

## Contemporary Food Habits among Youngsters through QSR in Chennai

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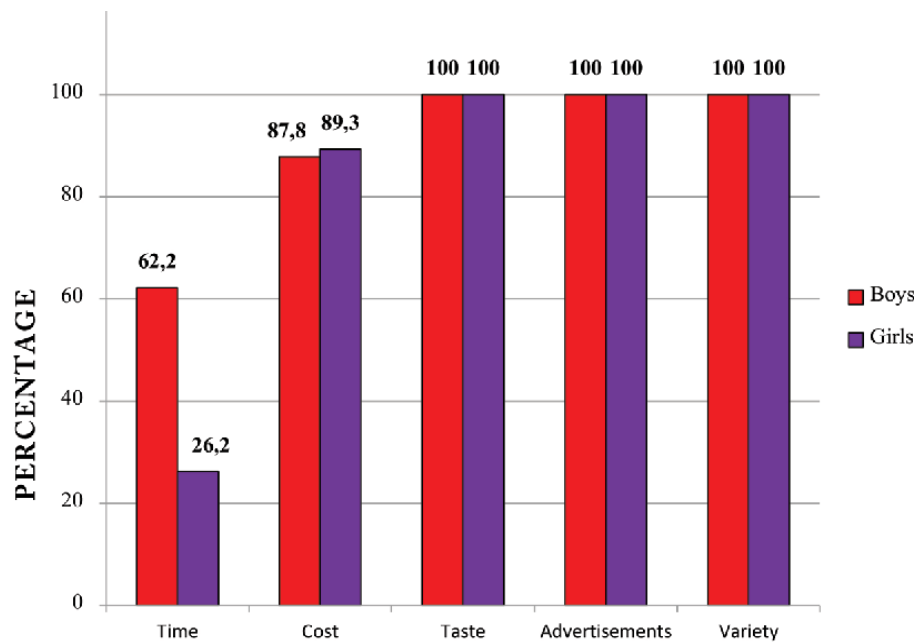
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**Abstract:** The traditional Tamil cuisine has a type of cooking that has its roots in Sri Lanka and the southern Indian state of Tamil Nadu. Since from the ancient time, the Tamil people have enjoyed both vegetarian and non-vegetarian cuisine, along with grains, beans, and lentils, meats are also often consumed. Tamarind and dairy products are both utilized to create sour flavors. Banana leaves are used in place of crockery or steel ware for serving traditional Tamil food on special occasions. The banana leaves are then used as a secondary food source for cattle after being consumed. The idly or dosa with some chutney generally make up the customary breakfast of Tamil Nadu. Rice, sambar, curd, kuzhambu, and rasam are served during lunch. Previously millets were used which was high in nutrients protein and antioxidants. Due to the development of urban areas, there is an emergence of continental foods in daily food habits. This article is to recognize the type of food available in the urban areas Chennai. Secondly it is focused towards knowing the impact on health due to emergence for fast food outlets.

**Keywords:** Food Habits, Fast Food, QSR, Adolescents.

**Introduction:** The eating habits of youngsters alter as they mature. The lifestyles have changed recently to the point where it has affected their eating habits. There is a high demand for these foods, as evidenced by the growth of multinational fast food chains, despite the fact that many of these foods are high in calories, sugar, salt, and fat, and some of them may also be loaded with preservatives. Nowadays, young people prefer to eat at fast food restaurants. Overweight and hypertension, which will shorten life expectancy, are the first health implications. Fast food restaurants use extremely high heat to finish cooking their meals. Fast food has increasingly dominated the diet of young people, and the primary driver of this trend is convenience. Food outlets swiftly supply food, which is convenient for both the lifestyle in developed and affluent cities. To live a healthy life, one needs to eat a diet that is well-balanced and nutrient dense, therefore fast food restaurants have a duty to satisfy their customers' dietary needs. The purpose of the essay is to draw attention to the negative effects on health that eating foods and drinks with a high caloric content, cooking them improperly, and adding too many colorings and additives. Consuming nutritious meals encourages youth to develop into healthy, productive behavior. Due to the habit of eating junk food, physical, mental, emotional, and social behaviors are also changed.

According to a study, to maintain a healthy weight and diet an individual need to avoid junk and packaged foods, exercising, quitting smoking, and consuming alcohol in moderation can prevent 4 out of 5 heart attacks. However, they fail to realize that they are consuming slow poison that puts them at risk. According to numerous nutritionist studies, college students have a high prevalence of the junk food habit in maximum percentage. According to a national poll, eating junk food regularly has resulted in a decline in physical activity and fitness levels which were followed in early times. The role of fat was investigated in the seven nations study, where Keys and colleagues discovered that Finland and the UK had high rates of coronary heart disease (CHD), while Japan and Greece only had modest levels of the issue. With its fourth report on the condition of global nutrition, the United Nations (UN) subcommittee on nutrition made another significant contribution. These reports suggested that trends in global diet, which were first observed in affluent societies but were emerging in developing societies, were followed by the emergence of clear patterns of chronic disease, particularly Cardio Vascular Disease (Coronary Heart Disease, High Blood Pressure, and Cerebro-vascular Disease), some Cancers (Stomach, Colorectal, Breast, Prostrate, and so on), Diabetes, and Obesity.



**Figure: Factors Influencing Junk Food Habits**

### Related Work

Due to people's lifestyles and the ease of obtaining meals, fast food restaurants in Chennai have expanded to the maximum extent in recent years. The items provided by fast food restaurants will have high nutritional value but also plenty of calories, sugar, and fat, which will have a variety of negative health effects. Fast food consumption causes cardio metabolic diseases, which are currently viewed as a global health problem<sup>1</sup>. Fast food is strongly linked to type 2 diabetes development as well as adult cardiovascular morbidity and mortality. Foods high in fat, salt, and sugar have too many calories while being deficient in protein, vitamins, and minerals. An essential requirement for living is food, and that must be in the

appropriate ratio based on age and the sort of employment for improved health, Unbalanced food consumption will result in poor nutrition, which will impair the body's ability to regulate itself<sup>3</sup>. Fast food now generally refers to items like pizza, burgers, tacos, fried chicken club sandwiches, instant noodles, and kebabs. Fast food is strongly linked to adult cardiovascular morbidity and death as well as type 2 diabetes development. Food is a necessity for human survival and promotes a healthy lifestyle. Food and drink are essentials that fill our stomachs, make us joyful, and satisfy our emotions through taste.

Particularly now the cities have more fast food restaurants due to globalization, in Chennai, in particular. Because they are cooked in fats like ghee, vanaspathi, and coconut oil for their whole cooking time, deep-fried meals have high calorie content. The best sources of unsaturated fatty acids include mutton and chicken kebabs, Kentucky French chicken, crumb-fried chicken, nuggets, and croquettes. These foods raise blood pressure and cause artery blockage on the arterial walls of the heart. Due to the fact that these foods are typically fried in large amounts of fat at high temperatures, a chemical known as a carcinogen is created and works as a cancer-causing agent. Additionally, it contains acrylamide, which harms the nervous system, and is loaded with sodium, which raises the risk of hypertension. and cardiac conditions. High levels of unsaturated fatty acids are seen in food outlets' mutton kebabs, samosas, and patties. In order to preserve food for a longer period of time, foods cooked with margarines, cheese spreads, and frying oils will become unhealthy. Consuming high-calorie foods has negative health effects, and fast food restaurants use unhealthy additives and colorings. Fast food items are more delicious, yet they have negative health implications.

The majority of people who eat noodles do so in western nations, where they are made from unleavened dough. However, instant noodles are currently popular since they are simple to make, cook, and serve, due to high levels of salt and carbohydrates; it is harmful to add preservatives along with some sodium additions. For the ingredients or recipes cause adverse to health, as well as lacking in the necessary proteins, fibre, and vitamins. Adding MSG (monosodium glutamate) and coating noodles with wax-like compounds such propylene glycol is not recommended for daily consumption<sup>8</sup>, It causes negative health impacts like cancer, hypertension, and injury to the body. The primary purpose of adding preservatives to foods is to prevent the growth of bacteria during prolonged storage. However, preservatives can also prevent you from enjoying the benefits of living a healthy life. The main effects of food preservatives on the body depend on the kind of preservative applied to the food and change with a person's age and health. The Breathing issues are one of the main side effects of preservatives. In recent years, the majority of foods contain preservatives in it, which primarily affects the younger generation and causes children to become more hyperactive. The main cause of this is consumption of foods with preservatives and additives. Reducing preservatives in the diet will have relief from diseases like asthma. Additionally, carcinogens, which are dangerous when ingested and cause cancer, are present in preservatives. Recipes for foods produced in rural locations have both nutritional and therapeutic benefits. In the past two decades, there has been a significant change in the eating habits of students and young people in Chennai. The most popular items are from fast food restaurants and have a high calorie and salt content. Pizza consumption demonstrates that it is one of the most popular Italian foods worldwide, and a comparison of consumption of pizza and vegetables reveals that more people generally consume pizza than vegetables. However, many young people do not regularly consume fruits due to a lower consumption ratio in Chennai, where it is considered to be a readily available food. Pizza that is stuffed full of cheese, sauce, and meat will be difficult

to digest because of the high fat and calorie content, which causes acidity. Because tomato sauce has a high acid content, it is not suitable for persons who have acidity concerns and is the standard topping for pizzas. The primary cause People prefer to eat more pizzas, replacing their regular diet with pizza like they would sweets, which contribute to acidity. However, there are a variety of opinions about the consumption of pizza in daily life. For example, the addition of so many herbs, vegetables, meat, and dairy products makes pizza appear to be a nutritious food, especially when it is baked to meet dietary requirements. The delicious flavor of pizza makes people wonder why they should ever quit eating it. Pizza has a lot of sodium and carbohydrates added to it, and the high calorie content of the cheese contributes to hypertension<sup>16</sup>, cardiovascular disease, and obesity. Regularly eating pizza will result in poor health and health consequences.

### **Food Habits among Youngsters**

The majority of young people eat burgers, which may be unhealthy when consumed frequently. The majority of the hamburgers are high in dietary cholesterol. This study also reveals that the consumption of meat is common among consumers who eat burgers. In addition, a double hamburger contains 25.2 grammes of saturated fat and 193 milligrammes of cholesterol, which increases the percentage of the daily caloric value in diet. High blood cholesterol levels cause hypertension and are a precursor to heart disease. You can cut 3.5 grammes of saturated fat and 26 milligrammes of cholesterol by eating a single-patty burger. Burgers are typically made using a mixture of deep-fried patties, mayonnaise, cheese, and meat. Bacon is frequently added to sauces that are high in sugar and sodium, which raises the cholesterol and sodium levels in turn it, results in hypertension. Burgers are therefore regarded as one of the worst junk foods because each serving has more than 1000 calories, which can be increased or decreased based on user preference. The amount of consumption of sweets and pizza show that the consumption of junk food and the most popular sweet dish among young people, donuts, has a higher significance in consumption. This is because donuts are typically topped with a variety of vibrant and delicious toppings, such as chocolate, jam, and mouthwatering sugar candies,

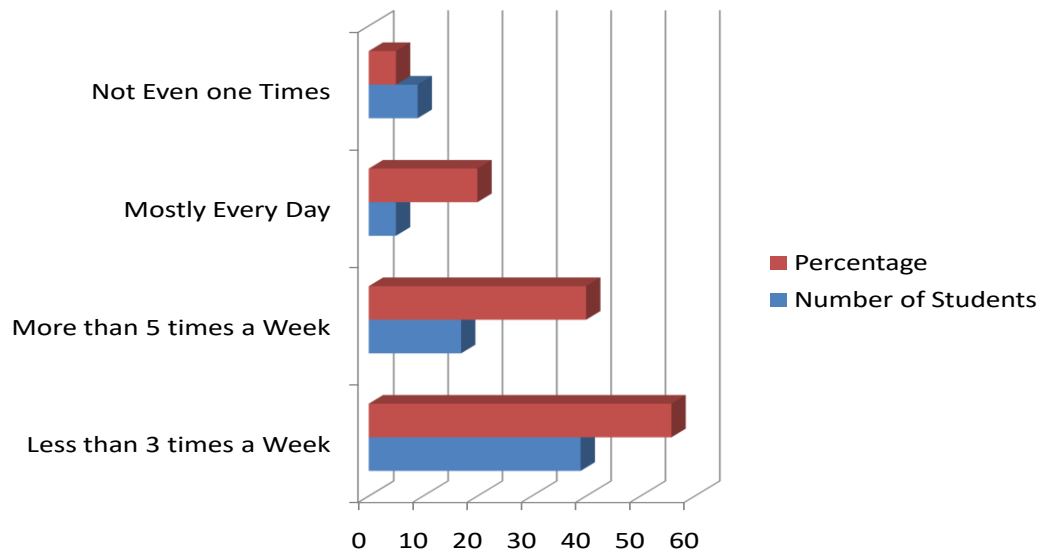
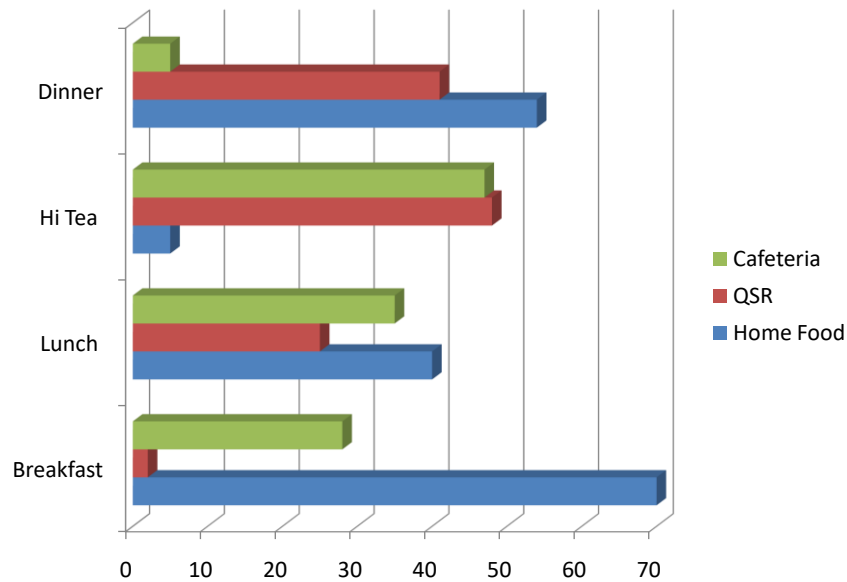


Figure : Percentage of Eating Junk Foods in a Week

which are combined with unsaturated oils, sugar, and dough that is fried in high heat Unsaturated fatty acids and dangerous carcinogens are released when foods are fried, and eating meat and sweets also has become common trend there is a necessity for awareness among youngsters for health demonstration to the fast food consumers at QSR ( Quick Service Restaurants). The sugar and cholesterol levels will rise if these items are consumed frequently. There are many multinational QSR outlets have come in Chennai with different continent foods.



## Health Implications

Everyone's daily routines involve a basic and energetic function called health. Circumstances, beliefs, culture, and the surrounding social and physical environment all have an impact. Each person's individual state of health is thought to be a product of their unique combination of mind, body, and spirit. The capacity to manage stress and mount an effective defense against it influences one's level of wellness or health. Due to the rapid acceleration of development and changes in body composition brought on by puberty, adolescent nutrition needs are increased. Adolescence's eating habits and nutrient intake, as well as its overall nutritional condition, may be impacted by the rapid changes, increased energy and nutrient needs, and other variables. In order to preserve health and avoid diseases, nutrition is crucial. Reduction in morbidity and death linked to If adequate nutritional habits are formed early on and sustained over time, lifestyle diseases may be prevented. The eating habits and weight status of adolescents are a cumulative result of both early childhood and adolescent-onset health and nutritional issues. The crucial role that childhood and adolescence play in shaping a person's body composition and psychosocial development must be emphasized. Adolescent-specific behavioral patterns may result in energy imbalances and abnormalities in nutritional status. Teenagers in India are consuming more calorie-dense, nutrient-poor diets with high levels of sugar and unsaturated fat, as well as engaging in less physical activity and inactive leisure activities that are thought to play a significant role in the rise of illnesses linked to diet. Economic development in India shows that urbanization has a significant impact on socioeconomic level and lifestyle, and that the globalization of the food markets is one of the main factors underpinning the epidemic. Additionally, cultural aspects like dietary customs and attitudes toward food are evolving, which ultimately affects how eating habits are perceived. Adequate knowledge about nutritious food options and food safety can serve as a predisposing factor for changing eating patterns and implementing a good, healthy diet;

therefore, it is crucial to provide teenagers with the incentive they need to develop healthy eating habits and the factors that affect eating.

A prevalent condition with significant morbidity and mortality rates is hypertension. The illness poses a silent danger to people's health on a global scale. According to some theories, hypertension begins in childhood but goes unnoticed until it is specifically sought for during this time. Therefore, it is crucial to identify hypertension early on, as well as any factors that may be causing or exacerbating it, in order to develop preventative strategies. Children who have high blood pressure frequently also have obesity, elevated blood lipids, and/or diabetes mellitus. Coronary risk factors include high blood pressure, smoking, inactivity, obesity, and poor diet are quite common. High mortality from cardiovascular strokes is caused by cardiovascular illnesses, notably hypertension, in nations like India. In school-aged adolescents from India,

Obesity, hypertension, and hypercholesterolemia are all very common. The relevance of hypertension as a risk factor is obvious, according to studies from Boston and Pennsylvania, and the tracking phenomenon and familial aggregation of blood pressure support the idea that children with hypertension are likely to be adult hypertensive and at risk for developing coronary heart disease early. The National High Blood Pressure Education Programme (NHBPEP) of the United States has acknowledged the existence of primary hypertension in children and adolescents, despite the fact that information on adolescents' hypertension is extremely rare worldwide. As a result of increased lifestyle changes brought about by globalization, teenagers are now more likely to be exposed to a number of risk factors, such as obesity and a family history of hypertension study in this field will enable decision-makers to determine whether this issue needs to be successfully addressed in the prevention and management of hypertension in youngsters and teenagers. The key to controlling hypertension is early diagnosis, which will help with monitoring and efficient treatment to stop further issues. Thus, a study was carried out to determine the prevalence of hypertension in the city of Chennai as well as its drivers, including obesity, family history of the condition, physical inactivity, and lifestyle factors linked to teenage hypertension.

## Conclusion

According to the research, consumers can choose foods with good nutritional value, pastries are made with rich milk cream and are delicious when combined with sponge cake, and cake is one of the best options for desserts<sup>10</sup>. However, it is difficult to stop consumers from consuming foods that are easily accessible from the market. However, a tempting slice of cake contains sugar, oil, and all-purpose flour, which is heavy in carbohydrates and calories, raising blood sugar levels in the body. The fresh cream that is placed on sponge cake that has been flavored with chocolate, flavoring essence, and various coloring agents can also be damaging to your health if you drink it regularly. This study describes the eating behaviors of youngsters are usually associated with eating fast food items including pizza, burgers, and deep-fried meat. Therefore, raising customer awareness of fast food is necessary, and fast food restaurants should offer alternatives to their menu items that are nutritious and free of chemicals, preservatives, and food colouring. Additionally, medical professionals need to be aware that these eating patterns are the root of serious illnesses that typically strike Chennai residents. Fast food establishments and food handlers should concentrate on maintaining high levels of hygiene and nutrient content because these factors promote community health. Food handlers and consumers need to learn about food safety because it can lead to poor eating habits.

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