

EFFECT OF JUNK FOOD ADVERTISEMENTS AND JUNK FOOD ON THE HEALTH

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Abstract

As the consumption of the junk food is increasing day by day due to the easy availability and the craze of the people for the junk food is increasing. But this junk food is affecting the behavior and the health of the people. So there is a need to study the effect of the junk food on the people. In this research paper a study has been conducted by collecting the data from the various sources. It was found that the advertisements are also effecting the increasing craze for the junk food. It has very less or no nutritional value. It also has been studied that stress level among the youngsters also lead them to consume junk food due to their taste, less cost, attractive appearance. This study will help to make policies by the government authorities to minimize the use of junk food and thus saving the lives of the people of the country from getting deteriorated.

Keywords: *Advertisement, Health, Junk food, Nutritional value.*

I. INTRODUCTION

Physical exercise is an essential for a healthy life. Children of any age like to play for most of the time. So, nutrition has very large impact on the physical performance of the kids as the healthy kids can actively participate in the sports, whereas the unwell child with deficiency of macro and micronutrients cannot actively participate in the sports [1]. So, a person's diet not only decides his better performance in the sports but also shows his overall energy level. Adolescent children require a healthy diet with ample energy and other nutrients to participate in the physical activities. But the changing life styles are not affecting the eating habits of the people but also their physical performance.

As the consumption of the junk food is increasing among the children these days their energy level and performance is decreasing as the junk foods are loaded with the trans fats, sugar and high calories with low amount of nutrients. As the children do not understand the health consequences due to their eating habits. Junk foods may be appealing due to a variety of reasons like convenience in eating, price and the taste but it largely affects the physical strength of the children. Regular stuffing of this food can make them addictive which ultimately leads to the complications of the overweight and obesity as well as their school performance.

Extra weight due to the consumption may cause fatigue during the physical activities [2]. It may also increase the risk of developing serious ailments like diabetes, blood pressure problem and the heart disease. While the digestion of the junk food pancreas has to work continuously to extract the insulin in a healthy amount to prevent the blood sugar spikes. It also leads to the lethargy, blurred vision and numbness of the hands and the feet and all of these affect the performance. So avoiding junky food is the best way to keep cholesterol levels low and prevent the clogged arteries which can prevent from the heart disease and improve the athletic performance. Lack of physical activity can reduce the physical and the mental wellbeing ness of the children thus preventing their social development. So, the present study aims towards studying the effect of the junk food on the children or in general people.

The consumption of junk food and its availability has increased many folds in recent years which has led to the rising rate of obesity [3]. Junk foods are defined as the items which contain energy content, fat and sugar content in high amount but their nutritional value is very less or has no nutrition value. Consumption of the junk food is of very much concern among the youngsters. It has also been found in a study that its consumption leads to the 20% more weight gain in a 3-month period. But it has also been found that the nutritional awareness can also encourage for the consumption of the healthier food over the unhealthier food like junk food. In healthy eating approaches a large number of approaches are concentrated around increasing use of fruit and vegetables.

There are a lot of differences between the increasing fruit and vegetable intake and limiting the junk food intake in terms of both the behavior and the food. Thus there is a need to develop a base for the messages that can motivate people to reduce their intake of high calorie value junky foods. Consumption of high calorific value foods is also due to the social norms means people believe in eating what the others are eating [4]. Experimental data shows that the participants eat greater amount of high calorie snacks food if they believe that previous participants have consumed large amount of snack food. Sometimes for the selection of the high calorific value foods choices are made for the similar food selections. Social norm messages can improve the healthiness of dietary choices. It has been found that social norm message is more effective than a health message.

II. LITERATURE REVIEW

Alesha Data, Nancy Nicosia in their paper studied the effect of junk food on the health of the school children[5]. It is due to the availability of junk food in schools and thus availability of junk food leads to the consumption of the same by the school children which leads to the childhood epidemic problem of obesity. They studied the effect of junk on the BMI and the obesity for the fifth grade children. But it was found that availability of junk food has no effect on BMI because the fund raised from the revenue of the sale of the junk food in the school is used for the funding in the arrangement of the physical activities or for the playground. Thus these activities help to maintain the body of the school children even though they consume junk food because during the physical work they sweat and movement of the body parts help them to digest the food. Victor C. Strasburger, MD, Amy B. Jordan, PhD and Ed Donnerstein, PhD, in their paper studied the effect of the social media or the TV advertisements on the health of the children [6]. The type of advertisements shown on the media affects the children in the same way. Eric Robinson, Ellis Harris, Jason Thomas, Paul Aveyard and Suzanne Higgs in their paper proposed for the reduction of high calorie snack food in the young adults [7]. They carried it out using social norms or the health based messages. It was found that the health based messages have no effect on the adults but the social norm message do have the effect on the adults. Bhaskar Rajveer, Ola Monika in their research paper studied that the people around the world like to eat junk food like pizza, burger, Hamburg, hot dog, samosa and much more [8]. But all of these foods have no nutritional value but has high calorific value, high fat, high cholesterol that leads to a number of diseases like heart attack, diabetes, blood pressure, less concentration, fatigue, loss of stamina. So avoiding such foods can lead to a healthy life. Such types of foods also lead to skin problem due to the accumulation unnecessary toxins inside the body and may further lead to other co-related diseases.

III. METHODOLOGY

A number of studies were conducted to study the effect of the junk food on the health of the people of the country. In one study it was found that showing the advertisements of the junk food on the TV affected the mentality of the children to consume the junk food. Healthy food advertisement shown on the TV were very less. So, such advertisements effects on the children were studied by diving the children into a number of groups. In the second study the effect of the junk food eating habit on the physical performance of the school children was done. As the junk food has no or very less nutritional value, which provides no energy to the body of the children to perform better in physical performance on the grounds. In another study, young people were motivated to eat less junk and eat healthy food. Their behavioral changes were studied before and after sending the messages to them.

For the first study the children groups were divided into four categories. Children of various schools participated. The children participated were of standard 6th and 5th. These children were categorized as below [9]:

- i. Children viewing the advertisement for junk food only.
- ii. Children viewing the advertisements of both junk food and the healthy food.
- iii. Children viewing the advertisement of only healthy food.
- iv. Children viewing no advertisements.

For the second study, school children of 7 schools having age between 13 years to 17 years old were considered. Further study was conducted separately for the boys and the girls. The study was conducted on the basis of the junk food consuming habits. General eating habits of the children were calculated on the basis of a junk food questionnaire and further they were categorized as junk food habitual(H), less habitual(LH) and not habitual(NH)[10]. Cooper motor fitness test was conducted to access the physical strength of the children. Body mass Index(BMI) was calculated for both the girls and the boys. Different BMI of boys and girls for jumping and for the running performance were calculated. Before that 150 boys and 150 girls were divided into the different categories of H, LH and NH.

In this study a total of 129 youngsters were studied for their habits. Their age was on the average around 22 years [7]. They were told to abstain from the eating for the two hours prior to their session. They viewed a poster containing the images of the junk food and defining it as the low nutritional value food and in the poster was written that the students consume less amount of junk food than you may realize. They limit on the amount of the junk food they eat to 1 or less than 1 serving a day. Secondly in the health condition the message was, lowering the junk food intake is good for your health. Lowering to 1 or less than 1 serving a day is the part of a healthy diet. Then they were taken to a room to take feedback for what they read on the posters and then they were taken to a separate to check their mood and then they were taken to a buffet area where snacks buffet was placed. Now they were free to choose any of the snack food item and eat. Then their BMI was measured.

IV. RESULT & DISCUSSION

It was found that 20 percent of the children were overweight and obese. Children with regular habits of viewing TV and watching junk food ads shown positive attitude towards the junk food. Their habits for eating changed and they were more oriented towards the junk food. Also the children viewing junk food ads along with the healthy food ads shown no interest I healthy foods but shown more negative interest towards the healthy foods. Children with healthy food ads shown positive attitude towards the healthy foods. Similarly, when anti-tobacco ads were shown the people have developed a negative thinking about the tobacco products.

From the second study it was found that boys eating junk food were more prone to the problem of obese and the overweight while the trend for the girls was opposite to that as the girls eating junk food were normal or underweight as compared to the girls with overweight. That may be due to the hormonal changes occurring in the body or the exercise habit of the girls. Further for the

running and jumping performance of the boys in the ground was more affected due to the eating habits of junk food by the boys as compared to the girls because girls' performance remained almost the same. From another study it was found that out of 129 only six participants that there was any relation between the posters and their eating study. So it was eliminated. Secondly 62 were categorized as low consumers and 67 were categorized as the largest consumers. Thus finally it came to know that messages hardly had any effect on the consumption of the food intake but the social norms have an effect on the intake of the food intake.

V. CONCLUSION

Junk food affects the physical as well as the mental health of the children. Addiction to it may result in serious consequences in the later stages. It may lead to overweight, low stamina and other problems among adolescents. Advertisements for the healthy food should be shown on the TV or on the social media. Healthy food advertisements will certainly motivate the people for the consumption of the same and make them more health conscious. Proper motivation programs should be organized in the organization to motivate people mainly the youngsters to eat healthy food. In the parent teacher meeting in the schools' parents should be advised to provide healthy and home cooked food to their children. A social norm message is far more effective than the health message.

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