

Patterns of Fast Food Consumption among Youth & Health Hazard

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Abstract:

Pakistan has been developing lifestyle changes toward unhealthy fast patterns such as large number of fast food consumption. Youth are the main groups of peoples brought to light which affected by their consumption behaviors. Fast food is popular among youth; however, this study examined current fast food consumption status among youth and explored factors influencing fast food consumption by applying Theory of Planned Behavior and Social consensus theory. Fast food consumption was consider the less time consuming and ready to serve. The objective of this research is to check the patterns of fast food consumption among youth and health hazard living in Lahore. The health issues which occurred due to junk food has become common, the youth is vulnerable to many diseases like obesity, high blood pressure, sugar, and hepatitis. This research is qualitative and data sampling taken from youth of Lahore along with in-depth interview. Further analysis showed that the attitude toward fast food consumption was not significantly associated with behavioral intention. Eating fast food has become popular and adoptable by youth but there is no proper health issues found, if the youth consume it twice a week or thrice a week than it may not effect on the health but the habit of consuming junk food can damage health and it can create health problems because the fast food which is found in streets and somehow in restaurants the hygienic measures not found properly and the media marketing of fast food has increased the ratio of consumer. My review portray out the factors which are promoting junk food among youth, in this exploration the part of media towards advancing junk food and the youth population mentalities towards expending it

were the principle thought. The media association to make alluring of fast food things is a component to expend increasingly and the accessibility and openness of fast food likewise make youth helpless against devour it.

Key words: Food pattern, Fast food, Youth Health, Health hazard, Diseases

INTRODUCTION

Fast food, by significance, is ponder for prepared accessibility, utilize, or utilization with minimal genuine contemplated regard given to quality or significance. The one man Raymond Albert called as "Ray" Kroc was a businessperson and philanthropist and he established the expression of "fast food" started as McDonald's in 1954 as a manuscript for the way of eateries that gave fast food benefit. He built it into the most successful fast food chain in the world for the most part does not require service and for the most part comprises of finger nourishment, for example, hamburgers, French fries, tacos, chicken tenders, and pizza. It's began with an organization, Ray Kroc, changed a burger, fries, and a shake into the ideal critical American dinner, assembled brilliant curves to manage hungry voyagers, and chose a child benevolent jokester as fast food's illustrative. Fast food has since extended to incorporate a long enormous sorted out line of sustenance's. Like McDonald's, In 2005, the other fast food chains in the United States were KFC, Starbucks, Taco Bell, Burger King, Wendy's, Subway, Pizza, Dunkin Donuts and Domino's is the established in the fast food industry (Goya et al, 2007). The binary forces of while lots of nations speak and communicate with each other and modernization are causing rapid worldwide modifications in meals supplies, meals intake behavior and populace fitness. One of the predominant changes interim the last 50 years has been the improvement and marketing of Western-pattern rapid

foods. The posthaste meal revolution has first and foremost affected youngsters. As an illustration, alike there is the life of high stages of knowledge of the health hazards, Scandinavian high school students suggested that they frequently used ate drank overwhelmed fast food due to cultural squeeze and country of being dependent on a drug to the taste of fat and sugar (Mattson et al, 2007). Consuming the fast foods has grown to be nearly an international vital influence on occasion, as increasingly humans are attracted with the endowment of it day in and day ramble look the other way identify with facts about human beings qualities. But to know how youngsters are making a hit with by using fast foods has spurious importance now-a-days. So this academic study was to find out the fast food meals prevailing the methods are entering into city-primarily based youngsters, fast food meals tradition is catching up in Pakistan. All sections of the stomping ground of people are all inside the world, residing in city-based, sub-city-primarily based or even regions far-off from cities are short drinking this way of life. The notion of the younger as fast food meals being hasty, clean to get right of entry to, tastes suitable and cheap has created high-quality demand a few of the youngster and the younger operating. Fast foods advertisements affectedness of spending time with and speaking with peoples within the irksome life have compelled the popularity of those ingredients as being lovely. Be that as it may, there is right enough exact events or objects that show something at international and national stage implying that an moderate increase in consumption of foods affluent in husky like the fast meals can improve the risk of insulin resistance, blood stress, disease in which blood sugar swings wildly mellitus, coronary heart diseases, being very overweight and its difficulties and so on (Anderson et al, 2011). One in every four people visits fast food daily. With the common American eating three hamburgers and four orders of fries per week, there are greater than two, but not a lot of reasons why fast food meals is being blamed for our

society are being very obese problem. The first is that fast food has begun to break into their manner into our schools and colleges. Almost in every school and on every university campus, one will see a regalement meeting out system both packed with pop or snacks full of high concentrations of fats and sugar. Thirteen percentages of our country's colleges have a fast food franchise both without delay selling their product to students or are offering the faculties. Consume healthy and live healthful' is one of the extremely critical wanted things for lengthy lifestyles. Alas, modern world has been modified to match a machine of intake of foods which has extra than two, however no longer a variety of bad outcomes on fitness. Manner of residing changes has pressured us so much that one has so little time to clearly suppose what we're eating is right! When plenty of countries speak and speak with every other and growth of cities with more humans have substantially affected ones eating habits and pressured many humans to eat fancy and high calorie speedy foods, popularly called 'Junk foods'(Lentz, 1999).

Research about into the conceivable prosperity perils chances on utilization of such lardaceous nourishments has given a comprehension of profound things to maintain a strategic distance from them, however shockingly measures taken are not as compelling as they should be. Ailments like heart-related blood vessels from the heart occupied passage ailment and malady where glucose swings fiercely mellitus have seen a profound extraordinary ascent in creating nations and such unfortunate junk sustenance utilization is one of the critical celebrated elements to its thing that are given work that is finished. This global issue of eating junk nourishment on a huge scale and its impact on weal needs significance and center and wellbeing instruction which can enormously provide for its constrained utilization and changing over to good dieting propensities for the better living, (Beards worth et al, 1997). Learning highlighting about the eating patterns identified with

vitamins, protein, and so on, in sustenance viewpoints, and nature of unfortunate nourishments, their good impact, and serving to quit something terrible before it happens measures ought to be given to make thinking about something and give comfort instruction for a change towards great eating hones. Junk eatables and its impact on wellbeing have been checked on from various valuable things supplies and have been in a sorted out path exhibited, to attract consideration regarding its evil impacts and measures to be changed to fit wards solid living (Ritzer, 1993).

FAST FOOD AND ITS IMPACT ON HEALTH

The three major things that make it more likely that someone will get a disease for disease of the heart and blood vessels are fat, smoking, and blood pressure. Dietary fats are a key influence on blood cholesterol and blood pressure. Disease of the heart and blood vessels (CVD) includes heart attacks and pain, heart failure and stroke. As a case, CVD can begin in the time when a person is a child with signs of sickness only appearing in adulthood. The blood vessels from the heart which become narrow over time as fat builds up in them. This narrowing, thermos, slows the blood flow which can lead to CVD. Being very overweight raises the risk for high cholesterol and fatty streak development, which translates into greater risk for disease of the heart and blood vessels. Diets high in fat are also usually low in fiber because of the lack of vegetables, beans, whole grains, etc. Vegetables, beans, whole grains are often high in fiber, which is related to lower cholesterol levels, improved digestive function, and decreased risk of disease of the heart and blood vessels and some forms of cancer. Some studies have shown that increasing dietary fiber among children may be serving to stop something bad before it happens in the development of related to the time when a person is a child being very overweight.

SIGNIFICANCE OF THE STUDY

As the youth is the most significant time of move in the general human improvement, so the dietary prerequisites in legitimate extents especially in this period expect essential part for general development process. Clinically it has been demonstrated that the supplement estimation of quick sustenance is well beneath the required levels and its admission prompts numerous disarranges. Likewise, the quick sustenance's are fundamental operators in charge of numerous sicknesses and scatters like corpulence which is liable to bring about cardiovascular infections later on. In addition fast food related concerns have frightened individuals everywhere throughout the globe, so India and the estimation of Kashmir is no exemption to it. Thus the study were embraced to create mindfulness among the general population particularly in youths about the destructive impacts of fast food utilization, which will prompt change in the wellbeing of people.

LITERATURE REVIEW

The great many individuals are utilizing the fast food consistently without minding its terrible impacts on their wellbeing. Yet, it likewise genuine that they have additionally not more information about its awful impacts on their wellbeing. Individuals don't know hard to see apt and not all that hard to notice of their purchased nourishment. Just few individuals consider the sustenance that from where it comes and who made it and what it is doing around the group .People just picture the plate of their nourishment from the counter and pursuit the table, sit down, expose the wrapper, and eat it. Individuals ought to know about their nourishment. The utilization rehearse driven by cognizant reflexivity, individuals screen, reflects upon, and changes to improve their own conduct in the light of its apparent outcomes.

On the off chance that the fast food is about regular taste, tremendous bodies and large scale manufacturing, to develop a backwards of great tastes, made bodies and specialty bodies develop some male/female status and class issues that in any event level confuse the new governmental issues of utilizations .The brisk or effectively done two-section things are problematic between the moderate and quick, programmed and identified with practices that a man can't stop, thin and fat and terrible and great enters and show where is slippage and in these huge rundown of things, the alarming legislative issues of male/female status and class .The fast food generally taken by the laborers whose have no opportunity to surge back for feast in break time. There are many explanations for of this; them one is swarmed and blocked activity at streets. The historical backdrop of the fast food retreats to USA. The Americans first present the fast food and after it a long chain of fast food focuses build up in USA. After it the Americans think to present their sustenance in the others nations of the world. Americans present their fast food in huge quantities of nations on the planet, some of them are France, Russia, UK, Canada, Pakistan, India, China, Bangladesh, Korea, Japan, UAE and Saudi and so on and a considerable lot of others. Taint the California is the origination of the fast food. Presently days the California contains the huge quantities of the natural ranches when contrasted with whatever other condition of the USA .The new era of the Americans of rich enters, sound cooking is the suitable taint consummate vehicle to settle a contention the profoundly felt difference between two things of sustenance admissions and make the most of their new class position in the meantime. By nature of it, it's costly on account of utilizing the finest fixings and work escalation, a flawless mix for good considerations and sentiments more benefit stresses over the soundness of the Earth over social ones.

The millions of people are using the fast food every day without caring its bad effects on their health. But it also true

that they have also not more knowledge about its bad effects on their health. People don't know difficult to notice skillful and not so difficult to notice of their bought food. Only few people think about the food that from where it comes and who made it and what it is doing around the community. The consumption practice driven by conscious reflexivity, people monitor, reflects upon & changes to get better their personal behavior in the light of its perceived results.

If the fast food is about common taste, huge bodies and mass production, to construct an inverse of high-quality tastes, created bodies and craft bodies grow some male/female status and class issues that at least level complicate the new politics of consumptions .The quick or easily done two-part things are problematize between the slow and fast, automatic and related to behaviors that a person cannot stop, thin and fat and bad and good enters and show where is slippage and in these big list of items, the troubling politics of male/female status and class .The fast food usually taken by the workers whose have no time to rush back for meal in break time. There are many reasons behind of this; the one of them is crowded and blocked traffic at roads. The history of the fast food goes back to USA. The Americans first introduce the fast food and after it a long chain of fast food points establish in USA. After it the Americans think to introduce their food in the others countries of the world. Americans introduce their fast food in large numbers of countries in the world, some of them are France, Russia, UK, Candia, Pakistan, India, China, Bangladesh, Korea, Japan, UAE and Saudi etc. and many of others. Infect the California is the birth place of the fast food. Now days the California contains the large numbers of the organic farms as compared to any other state of the USA .The new generation of the Americans of rich enters, healthy cooking is the appropriate infect perfect vehicle to help settle an argument the deeply felt disagreement between two things of food intakes and enjoy their new class position at the same time. By nature of it, it's

expensive because of using the finest ingredients & labor intensiveness, a perfect combination for moral thoughts and feelings more and more privilege worries about the health of the Earth over social ones (**Julie Guthman, 2003**).

In the Pakistan there is also a large numbers of the fast food restaurants exist like, McDonald, KFC, CFC, AFC, Fat burger, Chez Sultan, Club Red restaurant, Zengo Crespo, Gourmet Burger company, Giant Eat Well restaurant, Submarine restaurant, Arab Connection restaurant, Subway Shahbaz, West Lane restaurant, Kaybee Snacks restaurants, Salt's& Pepper, Fri Chicks restaurant, Snack Attack restaurant etc. in Pakistan large number of the people specially youth are more crazy for fast food. The children looking more person who must gamble, use an illegal drug, etc. to fast food and looking everywhere like in school, colleges, universities and offices etc. to eating fast food. Most of them don't know that how this food leave the bad effect at their health and some of them know but they also not care about it.

Authors will discuss the themes in this chapter including the "when lots of countries communicate and talk with each other of food and eating", "when lots of countries communicate and talk with each other and a world where everyone's always buying things". "growth of cities with more people, modernization and food practices", "Worldwide pictures developed and developing country also discussed Pakistan", "Age and food", and "Food and health risks". Authors will discuss these one by one. (**M. Du Bois, 2002**).

i. Urbanization, Modernization and Food Practices

The wonder of globalization is majorly affecting nourishment frameworks around the globe. Sustenance frameworks are changing because of in more prominent accessibility and assorted qualities of nourishment, in spite of the fact that entrance to this sustenance is in no way, shape or form general. These all progressions were firmly related with urbanization,

expanding livelihoods, market liberalization, and the commonness of the remote direct venture on sustenance in creating nations. The grocery stores carry with them noteworthy upgrades in models of nourishment quality and security at aggressive costs and comfort, components which are very appealing to an inexorably sustenance purchaser. Thusly these adjustments in sustenance frameworks influence accessibility and access to nourishment effectively, through changes to the sustenance creation, acquirement and dissemination frameworks, and the sustenance exchange environment. Thusly this is realizing a progressive movement in sustenance society towards a more all-inclusive one, with resulting changes in dietary utilization designs and healthful status that shift with the financial strata. Undoubtedly, the lower financial populace bunches float towards low quality, vitality thick yet shoddy and reasonable sustenance's.

The principle changing in the sustenance utilization and nourishment adjustment is a direct result of urbanization expanded the per capita pay and simple access to advertise and tedious way. What's more, others (**D. Haan et al, Haddad, Popkin, Reardon et al, 2003**) talk about it (**Lang and Heasman, 2003**). They expressed that the effect of globalization and expanding urbanization and their consequences for dietary status and wellbeing dangers.

It's reasonable that urbanization, expanding wages and the outside nourishment commercial enterprises are specifically putting resources into the business sectors of the creating nations. What's more, because of this it is affecting on the nourishment taking routines and changing in sustenance supply. Notwithstanding the financial strengths, corresponding social changes are occurring, for example, more women in creating nations are entering the workforce and progressively inactive ways of life. Going with these patterns are changes in nutritious status and malady load.

As it is clear that globalization alludes to lessening in obstructions to the cross-fringe development of products, administrations and capital; an expanded stream of things, advances, data, monetary capital, methods of dispersion and showcasing; and, to a specific degree, movement of people groups and work (**Shetty, 2003**).

ii. Globalization of Food and Eating

Before 25 years ago there was no talk about food but now days a large number of restaurants and fast food points opened everywhere and a large numbers of the cooking books publish annually. Media also talk about it and TV shows presenting a large numbers of the cooking shows and also guides to the people about different foods which are good for our health and also tells the side effects or bad effects of different types of the foods on our health.

iii. Food and Health Risks

Over recent decades we have entered some other time of system and joining. Globalization not simply impacts multinational associations and their overall supply chains or overseeing account mixes and their general wander portfolios. It furthermore shapes the life of in every way that really matters every individual alive, reliably. As a man who does not ask about prosperity in living masses, we discover this book not simply gives charming and incredibly supportive bits of information into living peoples—that is, the methods by which we may approach evaluating how and why people turn out to be sick—furthermore shows how applicable helpful and characteristic human reviews are to our understanding of the beginning stage and progression of disease over drawn out extends of time. In focusing on human prosperity and success, common anthropologists differentiate from most biomedical scientists in that we draw explicitly on both formative and bio social models (**Stinson et al. 2000**).

THEORETICAL FRAMEWORK

This research examines that the current fast food consumption stature among youth and explored factors which determined the patterns of fast food consumption by applying the Theory of Planned Behavior and Social consensus theory applied in our society as world is becoming globalized the youth of Lahore getting more involved in globe world, it has been observed that the fast food culture is learned behavior of youth and this is learn through media, peers and due to easily access towards fast food places, when we look back to different cities of Pakistan except Lahore, Karachi, Islamabad the other cities have less interest in fast food consuming. and the mainly state allowed the license to different fast food branches and gradually now it's all found in home streets like (McDonald's, KFC, Options, Gloria jean's, Hardees).

Majority of food is eaten in the home, because the people are much busy in their routines and in their schedules that is why the more people are eating away from the home environment due to working outside of the home, because the urban people are educated and mostly they do jobs in offices and the women are also part of this because the urban women work with men and in this way they spend all day at offices and they do not escape time making food at home and in this way they go outside and consume junk food. And the children and or parent are attending school, or simply the openness to get receptive from several of chophouse and food vendors. However, access to healthy food options is limited in many works and school environments. Accessibility to shops and the availability of sustenance's inside shops impact nourishment decision. This is connecting with transport joins and geological areas. For instance, 'food deserts' are areas of impediment with few or no purchasing offices. Enhancing access does not necessarily mean that individuals will change their food choice.

METHODOLOGY

This research is qualitative research method and Phenomenological qualitative research type, which was conducted in Lahore. To see through the objective of this research, I select the youth of Lahore in this research through a purposive and snowball sampling method, and the data was collected through individual semi-structured in-depth interviews. My sample size is 25 interviewees and I collect my data sampling from different fast food chain restaurants of Lahore.

Health Issues

The health issues which occurred due to junk food has become common, the youth is vulnerable to many diseases like obesity, high blood pressure, sugar, and hepatitis. It is hard to know all the reasons, but most of them are obvious. Most of American fast food is unhealthy, high in calories, fat, sodium, and cholesterol, yet by and large low in the supplements a developing body needs. Research shows that eating too much high-fat foods contributes to high blood cholesterol levels. The research study described that the fast food is full of fats and minimum amount of nutrient and the youth is consuming junk food on daily basis, fast food leave impacts on health of youth but as the trend has become common the children and the family member are also the victim of bad health and different body changes due to consuming it. In the past people in the United Arab Emirates used to eat healthy, crisply arranged nourished food with their families at home, today in any case, many individuals, especially youngsters, like to eat fast food such as hamburgers, fried chicken, shawarma or pizza.

This change in diet can have some genuine impacts. One impact is on wellbeing numerous people in the Lahore are becoming obese. These people will be less productive and have conditions such as heart disease and diabetes. The research data presents that the fast food culture is the loss of the family

tradition of eating together with Children and grown-ups infrequently eat together now, and in this manner get less chance to talk. A further impact is on the economy albeit fast food is not extremely costly it is more costly than cooking appropriately for you. Many of the fast-food companies are franchisees of foreign corporations, so profits leave the country.

RECOMMENDATIONS

Eating fast food has become popular and adoptable by youth of Lahore but there is no proper health issues found, if the youth consume it twice a week or thrice a week than it may not effect on the health but the habit of consuming junk food can damage health and it can create health problems because the fast food which is found in streets and somehow in restaurants the hygienic measures not found properly. . The media marketing of fast food has increased the ratio of consumer and this ratio is increasing because the youth have adopted the culture of eating fast food and they are comfort by consuming it, it is also found that the youth of Lahore is from cultural society, where status are found and people compete to get good status in the society, and consuming junk food is a high status class routines and they can easily afford it but the other status and classes starts follow the elite class and they start the junk food. It is not conform to say that the status is involved in consuming junk food but the availability of fast food is found in streets, so youth can easily consume it and they have no regret at all by taking junk food. The research needs more to find out many other factors which are promoting junk food.

The world is becoming more globalized and the trend of fast food has become famous in urban youth of Lahore as well as all over the country in urban areas, but there is need to proper awareness about health hazards of fast food and its long time effect on health, as the fast food restaurants has started the business of earning money by getting high prices on fast

food, they have no proper channel to mention the hygienist of fast food. And there should be a proper mentioned list of calories, fats, lipids as well as protein in the food material. The youth is vulnerable to consume junk food because voluntary or involuntary they have easily access to junk food and in school, colleges and universities junk food is found and the youth is consuming it, there should be a proper awareness to youth through institutes health department, and the medical care center of university ensure the hygienic fast food and in this way the risk of fast food on health can be reduced. The state play fundamental role in providing license to the fast food branches in the urban areas, the state should maintain the check and balance about healthy or unhealthy diet, if the state found the unhealthy food in any branch of junk food than there should be a clear action about them and closed these type of branches which not ensure the health safety. The families play key role in maintaining the health of their child but the urban parents are much busy in their schedules that is why there is no proper check and balance through parents.

CONCLUSION

My review portray out the factors which are promoting junk food among youth, in this exploration the part of media towards advancing junk food and the youth population mentalities towards expending it were the principle thought. My study describe the patterns of fast food on prosperity was the significant topic of this proposal that the patterns of fast food consumption among youth, which are promoting junk food, in this research the role of media towards promoting junk food and the people attitudes towards consuming it were the main idea and also to find out the health hazards of fast food on health was the major theme of this thesis. This article depicted the family inclusion in devouring junk food that how families let the youngster on their will for decision the nourishment, and

how parents are occupy in their schedules and the absence of limitation advancing junk food. The media association to make alluring of fast food things is a component to expend increasingly and the accessibility and openness of fast food likewise make youth helpless against devour it. The globalization has changed the consumerism designs and the decision of aliment additionally have been changed due to the pattern advanced through various foreigner branches in the city of Lahore and these restaurants exhibits the modern drawing in and present day look and youth wish to visit eateries since we gain from society and environment. Additionally, this research is required yet the pattern of fast food has turned out to be much prevalent among youth and it is difficult to change the propensities for eating since fast food are found in every place where advertise exits and the accessibility of fast food prompts to devour increasingly and it got to be youth chronic.

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