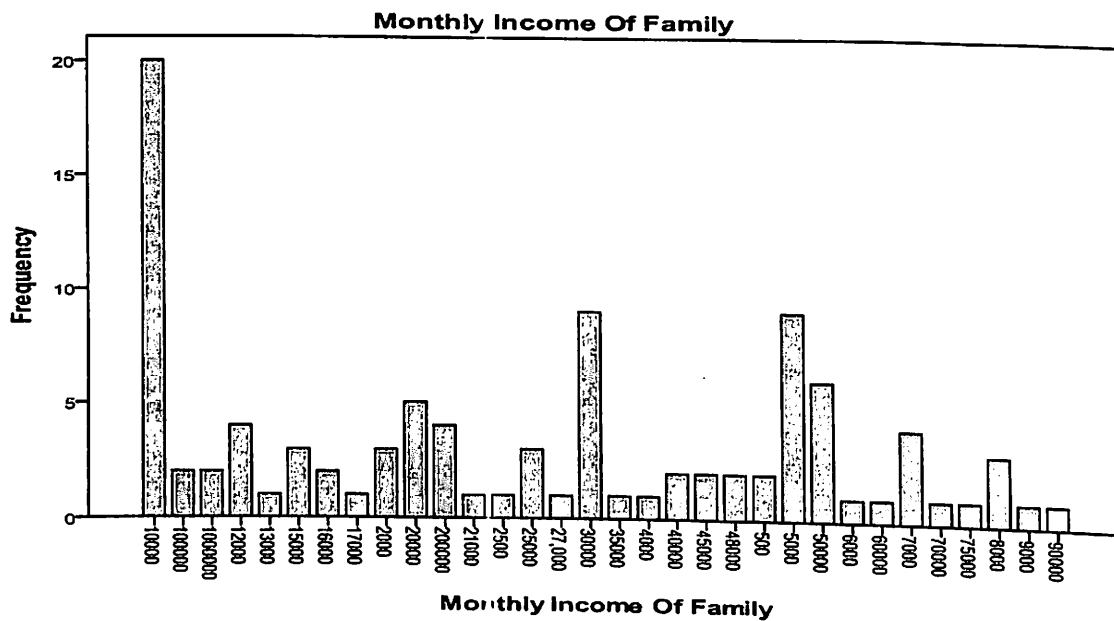
55% of the respondent's mothers are house wives.

4.6) Table showing the frequency distribution of which type of food does the respondent prefer to have more, with regard to mother's occupation.

Mother Occupation	Type of food preferred		Total
	Home made food	Hotel food	
Government	7	3	10
NRI	6	3	9
Private	10	3	13
Casual Labours	2	0	2
House Wife	44	11	55
Nil	7	4	11
<b>Total</b>	<b>76</b>	<b>24</b>	<b>100</b>

No matter what occupation mother has, majority respondents like to have home made food.

Fig. 2) Figure showing the monthly income of the respondent's family.



20% of the monthly income of the respondent's family lies below Rs.10,000

4.7) Table showing the frequency distribution with regard to the type of the respondent's family.

Type of family	Frequency	Percent
Joint Family	13	13.0
Nuclear Family	85	85.0
Extended Family	2	2.0
Total	100	100.0

85% of the respondents belong to nuclear family.

4.8) Table showing the frequency distribution with regard to the pocket money the respondents get.

Response	Frequency	Percent
Yes	84	84.0
No	16	16.0
Total	100	100.0

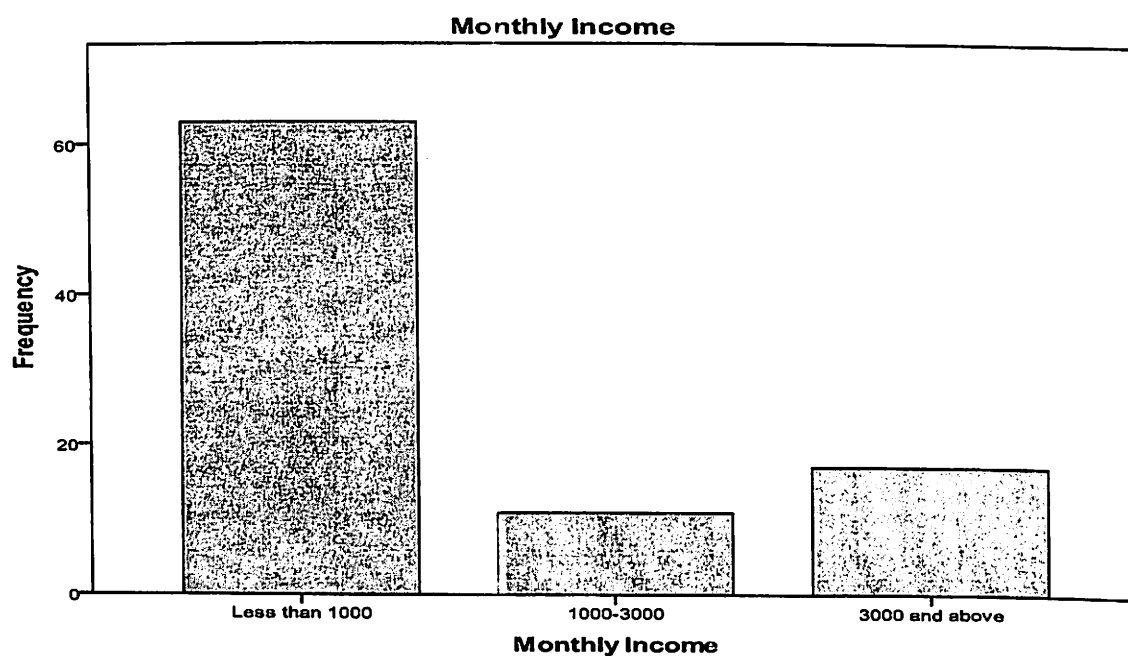
84% of the respondents get pocket money.

4.9) Table showing the frequency distribution with regard to whether the respondent does part time job or not.

Response	Frequency	Percent
Yes	21	21.0
No	79	79.0
Total	100	100.0

79% of the respondents don't do part time job.

**Fig.3. Figure showing the monthly income of the respondent.**



65% of the respondents get less than 1000 rupees as pocket money

**4.10) Table showing the frequency distribution with regard to which type of food does the respondent prefer to have more.**

Type of food	Frequency	Percent
Home-made food	76	76.0
Hotel food	24	24.0
Total	100	100.0

76% of the respondents like to have home-made food.

4.11) Table showing the frequency distribution with regard to which type of food does the respondent like to have more.

Type of food	Frequency	Percent
Vegetarian	28	28.0
Non-vegetarian	72	72.0
Total	100	100.0

72% of the respondents like to have non-vegetarian food more.

4.12) Table showing the frequency distribution with regard to how often does the respondents bring food from home for lunch.

Duration	Frequency	Percent
Very often	46	46.0
Sometimes	29	29.0
Never	25	25.0
Total	100	100.0

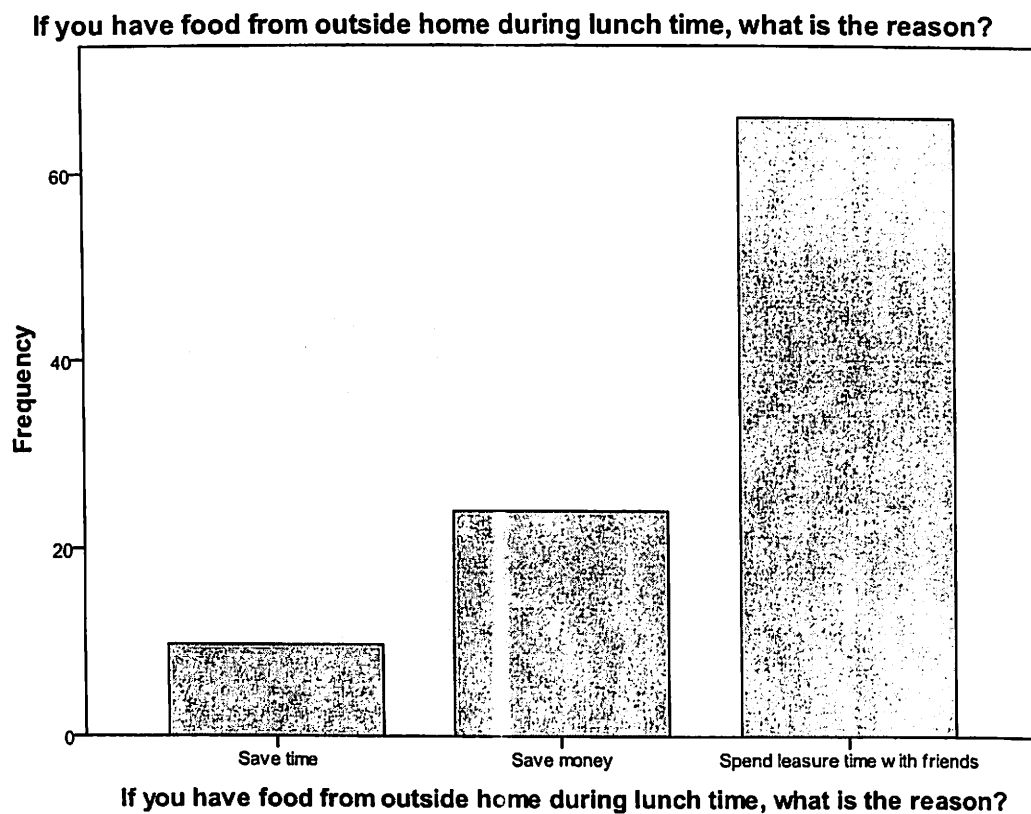
46% of the respondents bring food from home for lunch. However, it is also significant to note that 25% never brings food from home.

4.13) Table showing the frequency distribution of how often does the respondent bring food from home for lunch, with regard to the respondent's sex.

Sex	Frequency			Total
	Very often	Sometimes	Never	
Male	9	20	20	49
Female	37	9	5	51
Total	46	29	25	100

Female respondents bring food for lunch very often, whereas male respondents bring food sometimes or even never.

**Fig. 4. Figure showing the reasons for the respondents to eat food from outside during lunch?**



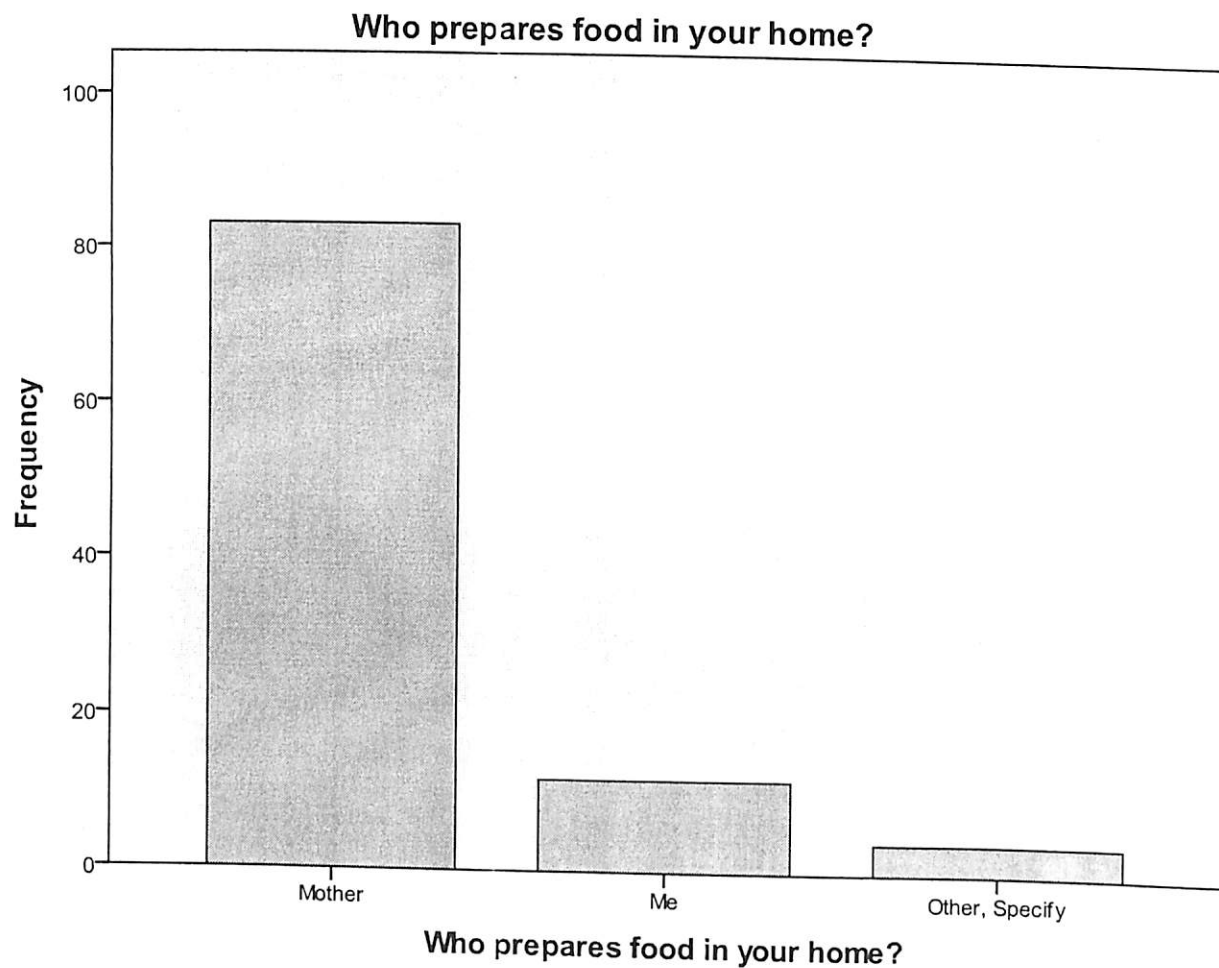
66% of the respondents have food from outside home during lunch to spend leisure time with friends.

4.14) Table showing the frequency distribution of respondents with regard to sex and the reason for having outside food during lunch.

Sex	If you have food from outside home during lunch time, what is the reason?			Total
	Save time	Save money	Spend leisure time with friends	
Male	6	18	25	49
Female	4	5	41	51
Total	10	24	66	100

Majority of them eat food from outside during lunch, to spend leisure time with their friends.

Fig. 5. Figure showing who prepares food at the respondents' home.



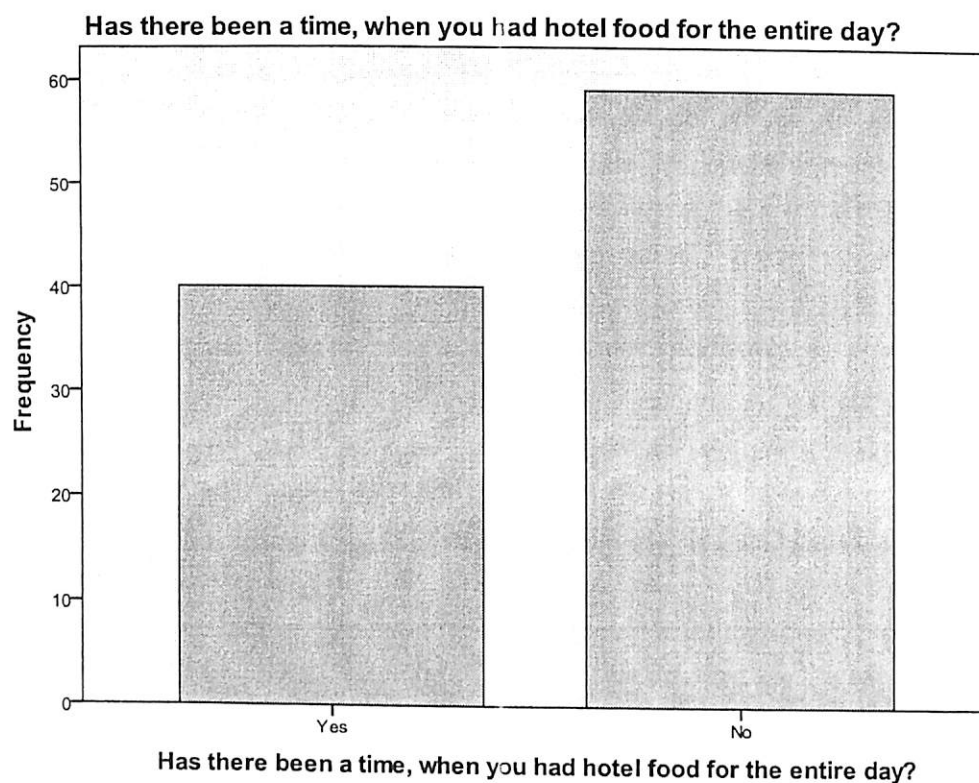
83% of respondents' food is cooked by their mother.

4.15) Table showing the frequency distribution with regard to the reasons given by the respondents does not like food prepared at home.

Reasons	Frequency	Percent
Don't know	52	52.0
Not interested	34	34.0
Not tasty	14	14.0
Total	100	100.0

52% of the respondents cannot point out a reason as to why they do not eat at home.

**Fig.6. Figure showing if the respondents has had food from the hotel the entire day.**



60% of the respondents said that there was never a time when they had food from hotel the entire day.

**4.16) Table showing the frequency distribution of respondents with sex and the opinions to whether they had hotel food for an entire day .**

Sex	Has there been a time, when you had hotel food for the entire day?		Total
	Yes	No	
Male	24	24	48
Female	16	35	51
Total	40	59	99

From the table it is clear that males have had more hotel food when compared to females.



4.17) Table showing the frequency distribution with regard to what food does the respondent like to consume in the morning.

Preference for food in the morning	Frequency	Percent
Hotel Food	10	10.0
Homely Food	87	87.0
Other	3	3.0
Total	100	100.0

87% of the respondents like to have homely food for breakfast.

4.18) Table showing the frequency distribution with regard to what food does the respondent like to consume in the afternoon.

Preference for food in the afternoon	Frequency	Percent
Hotel food	26	26.0
Homely food	71	71.0
Other	3	3.0
Total	100	100.0

71% of the respondents like to have homely food for lunch.

4.19) Table showing the frequency distribution with regard to what food does the respondent like to consume in the evening.

Preference for food in the evening	Frequency	Percent
Hotel food	35	35.0
Homely food	60	60.0
Other	5	5.0
Total	100	100.0

60% of the respondents like to have homely food in the evening.

4.20) Table showing the frequency distribution with regard to what food does the respondent like to consume at night.

Preference for food at night	Frequency	Percent
Hotel food	27	27.0
Homely food	71	71.0
Other	2	2.0
Total	100	100.0

71% of the respondents like to have homely food at night.

4.21) Table showing the frequency distribution with regard to whether the respondents will buy new food items that are available in the markets and restaurants.

Response	Frequency	Percent
Yes	56	56.0
No	44	44.0
Total	100	100.0

56% of the respondents will buy new food items available in the market.

4.22) Table showing the frequency distribution with regard to what food the respondent will like to have first if invited for a party or a get-together.

Type of food preferred	Frequency	Percent
Soup	38	38.0
Biryani	43	43.0
Other	19	19.0
Total	100	100.0

43% of the respondents will have the main course, like biriyani, first.

**4.23) Table showing the frequency distribution with regard to whether the respondents carry drinking water to college everyday.**

Response	Frequency	Percent
Yes	41	41.0
No	59	59.0
Total	100	100.0

59% of the respondents don't carry drinking water everyday.

**4.24) Table showing the frequency distribution with regard to how many litres of water does the respondent drink a day.**

	Frequency	Percent
Less than 8 glasses	55	55.0
More than 8 glasses	45	45.0
Total	100	100.0

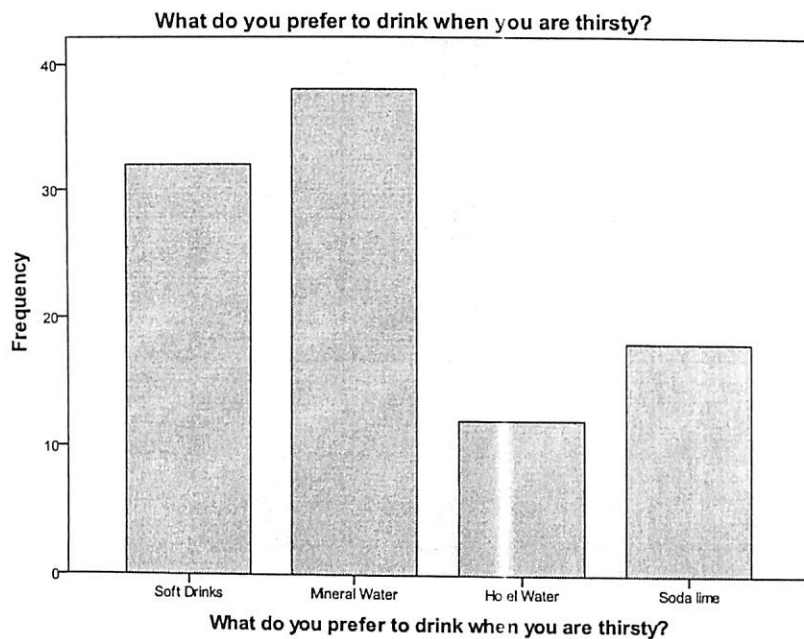
55% of the respondents drink more than 8 glasses of water a day.

**4.25) Table showing the frequency distribution with regard to whether the respondent drinks water from outside home.**

Duration	Frequency	Percent
Very often	17	17.0
Often	23	23.0
Sometimes	55	55.0
Never	5	5.0
Total	100	100.0

55% of the respondents sometimes drink water from outside home.

**Fig.7. Figure showing the respondent's preference of drinks when thirsty.**



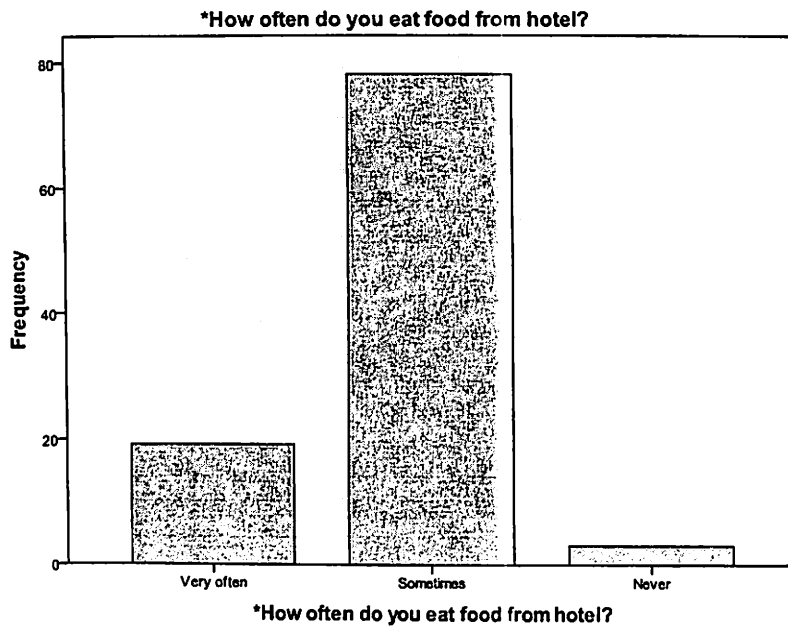
38% of the respondents prefer mineral water when thirsty.

**4.26) Table showing the frequency distribution with regard to how often does the respondent consume aerated drinks.**

Duration	Frequency	Percent
Very often	17	17.0
Often	20	20.0
Sometimes	53	53.0
Never	10	10.0
Total	100	100.0

53% of the respondents sometimes drink aerated drinks.

**Fig.8. Figure showing the frequency of having hotel food.**



78% of the respondents sometimes eat food from hotel.

**4.27) Table showing the frequency distribution with regard to the important feature of hotel food that is attractive according to the respondents.**

Nature of hotel food	Frequency	Percent
Taste	75	75.0
Quality	19	19.0
Colour	6	6.0
Total	100	100.0

75% of the respondents says it is the taste that attracts them to homely foods.

4.28) Table showing the frequency distribution with regard to whether the respondent will rush to have a meal from a new hotel that has just come up in the locality.

Response	Frequency	Percent
Yes	29	29.0
No	71	71.0
Total	100	100.0

71% of the respondents said they would not go immediately to a new hotel that has come to their locality .

4.29) Table showing the frequency distribution of respondents with regard to sex and whether they would rush to have a meal from a hotel that has come up recently in the locality.

Sex	If a new hotel comes up in your locality, would you rush to have a meal from there?		Total
	Yes	No	
Male	20	29	49
Female	9	42	51
Total	29	71	100

Majority of the respondents say that they would not go immediately to the hotel that has come up near by their locality to have food.

4.30) Table showing the frequency distribution with regard to how often does the respondent buy parcel from hotels.

Duration	Frequency	Percent
Very often	17	17.0
Often	20	20.0
Sometimes	56	56.0
Never	7	7.0
Total	100	100.0

56% of the respondents buy parcel from hotel sometimes.

4.31) Table showing the frequency distribution with regard to whether the respondent have breakfast regularly before leaving for college.

Duration	Frequency	Percent
Very Often	40	40.0
Often	18	18.0
Sometimes	32	32.0
Never	10	10.0
Total	100	100.0

40% of the respondents have breakfast from home regularly before leaving to college

4.32) Table showing the frequency distribution with regard to sex and whether they would have breakfast from home regularly before leaving for college.

Sex	As a student do you regularly have breakfast from home before leaving for college?				Total
	Very Often	Often	Sometimes	Never	
Male	20	11	12	6	49
Female	20	7	20	4	51
Total	40	18	32	10	100

Both males and females said that they do have breakfast from home before leaving to college.

4.33) Table showing the frequency distribution with regard to who is the respondents' companion when eating out to a hotel.

Respondent's companion	Frequency	Percent
Alone	8	8.0
Family	50	50.0
Friends	42	42.0
Total	100	100.0

50% of respondents' companions are the family when eating out, and next comes friends

4.34) Table showing the frequency distribution with regard to how often does the respondents go out with parents to hotels.

	Frequency	Percent
Very often	13	13.0
Often	23	23.0
Sometimes	56	56.0
Never	8	8.0
Total	100	100.0

56% of the respondents' go out with parents sometimes.

4.35) Table showing the frequency distribution of the respondents with regard to sex and whether they have had hotel food along with parents.

Sex	How often do you have food from hotel along with parents?				Total
	Very often	Often	Sometimes	Never	
Male	10	10	23	6	49
Female	3	13	33	2	51
Total	13	23	56	8	100

Majority of them have hotel food only sometimes with their parents.

4.36) Table showing the frequency distribution with regard to whether the respondent eats to live or lives to eat.

Query	Frequency	Percent
Eat to live?	62	62.0
Live to eat?	38	38.0
Total	100	100.0

68% of the respondents say they eat to live and not live to eat, food habits are meant for healthy living.



4.37) Table showing the frequency distribution with regard to whether, consuming hotel food is bad for health or not.

Response	Frequency	Percent
Yes	64	64.0
No	36	36.0
Total	100	100.0

64% of the respondents say that hotel foods are bad for health.

4.38) Table showing the frequency distribution of the respondents' with regard to sex and the opinion about whether having hotel food is bad for health.

Sex	Is consuming hotel food is bad for your health?		Total
	Yes	No	
Male	27	22	49
Female	37	14	51
Total	64	36	100

Both males and females says having hotel food is bad for health.

4.39) Table showing the frequency distribution with regard to whether the respondents have a balanced diet or not.

Response	Frequency	Percent
Yes	64	64.0
No	36	36.0
Total	100	100.0

64% of the respondents say that they follow a balanced diet in their food habits.

4.40) Table showing the frequency distribution with regard to whether the respondent is obese because of such food habits.

Response	Frequency	Percent
Yes	12	12.0
No	60	60.0
Don't know	28	28.0
Total	100	100.0

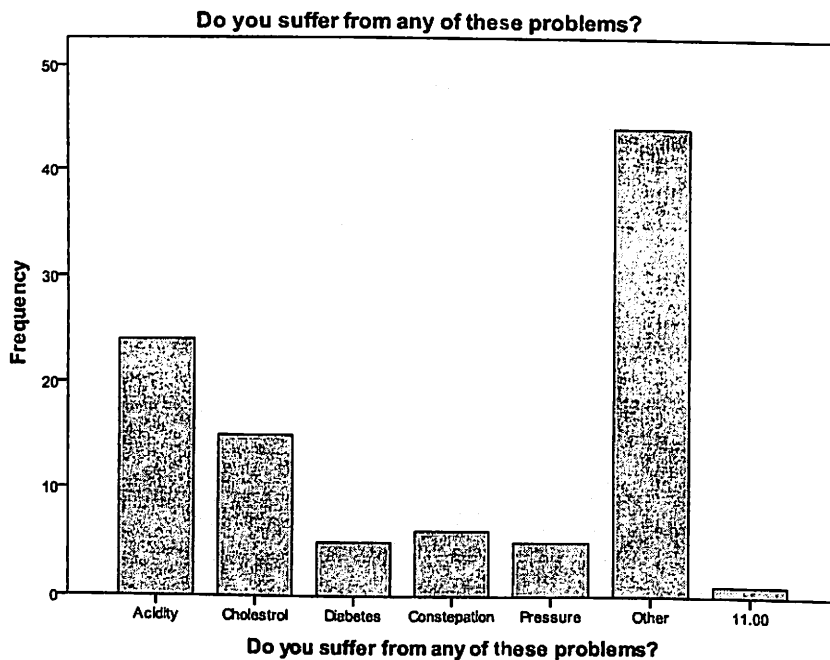
60% of the respondents are not obese because of their food habits.

4.41) Table showing the frequency distribution with regard to what does the respondents think are the problems of consuming outside food.

Problems with fast food	Frequency	Percent
Acidity	35	35.0
Cholesterol	36	36.0
Diabetes	12	12.0
Constipation	5	5.0
Pressure	3	3.0
Other	9	9.0
Total	100	100.0

36% of the respondents stated that cholesterol is the most prominent problem of consuming outside food.

**Fig.9. Figure showing whether the respondents are suffering from any of these problems due to outside food consumption.**



44% of the respondents suffer from other problems and not any of these.

**4.42) Table showing the frequency distribution with regard to whether the respondents check with the hygienic conditions of the hotel that they visit.**

Checking the hygienic conditions	Frequency	Percent
To great extent	29	29.0
Some extent	51	51.0
Not at all	20	20.0
Total	100	100.0

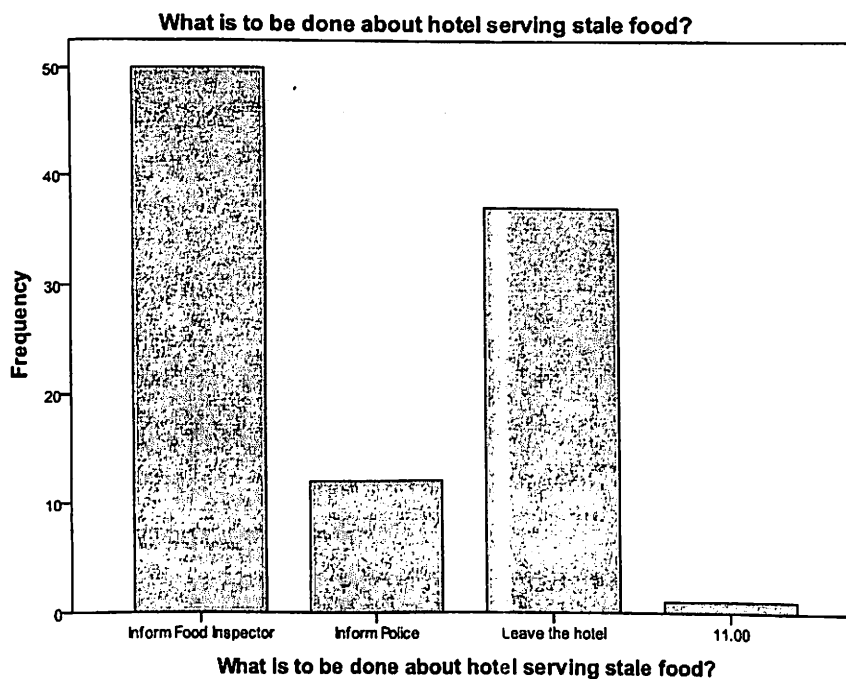
51% of the respondents stated that they will look into the hygienic conditions of the hotel.

4.43) Table showing the frequency distribution of the respondent with regard to sex and the checking of the hygienic conditions of the hotel that the respondent visits.

Sex	Do you check the hygienic conditions of the hotel that we visit?			Total
	To great extent	Some extent	Not at all	
Male	13	23	13	49
Female	16	28	7	51
Total	29	51	20	100

Majority of the respondents' says to some extent they do check the hygienic conditions.

Fig.10. Figure showing what the respondents told about what has to be done over the hotels serving stale food.



50% of the respondents said they will inform the food inspector.

4.44) Table showing the frequency distribution with regard to what is the most harmful food item according to the respondents.

Most harmful food item	Frequency	Percent
Aireated Drinks	33	33.0
Bakrey items (Pasteris, laddoo, etc)	15	15.0
Packet snacks (Lays, Kuru Kure, etc)	40	40.0
Junk Snacks ( Pizzas, Burges, etc)	12	12.0
Total	100	100.0

40% of the respondents say it is the packet snacks such as lays, bingo, kuru- kure, etc. which are highly harmful for the body.

**CHAPTER- V**

## CHAPTER- V

### FINDINGS AND CONCLUSION

This study was conducted among the respondents who come under the age group between 19 to 21 years where 50 respondents are males and the other 50 are females. 65% of the respondents are from urban area. 41% of the respondent's fathers are working in the private sector, 55% of the respondents mothers are housewives. 20% of the monthly income of the respondent's family lies below Rs.10,000. 85% of the respondents belong to nuclear family. 84% of the respondents get pocket money.

No matter what parents' occupation is, 76% of the respondents like to have home-made food. 72% of the respondents like to have non-vegetarian food more. 46% of the respondents bring food from home for lunch. However, it is also significant to note that 25% never brings food from home. Female respondents bring food for lunch very often, whereas male respondents bring food sometimes or even never. 66% of the respondents have food from outside home during lunch to spend leisure time with friends. Majority of them eat food from outside during lunch, to spend leisure time with their friends. 83% of respondents' food is cooked by their mother. 60% of the respondents said that there was never a time when they had food from hotel the entire day.

From the study it is clear that males have had more hotel food when compared to females. 87% of the respondents like to have homely food for breakfast. 71% of the respondents like to have homely food for lunch. 60% of the respondents like to have homely food in the evening. 71% of the respondents like to have homely food at night. 56% of the respondents will buy new food items available in the market. 43% of the respondents will have the main course, like biriyani, first, when going out for a party. 55% of the respondents drink more than 8 glasses of water a day. 59% of the respondents don't carry drinking water everyday, but rely on outside sources. 38% of the respondents prefer mineral water when thirsty. 53% of the respondents sometimes drink aerated drinks.

78% of the respondents sometimes eat food from hotel. 75% of the respondents says it is the taste that attracts them to homely foods. 71% of the respondents said they would not go immediately to a new hotel that has come to their locality. 56% of the respondents buy parcel

from hotel sometimes. 40% of the respondents have breakfast from home regularly before leaving to college. Both males and females said that they do have breakfast from home before leaving to college. 50% of respondents' companions are the family when eating out, and next comes friends. Majority of the respondents have hotel food only sometimes with their parents.

68% of the respondents say they eat to live and not live to eat meaning, they believe that food habits are meant for healthy living. 64% of the respondents say that hotel foods are bad for health. Both males and females have the same opinion. 64% of the respondents say that they follow a balanced diet in their food habits. 60% of the respondents are not obese because of their food habits. 36% of the respondents stated that cholesterol is the most prominent problem of consuming outside food. 51% of the respondents stated that they will look into the hygienic conditions of the hotel. 50% of the respondents said they will inform the food inspector, if the hygiene is not upto the standard. 40% of the respondents say it is the packet snacks such as lays, bingie, kuru- kure, etc. which are highly harmful for the body.

### **SUGGESTIONS:**

The key to healthy eating is the time-tested advice of balance, variety and moderation. In short, that means eating a wide variety of foods without getting too many calories or too much of any one nutrient. These 10 tips can help you follow that advice while still enjoying the foods you eat.

1. Eat a variety of nutrient-rich foods. You need more than 40 different nutrients for good health, and no single food supplies them all. Your daily food selection should include bread and other whole-grain products; fruits; vegetables; dairy products; and meat, poultry, fish and other protein foods. How much you should eat depends on your calorie needs. Use the Food Guide Pyramid and the Nutrition Facts panel on food labels as handy references.
2. Enjoy plenty of whole grains, fruits and vegetables. Surveys show most Americans don't eat enough of these foods. Do you eat 6-11 servings from the bread, rice, cereal and pasta



group, 3 of which should be whole grains? Do you eat 2-4 servings of fruit and 3-5 servings of vegetables? If you don't enjoy some of these at first, give them another chance. Look through cookbooks for tasty ways to prepare unfamiliar foods.

3. **Maintain a healthy weight.** The weight that's right for you depends on many factors including your sex, height, age and heredity. Excess body fat increases your chances for high blood pressure, heart disease, stroke, diabetes, some types of cancer and other illnesses. But being too thin can increase your risk for osteoporosis, menstrual irregularities and other health problems. If you're constantly losing and regaining weight, a registered dietitian can help you develop sensible eating habits for successful weight management. Regular exercise is also important to maintaining a healthy weight.
4. **Eat moderate portions.** If you keep portion sizes reasonable, it's easier to eat the foods you want and stay healthy. Did you know the recommended serving of cooked meat is 3 ounces, similar in size to a deck of playing cards? A medium piece of fruit is 1 serving and a cup of pasta equals 2 servings. A pint of ice cream contains 4 servings. Refer to the Food Guide Pyramid for information on recommended serving sizes.
5. **Eat regular meals.** Skipping meals can lead to out-of-control hunger, often resulting in overeating. When you're very hungry, it's also tempting to forget about good nutrition. Snacking between meals can help curb hunger, but don't eat so much that your snack becomes an entire meal.
6. **Reduce, don't eliminate certain foods.** Most people eat for pleasure as well as nutrition. If your favorite foods are high in fat, salt or sugar, the key is moderating how much of these foods you eat and how often you eat them. Identify major sources of these ingredients in your diet and make changes, if necessary. Adults who eat high-fat meats or whole-milk dairy products at every meal are probably eating too much fat. Use the Nutrition Facts panel on the food label to help balance your choices. Choosing skim or low-fat dairy products and lean cuts of meat such as flank steak and beef round can reduce fat intake significantly.

If you love fried chicken, however, you don't have to give it up. Just eat it less often. When dining out, share it with a friend; ask for a take-home bag or a smaller portion.

7. Balance your food choices over time. Not every food has to be "perfect." When eating a food high in fat, salt or sugar, select other foods that are low in these ingredients. If you miss out on any food group one day, make up for it the next. Your food choices over several days should fit together into a healthy pattern.
8. Know your diet pitfalls. To improve your eating habits, you first have to know what's wrong with them. Write down everything you eat for three days. Then check your list according to the rest of these tips. Do you add a lot of butter, creamy sauces or salad dressings? Rather than eliminating these foods, just cut back your portions. Are you getting enough fruits and vegetables? If not, you may be missing out on vital nutrients.
9. Make changes gradually. Just as there are no "superfoods" or easy answers to a healthy diet, don't expect to totally revamp your eating habits overnight. Changing too much, too fast can get in the way of success. Begin to remedy excesses or deficiencies with modest changes that can add up to positive, lifelong eating habits. For instance, if you don't like the taste of skim milk, try low-fat. Eventually you may find you like skim, too.
10. Remember, foods are not good or bad. Select foods based on your total eating patterns, not whether any individual food is "good" or "bad." Don't feel guilty if you love foods such as apple pie, potato chips, candy bars or ice cream. Eat them in moderation, and choose other foods to provide the balance and variety that are vital to good health.

## **BIBLIOGRAPHY**

## **BIBLIOGRAPHY**

### **BOOKS**

1. Edward, Ch.E. Thomas Marvin .Convenience & Fast Food Hand book; Hyde prak. New York, 1973.
2. David, Hogan. Selling Them By A Sack White Castle & The Creation Of American Food, New York University Press, NewYork 1997.
3. Lannon, Plunkett R. *et al* Lovely Planet South India 2001.
4. Aldershot, Gower. the successful franchis: A Working Strategy, Golden Square Services Limited, 1985.
5. Housden, J. Franchising & Other Business Relationship In Hotel & Catering Services, Butter Worth- Heine Mann, Oxford, 1983.
6. Schlosrer, Eric. The Fast Food Nation The Dark Side Of The American Meal Houghton Million, Boston, 2001 (Wikipedia)
7. Barry M, Pokim. "The National Transition" New Trends in Global Diet, Nutrition Reviews, Feb 1997.

### **JOURNALS & ARTICLES**

1. Food & Drink weekly (Peadiatrics) Jan 12, 2004.
2. Fast Food Intake Among Lean & Over Weight Adolescents, Adams, Maria. MS MPH, RD
3. Journal of the American Medical Association, , child health news. June 15, 2004
4. British Journals Lancet (Dec. 2004) (Eat fast food get fat & sick, Tom schock)
5. The Hindu Business line, Chennai, "Avoid junk food". July 12
6. Introductory presentation to "Childhood obesity causes and prevention" centre for nutrition policy & promption Washington, D.E.1998.
7. Rajsekhar, K. Gourmand's own country, Kerala calling November-December 2004.
8. Junk food causing childhood obesity. ABC News online July 12<sup>th</sup> 2004.

**APPENDIX**

## QUESTIONNAIRE

Interview Schedule No. \_\_\_\_\_

(Confidential for research purpose only)

### CHANGING FOOD HABITS AND HEALTH PROBLEMS AMONG YOUNGSTERS

<b>SECTION A</b> <b>PERSONAL DETAILS</b>
---

1. Name :
2. Age :
3. Sex : Male  Female
4. College :
5. Residence : Urban  Semi Urban  Rural
6. Father - Occupation  
Govt.  NRI  Private  Casual Labours  Nil
7. Mother - Occupation  
Govt.  NRI  Private  Casual Labours  Nil   
House Wife
8. Monthly Income of Family :
9. Types of Family :  
Joint Family  Nuclear Family  Extended Family
10. Do you get pocket money : Yes  No
11. Are you doing parttime job : Yes  No
12. Monthly income :  
Less than 1000  1000-3000  3000 and above

SECTION B

CHANGING PATTERN OF FOOD CONSUMPTION

13. Which food type do you prefer more? Home made food  Hotel food
14. What do you like more? Vegetarian  Non vegetarian
15. Which type of food do you have more? Vegetarian  Non vegetarian
16. How often do you bring food from home for having lunch?  
Very often  sometimes  never
17. If you have food from outside home during lunch time, what is the reason?  
Save time  Save Money  Spend leisure time with friends
18. Who prepares food in your house?  
Mother  Me  Other specify
19. If you dont like food prepared at home, what is the reason?  
Don't know  Not interested  Not Tasty
20. a) Has there been a time, when you had hotel food for the entire day?  
Yes  No
- b) If yes, What is the reason?
21. What food do you like to consume in the morning?  
Hotel Food  Homely food  other
22. What food do you like to consume in the after noon?  
Hotel food  Homely food  other
23. What food do you like to consume in the evening?  
Hotel food  Homely food  other

24. What food do you like to consume in the Night?

Hotel food  homely food  other

25. a) Do you try to buy new food items that are available in markets and restaurant?

Yes  No

b) If yes, Why?

26. If you go for a party or get-together which food would you like to have first?

Soup  Biryani  Other

27. Do you carry drinking water everyday?

Yes  No

28. How many litres of water do you drink a day?

Less than 8 glasses  More than 8 Glasses

29. Do you drink water from outside other than home?

Very often  Often  sometimes  never

30. What do you prefer to drink when you are thirsty?

Softdrinks  mineral water  Hot water  Soda Lime

Nothing

31. How often do you consume aeriated drinks?

Very often  often  sometimes  never

### SECTION C

### REASON FOR TAKING FOOD FROM OUTSIDE HOME

32. How often do you eat food from Hotel?

Very often  Sometime  never



33. What is the important attractive features of hotel food?

Taste  Quality  colour

34. a) If a new hotel comes up in your locality would you rush in to have a meal from there

Yes  No

b) If yes, What is the reason?

How often do you buy parcel from Hotel ?

Very often  Often  Sometimes  Never

35. a) As a student do you regularly have break fast from home before leaving for college ?

Very often  Often  Sometimes  Never

b) If No, why?

36. Who are your companions when you go to the hotel?

Alone  Family  Friends

37. How often do you have food from hotel along with parents?

Very often  Often  sometimes  never

**SECTION D**

**PROBLEMS DUE TO CHANGING FOOD HABITS**

38. Do you eat to live or live to eat?

Eat to live  live to eat

39. Is consuming hotel food bad for your health?

Yes  No

40. Do you have a balanced diet

Yes  No

41. Do you think you are obese because of your food habits?

Yes  No  Don't Know

42. What do you think are the problems of consuming outside food?

Acidity  Cholestrol  Diabetes  Constepation   
Pressure  other

43. Do you suffer from any of these problems?

Acidity  Cholestrol  Diabetes  Constepation   
Pressure  other

44. Do you check the hygenic conditions of the hotels that you visit?

To great extent  Some extent  Not at all

45. What is to be done about hotel serving stale food?

Inform food inspector  Inform Police  Leave the Hotel

46. What type of food items do you think is most harmful?

Aireated drinks  bakery items ( pasteris laddoo etc)

Packet snaks( Lays, Kurukure Etc.)

Junk snacks ( pizzas, burgers)

NAME OF THE GROUP MEMBERS

JYOTHIKA ROY  
RASHMI.P.P  
ANJU. K.S  
SERIN XAVIER  
MARY SAIFY. K.S

NAME OF THE INVESTIGATOR

Sign With Date