# A STUDY ON CONSUMER PREFERENCE TOWARDS JUNK FOODS WITH SPECIAL REFERENCE TO COLLEGE STUDENTS

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**Abstract**—*Junk refer to fast food which are easy to make and easy to consume. Michael Jacobson aptly coins the phrase junk food in 1972 as slang for foods of useless or low nutritional value. Junk food so called HFSS (High fat, sugar or salt). Various type of Junk food that available in restaurants is cold-drinks, pizza, burger, and sandwich etc. The number of fast food restaurants and chain is increasing because people around the world like to eat junk food. USA, Canada, Britain, Australia, Japan, Sweden etc. are the countries with most junk food consumption around the world. The study is entitled as consumer preference towards Junk Foods among the college students. The main objective of the study is to identify the college students' preference of junk foods, and know the influencing factors for choosing the junk foods, their habits in taking junk foods and their satisfaction level of preferring the junk foods.*

**Keywords**—*Consumer Preference, Junk Food, Restaurants, Temptation, Unhealthy Foods,*

## INTRODUCTION

Junk food is an informal term applied to some foods that are perceived to have little or no nutritional value (i.e. containing "empty calories"); to products with nutritional value, but also have ingredients considered unhealthy when regularly eaten; or to those considered unhealthy to consume at all.

The famous microbiologist Dr.Michael F. Jacobson, director of the Centre for Science in the Public Interest, coined the phrase "Junk Food" in 1972 to describe unhealthy or nonnutritious food.

Junk food is more popular because of experience of great taste, better shelf life and easy transportation. The junk food advertising is also play a great role in junk food's popularity. But it should be avoided, because of lack of energy, high cholesterol and poor concentration. It causes a lot of harmful effect on the body like obesity, diabetes, heart disease and various types of skin cancers. Eliminating the temptation for junk food and developing the awareness for fitness can be helping in avoid the junk food from the healthy diet regimen.

Junk foods are rich in calories, salt and fats. Excess consumption of junk foods would lead rise to wide variety of health disorders. The aim of the present study was to know about junk food habits of students, their ingredients, nutritive value and their impact on human health.

Junk foods are typically ready-to-eat Convenience foods containing high levels of saturated fats, salt, or sugar, and little or no fruit, vegetables, or dietary fibre; and are considered to have little or no health benefits. Junk food has been a part of the American society for years and now it has become an addiction for many people.

Common junk foods include:

- Chips (crisps)
- Candy gum,
- Most sweet desserts,
- Fried fast food
- Carbonated beverages (sodas)

## NEED FOR STUDY:

It has several impacts on society and the necessity for this study is:
1. It has many short terms impact like
- Reduced Energy

- Reduced Concentration
2. It also has many long-term impacts like
- Heart Disease
- High Cholesterol
3. The children are targeted so that the sale of this kind of increases and this is a serious problem because from childhood children will be unhealthy.

## OBJECTIVES

1. To identify the college student's preference towards junk food

2. To know the factor influencing in choosing junk food

3. To find the satisfaction level of consumer in preferring junk food

4. To analysis the health-related issues in consuming junk food

## SCOPE OF STUDY

Junk food covers the whole of the world because these foods are found in every part of the world and is mostly liked by the people of college students group, but our study is limited to specific part. The area of our study is Namakkal city in Tamil Nadu. In comparisons to the other part of the world even in Namakkal there are lovers of junk food.

## RESEARCH METHODOLOGY

Research is the process of systematic and in depth study or search for any particular topic, subject or area of investigation backed by collection, compilation, presentation and interpretation of relevant details or data. Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

Research may develop hypothesis and test it. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them.

Research must be based on fact observable data forms a sound basis for research inductive investigation lead better support to research finding for analysing facts a scientific methodology of analysis must be developed and result interpreted logically.

### Research Design

A research design is purely and simply the frame work plan for a study that guides the collection and analysis of a data. In this study the researcher has adopted descriptive research design.

### Descriptive Research Design

It includes surveys and facts finding enquires of different kinds. It simply describes something such as a demographic of employees. It deals with description of the state of offers as it is and the researchers have no influence on the respondents.

### Sampling

It is the process of selection representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The techniques of sampling unit in this study is convenience sample

### Sample Size

The sample size of the study is 40.

### Sample Design

In the method, the sample units are chosen primarily on the basis of the convenience of the researcher.

### Location of The Study

The location of the study is Namakkal

### Data Collection

Data collection is one of the most important aspects of research. For the success of any project accurate data is very important and necessary. The information collected through research methodology must be accurate and relevant.

**Methods of Data Collection**

- Primary data
- Secondary data

**Primary Data**

The primary data is the one which is collected by the investigator himself through survey method, interview method, and questionnaire method for the purpose of a specific inquiry or study. Such data is original in character and is generated by survey.

**Secondary Data**

The secondary data are collected from company record, various document of the company. The valuable data are obtained from various books and journals. Some are collect from internet.

**Research Approach**

The research approach is a survey method

**Research Instrument**

The research instrument of the study is Questionnaire.

**Tools and Techniques**

**Simple Percentage Analysis**

Simple percentage can also be used to compare the relationship distribution of two or more item. For calculation the sample percentage the following formula used

$$\text{Percentage analysis} = \frac{\text{No. of Respondents}}{\text{Total respondents}} \times 100$$

**DATA ANALYSIS AND INTREPRETATION**

**Table 1: Classification on The Basis of Department**

| Department | No. of Respondents | Percentage |
|---|---|---|
| Engineering | 24 | 60% |
| Management studies | 16 | 40% |
| Total | 40 | 100% |

The above table shows that 60% of the respondents are engineering students and 17% of the respondents are into category of Management students.

**Table 2: Classification on The Basis of Gender**

| Gender | No. of Respondents | Percentage |
|---|---|---|
| Male | 23 | 57.5% |
| Female | 17 | 42.5% |
| Total | 40 | 100% |

The above table shows that 57.5% of the respondents are male and 42.5% of the respondents are into category of females.

**Table 3: Age of Respondent**

| Age | No. of Respondents | Percentage |
|---|---|---|
| Below 20 | 24 | 60% |
| 20 – 25 years | 15 | 37.5% |
| Above 25 | 1 | 2.5% |
| Total | 40 | 100% |

This table reveals that there are 60% of the respondent are below 20years and 37.5 % of the respondent are between the 20 – 25 and 2.5% of the respondents are above 25 years.

**Table 4: Weight of Respondent**

| Weight | No. of Respondents | Percentage |
|---|---|---|
| Below 50 Kg | 19 | 47.5% |
| 51 Kg to 70 Kg | 19 | 47.5% |
| Above 71 Kg | 2 | 5% |
| Total | 40 | 100% |

This table reveals that there are 47.5% of the respondent are below 50 Kg and 47.5 % of the respondent are between the 51 – 70 and 5%of the respondents are above 71 Kg.

**Table 5: Daily Pocket Money of Respondent**

| Pocket Money | No. of Respondents | Percentage |
|---|---|---|
| Below Rs.100 | 19 | 47.5% |
| Rs.100 to 200 | 19 | 47.5% |
| Above Rs.200 | 2 | 5% |
| Total | 40 | 100% |

This table reveals that there are 47.5% of the respondent are have below Rs.100 and 47.5 % of the respondent are between 100 to Rs.200 and 5%of the respondents are above Rs.200 having a pocket money.

**Table 6: Daily Spending Money of Respondent**

| Pocket Money | No. of Respondents | Percentage |
|---|---|---|
| Below Rs.50 | 26 | 65% |
| Rs.51 to 100 | 11 | 25% |
| Above Rs.100 | 3 | 10% |
| Total | 40 | 100% |

This table reveals that there are 65% of the respondent are spend below 50rs and 25 % of the respondent are spending between Rs.51 to Rs.100 and 5% of the respondents are above Rs.100 spending.

**Table 7: Aware about Junk Food**

| Aware from | No. of Respondents | Percentage |
|---|---|---|
| Friends | 29 | 72.5% |
| Neighbour | 3 | 7.5% |
| Relatives | 4 | 10% |
| Others | 4 | 10% |
| Total | 40 | 100% |

This table reveals that there are 72.5% of the respondent are known by friends, 7.5 % of the respondent are known by neighbour, 10% of the respondent know by relatives and 10%of the respondents aware from others.

**Table 10: Occasion of Consume Junk Food**

| Consume | No. of Respondents | Percentage |
|---|---|---|
| Hungry | 29 | 20% |
| Break time | 3 | 47.5% |
| Evening Snacks | 4 | 27.5% |
| When you are idle | 4 | 5% |
| Total | 40 | 100% |

This table reveals that there are 47.5% of the respondent are consume break time, 27.5 % of the respondent are consume evening snacks, 20% of the respondent are hungry time and 5% of the respondents are consume the time of idle.

**Table 11: Consume Food as Breakfast & Lunch or Super**

| Opinion | No. of Respondents | Percentage |
|---|---|---|
| Strongly Agree | 5 | 12.5% |
| Agree | 16 | 37.5% |
| Neutral | 11 | 25% |
| Strongly Disagree | 3 | 7.5% |
| Disagree | 8 | 17.5 |
| Total | 40 | 100% |

This table reveals that there are 47.5% of the respondent are consume break time, 27.5 % of the respondent are consume evening snacks, 20% of the respondent are hungry time and 5% of the respondents are consume the time of idle.

**Table 13: Health Related Problem**

| Problem | No. of Respondents | Percentage |
|---|---|---|
| Obesity | 18 | 42.5% |
| Diabetes | 4 | 10% |
| Depression | 14 | 32.5% |
| Nutrient Deficiencies | 4 | 15% |
| Total | 40 | 100% |

This table reveals that there are 42.5% of the respondent have obesity problem, 32.5% of the respondent are have Depression, 15% of the respondent have nutrient deficiencies 10% of the respondents are diabetes.

**Table 14:  Induce to Eat Junk Food**

| Induce | No. of Respondents | Percentage |
|---|---|---|
| Flavour | 10 | 42.5% |
| Taste | 26 | 10% |
| Package | 6 | 32.5% |
| Colour | 8 | 15% |
| Total | 40 | 100% |

This table reveals that there are 42.5% of the respondent have obesity problem, 32.5 % of the respondent are have Depression, 15% of the respondent have nutrient deficiencies 10% of the respondents are diabetes.

**SUGGESTIONS**

"Health is wealth" so in this study the researcher given some suggestion

In the junk food, most of the respondents are said, have some obesity problems and depression. So, the respondents have to avoid the consumption of junk food. Now a day many youngsters adopted the consumption of the junk food as they feel it is fantasy. The health consciousness has been reduced among the respondents. To regain the health, they have to espouse with consumption of natural food.

Majority of the respondents are feel the junk food was good taste & quality. But the tasty food always given, so they know the aware of the junk food.

**CONCLUSION**

Junk food now a day it's easy and tasty available food in the market. So, all category of students is very much interested to have their fast and tasty food very quickly. So, they preferring junk food as their meals. They are not distillate on their own health. So many health-related problems occur due to their food consumption. People are very much fond on have more spicy foods and snacks. This create many health problems like obesity, depression and stomach upset. To overcome this the respondent has to plan their intakes of food items as organic and reduce their junk food consumption. Even the parents have to necessary step to stop their children in eating the outside food.

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