

## How Keralites Eating Habit Affects Children?

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### Abstract

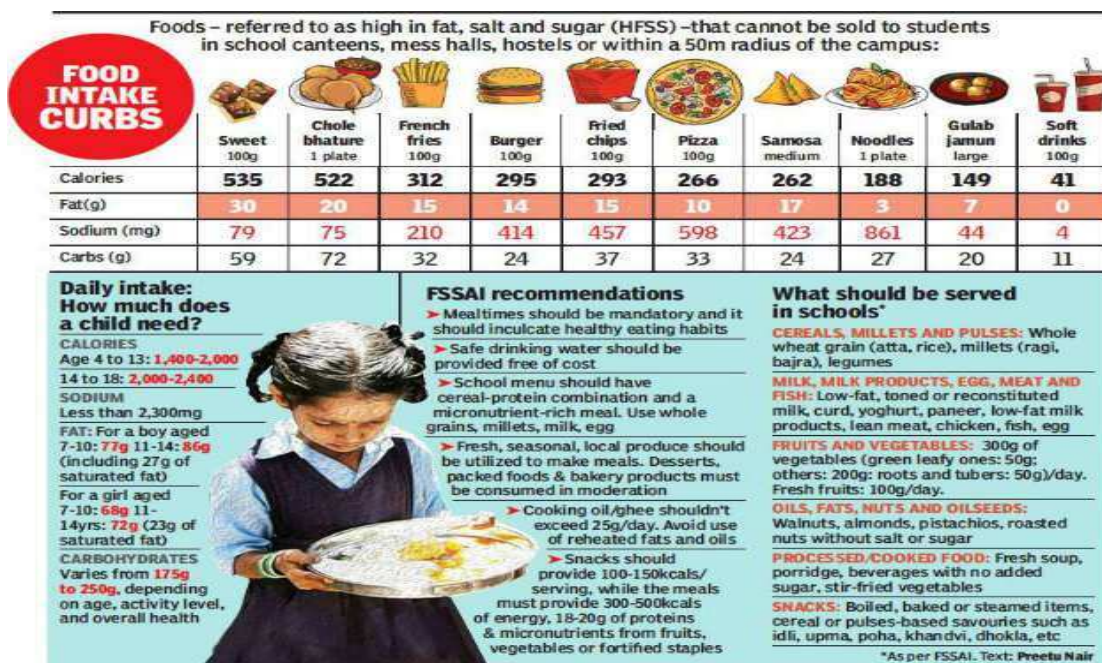
Food is one of the basic needs of human survival. Keralites' are very fond of foods. The changing lifestyle changed food habits too. The busy parents have no time to prepare food and the reason for turning to fast food becomes that. Children are bright points of our life. Studies reveal that children in Kerala eat twice a day junk foods. Researches show that there is an 18% increase in fast foods. Fast food emergence is the trend in the younger generation. These junk foods are widely available in schools in Kerala. High intake of these types of foods creates major health problems in children. This study focuses on the consequences in children due to high intake of fast foods and junk foods. An analysis of the schemes and policies taken by Kerala govt. in preventing fast foods in children is also analyzed here.

**KEYWORDS:** junk foods, fast foods, Keralites

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### INTRODUCTION.

It is a global phenomenon that increases the consumption of fast foods there is a 40% increase in fast foods in India every year. Fast food joints have been increasing in number in Kerala and Keralites'. The consumption pattern of Keralites has shown a substantial increase in the consumption of fast foods. The Keralites' especially youth consume more fast food for fun and change. Healthy food intake is necessary for everybody's system and skin as well. Fast foods are quite popular among children owing to the taste and hype created by mass media. However, the increased incidence of lifestyle disorders seen nowadays at an early age could be attributed to fast foods. Health is the wealth to humans. Basic background to the aforesaid can be attained from childhood. As per studies, a child should have a daily intake of balanced protein- nutritious foods. It is clear from the picture.



## SCOPE OF THE STUDY

The study bridges the gap that exists in existing studies on fast food. This mainly focuses on the trend in fast food consumption in children in Kerala. The emerging trend in fast food or junk food consumption increases the unhealthy body conditions in children. As per published studies, an average Keralites require just 7.5 kilos of chicken in a year. Besides, we are eager to chomp down fast food like pizzas and burgers and consume aerated or soft drinks that are laden with sugar. The increased usage of fast foods creates many health problems for the kids. The children are even not aware of the names of the dishes in the feast(sadhya) like Kalan, olan, aviyaal, etc.. children have to know Keralites tradition, culture from childhood and even from food habits. So measures should be taken for the above-said problem.

## RESEARCH METHODOLOGY

The data used here is primary, some secondary data also added from some journals and WebPages. A well-structured questionnaire was sent to various addresses selected randomly across Kerala. The selection was made based on employed parents, family income, etc... Addresses collected from various schools. 100 samples are selected and questions were sent. But only 86 were responded. A detailed analysis was conducted.

H0- There is no relation between the employment of parents and the usage of fast foods in children.

H1- There is a relationship between the employment of parents and the usage of fast foods in children.

## **LITERATURE SURVEY**

Junk food is the new tradition of Indian food as it is the most convenient and easily made/purchased items. So the new tradition is also bringing many new and dangerous diseases to the body and dis-balances the mechanism of the body. Due to taste and satisfaction, junk food is preferred but at the end of the day, it shows harmful results in the body and even death (De Graaf & Kok, 2010). Different ages have different choice of junk food and the amount also differ as per the age groups, gender, income, marital status, family size, and occupation (Fleischhacker, Evenson, Rodriguez, & Ammerman, 2011).

## **OBJECTIVES**

- To find out the impact of fast food on children, in Kerala.
- To know the reasons for increased usage of fast foods in children.
- To know the measures taken by Govt. to prevent fast food in children

## **MALAYALI AND HIS EATING HABITS**

Fast and packaged food has an important part of Malayali eating habits. However, these tasty foods which contain many harmful chemicals may even cause illness which could occasionally prove fatal. An amino acid called the excitotoxin contained in packaged food makes us feel that our stomachs are not filled even immediately after eating. It influences the umami, which is the fifth taste, which corresponds to the flavor of glutamates. Studies reveal that harmful chemicals like these are added in most packaged food available in the supermarkets to increase their shelf life and also to lower the production cost significantly. These chemicals affect the immunity power of the human body. It prevents the formation of new cells and the body loses its power to prevent the attack of harmful bacteria which causes infection. These in the end reduces the fat burning process and obesity increases.

## **NO MORE JUNK FOODS IN KERALA SCHOOLS**

In a major initiative to promote healthy food habits among children at schools Food Safety and Standard Authority of India (FSSAI) an autonomous body established under the central ministry of health & family welfare has come up with a new directive to ban the sale of junk foods in and around schools as part of its Eat Right campaign. It added that schools no longer get sponsorship for events from FBOs so that they can't use their logos on banners at field meets or issue wallpapers for school computers/canteen. Schools or agencies selling or catering school meals under the midday meal scheme must obtain a registration or license as specified under schedule 4 of the food safety (licensing registration of food business) regulations, 2011. Nutritionists, dietitians may be engaged periodically by schools to assist preparation of menus for children.

## **INTRODUCTION OF FAT TAX IN KERALA**

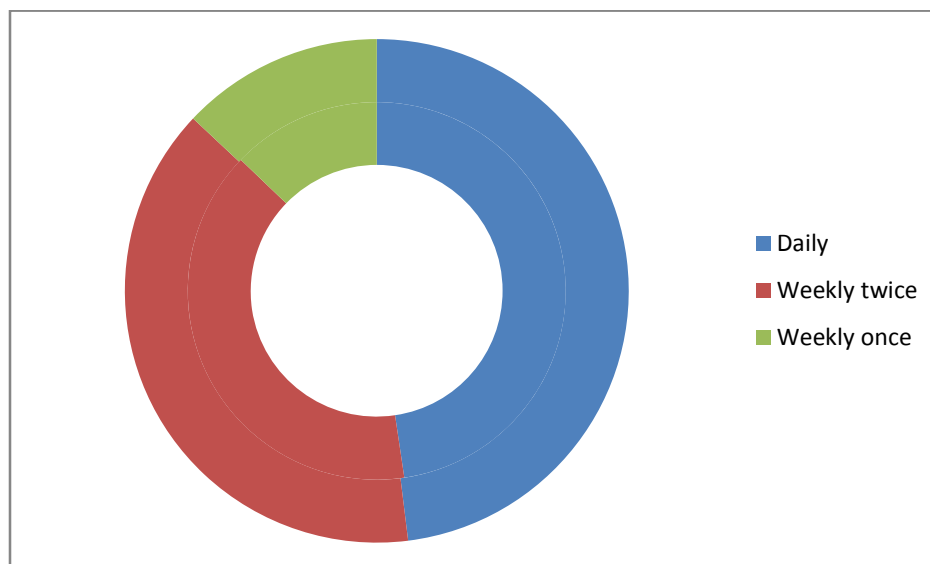
Unlike its western counterparts, India was still new to the concept of a fat tax. With Kerala govt. ushering in the move, Fat Tax in India came into reality. As a measure to tackle the increasing rate of obesity Kerala set to introduce the first-

ever fat tax to be levied on junk and fast food items. 14.5% of tax is added to fast foods. This may lead to the withdrawal of customers and affects the fast-food chain of Kerala. Simply fat tax purposes to make fattening food items more expensive as a measure to discourage their consumption. Not only that Kerala govt. take initiative to impose an additional tax on ready to eat chappathis by introducing a 5% tax on packaged wheat products as well as on packaged basmati rice and coconut oil. Disposable plastic glasses will also be taxed at 20%.

**DATA ANALYSIS.**

**Table 1 frequency of usage of fast foods**

Usage of fast foods	Respondents	Percentage
Daily	41	48
Weekly twice	34	39
Weekly once	11	13
total	86	100



**Table 2 areawise classification of the consumption**

Area	Respondents	Percentage
Urban area	49	57
Semi-urban area	24	28
Rural area	13	15
total	86	100

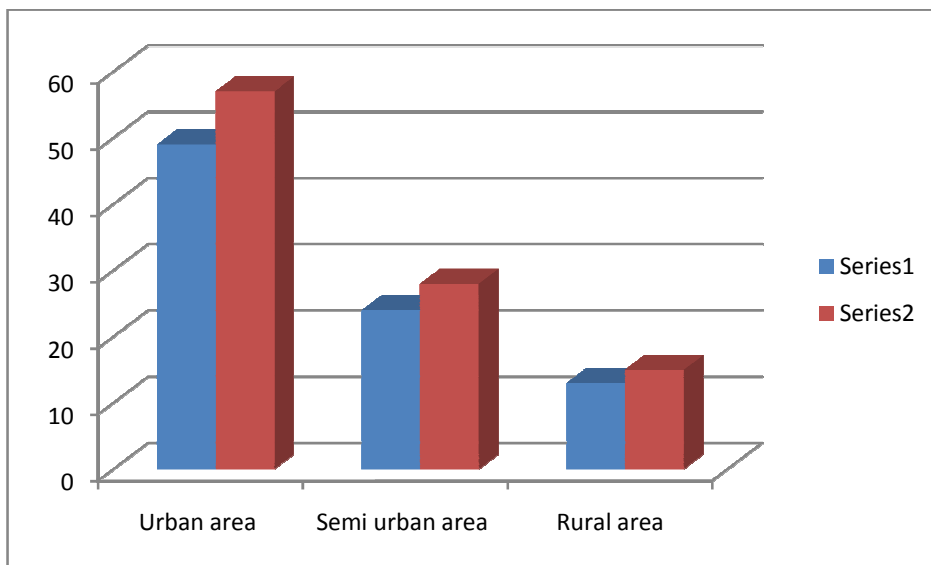
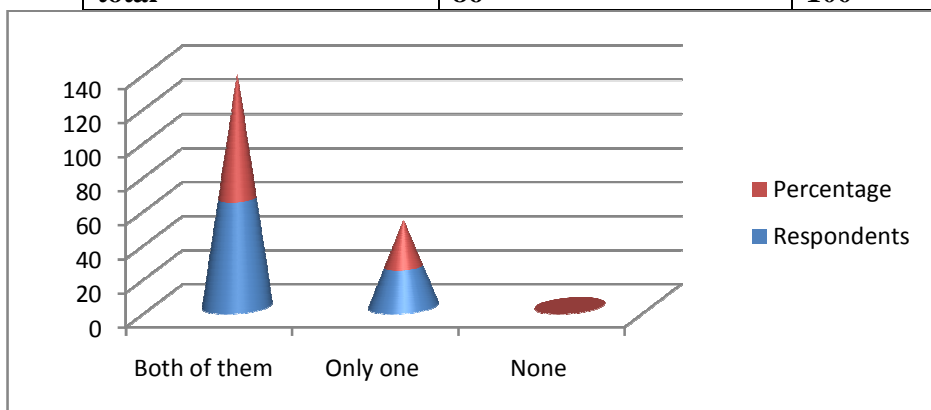


Table 3 analysis of the relation between the employment of parents and consumption of fast foods

Employment of parents	Respondents	Percentage
Both of them	63	73
Only one	23	27
None	0	0
<b>total</b>	<b>86</b>	<b>100</b>



### FINDINGS

- There is a growth in consumption of fast foods in an urban area
- Parents employment and income influences to a great extent the use of fast food among children
- The frequency of usage is also high

## CONCLUSION

From the study, it is noted that the busy life of a human makes him die. They have no time to even cook their bread for kids. This made the giant growth of fast food chains in Kerala. Regular consumption with lots of fat and calories without supplementing it with fiber-rich food items would lead to cancer in the small and large intestine. The advertisement also plays a role in the increased usage of fast foods in children. A healthy plate of food should have half of it filled with fruits and vegetables one fourth of it filled with wheat and the rest with meat or dairy products. Though many complaints have been raised about vegetables and fruits being doused in pesticides or inorganic manure it is a fact that the fruits and greens can prevent even cancer. Kerala govt is more conscious about the health of the children. The above discussion reveals the same. Mid-day meal given in schools from last certain decades is a piece of major evidence. Not only that monthly supply of nutritious food to children and pregnant ladies through Anganwadi is also a milestone. However, let's hope that our children are free from the deadly diseases which come as a result of fast foods.

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