Vol 6 Issue 10 July 2017

ISSN No : 2249-894X

Monthly Multidisciplinary Research Journal

Review Of Research Journal

Welcome to Review Of Research

RNI MAHMUL/2011/38595 **ISSN No.2249-894X**

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Regional Editor

Advisory Board

More.....

Review Of Research

ISSN: 2249-894X
Impact Factor : 3.8014(UIF)
Volume - 6 | Issue - 10 | July - 2017

CONSUMPTION OF FAST FOOD AMONG CHILDREN OF WORKING AND NON WORKING WOMEN

Dr. Anupma Mehrotra
Asso. Prof. Home Science , Dept.of Home Science ,
D.A.K.P.G. College , Moradabad (U.P.)

ABSTRACT :

Nutritional attitudes and beliefs affect food choice and nutritional adequacy. Food and nutrient intake are closely related to nutritional status and health of an individual. Children are the future of our country and the main responsibility of their health and nutrition lies on the shoulders of mothers. Childhood is the time when individual begins to establish lifelong eating habits. During the first five years of life, children are learn what, when and how much to eat, based on the transmission of cultural and familial . Junk food can be appealing for a variety of reasons, including convenience, price and taste. For children, who do not always understand the health consequences of their eating habits, junk food may appear especially appetizing. However, regularly consuming fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities.

KEYWORDS : *Fast Food ,Children Of Working And Non Working Women , nutritional adequacy.*

INTRODUCTION:

India has the world's largest number of professionally qualified women. The mother's educational level is one of the best predictors of the type and quality of child's diet although the father's educational levels also have an effect. Children of working mothers tend to consume more processed junk foods, fats, meat, milk, fish, green vegetables, less sugar and fruit juice where as children of poorer families tend to consume high sugar and unhygienic foods (Fernandez 2006 and in Priya Single and et.al. 2012). Lack of education is one of the numerous underlying causes of poor nutrition. This study serves to equip the mother of undernourished under-five years children on the proper knowledge regarding nutrition with the improvement of knowledge and sound understanding of importance of nutrition, this study also intend to influence positive attitude and practices. Nutrition education of mother is considered an important measure to improve the nutritional status of the whole family and especially of the children.

REVIEW OF LITERATURE

Omolbanin Motamed Rezaei, Mitra Moodi and Nahid Moazam (2014) Analyzing the level of knowledge and attitude of the mothers referring the urban health centers of Birjand about nutritional behaviors, and observed a meaningful difference between the knowledge and attitude scores terms of mothers' education. 83.7%, 65.6%, 82.7% and 64.6% of mothers were aware about the importance of iron absorption, the onset of iron supplement drop, the minerals and vitamins in the body, and the effects of vitamin A deficiency,

respectively. The mothers' knowledge and attitude about the nutritional behavior was evaluated at the average and good level, respectively. Considering the average level of the mothers' knowledge and attitude about children's nutritional behaviors. They recommended the retraining of family physicians and health center staff about the importance of nutritional behaviors is recommended. Silvia Regina Dias Medici Saldiva, Sonia Isoyama Venancio, AndrÃ©ia Cardoso de Santana, Ana Lucia da Silva Castro, Maria Mercedes Loureiro Escuder and Elsa Regina Justo Giugliani (2014) studied the consumption of unhealthy foods by Brazilian children is influenced by their mother's educational level. They studied 34,366 children and observed the consumption of sweet foods started early and was predominant until the age of six months; after this age, the consumption of biscuits and/or snacks became more prevalent. The consumption of these foods also differs in relation to the macro-region of residence. Consumption of unhealthy foods was higher among mothers with lower education levels.

Nasrin Baghdari, Ashraf Bahrami Morghaki, Abdolreza Norozi, Elahe Sadeghi Sahebzad, Seyed Reza Mazlom, Amireza Mohajeri (2014) they studied the Effect of Mother's Training via Newsletter and Group Discussion on The Energy Intake of Preschool Children and found that training via news letter and group discussion has the some effect on children's energy intake, therefore they recommended to newsletter as and effective and simple alternative educational method.

Kathleen Abu-Saad and Drora Fraser (2014) they studied the maternal nutrition and birth outcomes and found that material nutrition is modifiable risk factor of public health importance that can be integrated into efforts to prevent adverse birth Out comes , particularly among economically developing/low income populations. Manijesh Khalili, Mauryam, Mirshahi, Amin Zarghami, Mohsen Rajabnia and Fatemeh Farahmand (2013) studied that the maternal knowledge and practice regarding childhood diarrhoea and diet in Zahedan , Eran and found that knowledge of majority of mother (64.3%) regarding diarrhoea and diet was moderat and only 3.7% had good knowledge. The majority of mothers (56%) had a moderate practicing knowledge of diarrhoea, diet and only 2.3% had a good practice and also found that the low level of knowledge and practice and among the study population & the usual practice of focusing on a target group would be necessary.

Ashkanani F.Al-sane M. (2013) studied that Knowledge, Attitudes and Practices of Caregivers in Relation to Oral Health of Preschool Children and found that 334 participant, 344 (70%) were between 20 and 40 years of age with a high school diploma or higher degree and had between 2 and 5 children. The mean knowledge score was 4.68 ± 1.87, the mean attitude score was 4.34 ± 0.88 and the mean practice score was 2.45 ± 0.99. Major weaknesses were reported in infant oral health-related concepts. Mothers had better knowledge than other caregivers. Higher education was significantly associated with better knowledge and better practices In addition, knowledge, attitude and level of education were positively and significantly associated with practices.

Poh BK, Kathryn Tham BL, Wong SN1, Winnie Chee SS & Tee ES (2012) studied Nutritional Status, Dietary Intake Patterns and Nutrition Knowledge of Children Aged 5-6 Years Attending Kindergartens in the Klang Valley, Malaysia and observed the mean nutrition knowledge scores for the children and mother were respectively. Maternal nutrition knowledge was correlated positively with children's vegetable intake and negatively with snack intake. mother's nutrition knowledge was found to exert a positive influence on children's eating habits, it is important to provide nutrition education to both mothers and children when conducting intervention programmes.

Priya single, Rajbir sachdeva Anita Kochhar (2012) they studied Impact of Nutrition counselling on consumption pattern of Junk food and knowledge, attitudes and practice among adolescent girls of workings mothers and found that nutrition counselling resulted in decreased intake of junk foods, rather they started eating healthy foods as taught during nutrition counsling sessions and also found an improvement in score of knowledge, attitude and practices in group, they was suggested nutrition counselling should be given for longer duration to change their habits.

Chhibber (2010) studied and found ill effect of regular intake of junk food are mainly lack of energy, poor contrition and obesity leading to inferiority complex, depression, heart diseases, high cholesterol, stunted growth, premature aging and tooth decay. Boles et.al. (2010) studied and found parenting strategies and feeding practices such as providing food as reward and excessive control and restriction of certain foods are examples of

modifiable environmental factors that should be identified to provide a better platform for childhood obesity prevention and intervention programs. Loken, mogstad and Wiswall (2010) estimates the impact of family income on the educational attainment and IQ of Norwegian children using regional variation in the economic boom following the discovery of oil as an instrument for income. Grywacz JG, Tucker J, Cinch CR, Arcury TA. (2010) studied Individual and Job Related Variation in Toddlers Feeding Practices Among Working Mothers and found that, nearly all working mothers used commercially prepared food like cereals, sweetened beverages, sweetened desserts, French fries and other junk foods. Unhealthy feeding practices were more among employed mothers with non standard work schedule. The results of the study showed that, the mother who works full time relies heavily on prepackaged food for their toddlers. Approximately 90% of employed mothers used formula to feed their toddlers. The researchers concluded that clear areas of feeding practices of toddlers used by employed mothers may contribute to subsequent health or developmental problems in their toddlers.

RESEARCH METHODOLOGY

A systematic procedure was adopted for conducting the present investigation. The complete methodology followed to achieve the objectives set forth is given below:

SAMPLE OF THE STUDY The present study conducted to know the impact of working and non working mothrs on consumption of fast food among children .

SAMPLE DESIGN Stratified multistage random sampling technique was adopted for this study to select the ultimate unit of the sample. The sampling stage was as follow:-

SELECTION OF DISTRICT District Bareilly was selected purposively as it will be convenient and well acquainted to the researcher.

SELECTION OF WARDS The city was divided into four parts East, West, North and South. Four wards from each part of the city was selected randomly for the study. Large number of mothers with children age 5 years in each ward was available for the study. As study could not be carried out in district as a whole, therefore the list of various ward of the cities will be taken from statistical department or district election office Bareilly which was divided into four parts.

SELECTION OF MOHALLA Five mohallas from each ward was taken randomly for the study.

Respondents were selected into three parts according to their income.

I. Group – Income between below Rs 50,000 per annum.
II. Group – Income between Rs 50,000 to Rs 1,50,000 per annum.
III. Group – Income above Rs 1,51,000 per annum.

SELECTION OF RESPONDENTS List of various respondents were obtained from election office and municipal corporate office Bareilly. After survey of each Mohalla mothers having children aged 5 year were shortlisted after consulting registration of birth departing as well as direct survey of the mohalla. All respondent were divided into four groups:-

I. Group – Respondent having academic qualification less than Intermediate.
II. Group – Respondent having academic qualification Intermediate
III. Group – Respondent having academic qualification Graduate
IV. Group – Respondent having academic qualification Post-graduate & Above.

METHOD OF ENQUIRY COLLECTION OF DATA Data pertaining to working and non working women,s families and food habits of children were collected by conversing a comprehensive well structured and pretested schedule. Survey method of enquiry was used for collection of data. A survey schedules was prepared to collect working and non working women at pre-exposed and post exposed information about the exposure information about the respondent.

CONSUMPTION OF FAST FOOD IN THE FAMILIES PRE AND POST EXPOSED GROUPS

Table 1. Consumption of fast food among children belonged to housewives pre exposed group

Food Groups	Daily		Thrice a week		Twice a week		Once a week		Occasionally		Rarely	
	HW		HW		HW		HW		HW		HW	
	No	.%	No	%	No	.%	No	%	No	.%	No	%
Magi/Yp .	22	12.86	50	29.24	39	22.81	27	15.79	01	0 .58	-	-
Chaumin	-	-	-	-	02	1.16	13	7.60	7	4.09	-	-
Burger	-	-	-	-	-	-	2	1.16	3	1.75	-	-
Chips & Kurkure	4	.33	1	.75	3	1.75	-	-	-	-	-	-
Pasta / Marconi	1	0.58	2	1.16	1	0.58	7	4.9	3	1.75	-	-
Momoes	-	-	-	-	-	-	3	1.75	5	2 92	-	-
Pizza	-	-	-	-	-	-	-	-	2	1.16	-	-
Dosa	-	-	-	-	-	-	2	1.16	3	1.75	-	-
Packed Food	-	-	-	-	-	-	2	1.16	1	0.58	-	-
Tikke	-	-	1	0.58	-	-	12	7.02	17	9.94		

Note HW – House- Wives, WW – Working Women, No. – Number of Respondents, % - Percent of Respondents, Yp. – Yappy.

TABLE NO 2

Food groups	Daily		Thrice a week		Twice a week		Once a week		Occasionally		Rarely	
	WW		WW		WW		WW		WW		WW	
	No	.%	No	%	No	.%	No	%	No	.%	No	%
maggi	25	31 .65	21	26.58	13	16.45	16	20.25	2	2.53	1	1.26
Chaumin	-	-	2	2.53	1	1.26	09	11.29	23	29.11	-	-
Berger	-	-	-	-	-	-	06	07.59	01	01.26	-	-
Chips & kurkure	7	7.86	16	20.25	2	2.53	1	1.26	2	2.53	-	-
Pasta	2	2.53	3	3.39	1	1.39	10	12.65	-	-	-	-
Momos	-	-	-	-	-	-	10	12.65	5	6.22	-	-
Pizza	-	-	-	-	-	-	-	-	11	13.02	-	-
Dosa	-	-	-	-	5	6.33	20	25.32	7	8.86	-	-
Packed foods	-	-	-	-	-	-	11	13.02	7	8.86	-	-
tikki	-	-	-	-	-	-	20	25.32	5	6.32	-	-

Note HW – House- Wives, WW – Working Women, No. – Number of Respondents, % - Percent of Respondents,

86.8 % of families were consuming fast food as maggi, chaumin, burger, hotdog, chips, kurkure, pasta, mecroni, momoes, pizza, dosa, tikke and packed food. 13.2 % families did not consume these fast foods in pre exposure groups (Table No. 1).

87.6% of families were consuming fast food as maggi, chaumin, burger, hotdog, chips, kurkure, pasta, mecroni, momoes, pizza, dosa, tikke and packed food. 12.4% of family do not consume these fast food in post exposure groups.

(Table No. 2)

House wives were found consuming maggi once a week to thrice a week only 12.86 % families

consuming fast food on daily bases. On the other hand working women's families were found to be take maggi thrice a week to daily and 31.65 % working women consumed magi on daily bases in pre exposure groups and House wives found consuming magi once a week to thrice a week only 2.92 % families consuming fast food on daily bases, on the other hand working women's families were found to be taking maggi thrice a week to daily and 13.92 % working women consumed magi on daily bases in post exposure groups.

Consumption of chaumin and burger was found very occasional in both groups (working and non-working)

Table 3. Consumption of fast foods among children belonged to housewives families' post exposed group

Food groups	Daily		Thrice a week		Twice a week		Once a week		Occasionally		Rarely	
	HW		HW		HW		HW		HW		HW	
	No	.%	No	%	No	.%	No	%	No	.%	No	%
maggi	5	2,92	46	26.92	39	22.80	54	31.58	-	-	-	-
Chaumin	-	-	1	0.58	-	-	13	7.60	12	.7.02	-	- -
Berger	-	-	-	-	-	-	02	01.17	04	02.34	-	-
Chips & kurkure	1	0.58	01	00.58	2	1.17	20	11.69	1 2	07.02	-	-
Pasta	-	-	-	-	-	-	07	04.0	15	8.77	-	-
Momos	-	-	-	-	-	-	01	.58	7	4.09.	-	-
Pizza	-	-	-	-	-	-	-	-	5	02.92	-	-
Dosa	-	-	-	-	5	6.33	04	2.33	13	7.60	1	.58
Packed foods	-	-	-	-	-	-	02	0 1.16	1	0.58	-	-
tikki	-	-	-	-	-	-	07	04.09	26	15.20	-	-

Table 3. Consumption of fast foods in families' post exposure group

Food groups	Daily		Thrice a week		Twice a week		Once a week		Occasionally		Rarely	
	WW		WW		WW		WW		WW		WW	
	No	.%	No	%	No	.%	No	%	No	.%	No	%
maggi	11	13 .92	10	12.66	22	27.85	27	34..17	5	6.32	-	-
Chaumin	-	-	1	1.26	-	-	20	25.32	18	22.78	-	-
Berger	-	-	-	-	-	-	07	08.80	06	07.51	-	-
Chips & kurkure	1	1.27	02	02.54	4	5.06	15	18.99	11	13.02	-	-
Pasta	-	. -	-	-	-	-	09	11.3	10	11.66	1	
1.26												
Momos	-	-	-	-	-	-	01	01.26	4	5.06	-	-
Pizza	-	-	-	-	-	-	-	-	6	07.59	1	1.26
Dosa	-	-	-	-	-	-	03	03.79	17	21.52	-	-
Packed foods	-	-	-	-	-	-	11	13.92	7	8.86	-	-
tikki	-	-	-	-	1	1.26	06	07.59	23	29.11	1	1.26

Consumption of chips, kurkure was found more in working women's families than house wives families.

All they were found to take pasta, tikki, dosa, momos ocassionaly and packed food, pizza rarely.

Significant difference found between house wives and working women's families consuming fast food. Most of the working women preferred fast food at least once a week.

SUGGESTIONS-

Food is essential for life. Nutritional attitudes and beliefs affect food choice and nutrition adequacy. Food and nutrient intake are closely related to nutritional status and health of an individual. Children are the future of our country and the main responsibility of their health and nutrition lies on the shoulders of mothers. Knowledge about nutrition facilitates making the best food choice. Consumption of milk was also found better among families of WW but the difference was not found to very significant. Consumption of fast foods as Magi, Chaumin, Burger/Hotdog, chips, Kurkure, Pasta, Mecroni, Momos, Pizza, Dosa, Tikki and Packed food was found to be more among families of WW. House wives were also consuming these fast foods from once a week to thrice a week.

Consumption of Burger & Chaumin was found to be very cccastion in both groups. Consumption of Chips, Kurkure was found hunger in WW in families than House Wives'. All they were found to take Pasta like Dosa & Momos occasionally and Packed food, Pizza rearly.

Significant difference was found between HW as well as families consuming fast food. Most of the WW preferred fast food at least once a week. No significant difference found in consumption pattern of fast foods after expose to nutrition knowledge.

Nutrition is one of the important factors affecting public health. Inadequate nutrition plays a key role in the development of many diseases. Both deficiency and excess of food leads to health disorders. Therefore, healthy nutrition programme should

3. Lack of awareness regarding nutritional needs also age gravity the problems.

The nutritional status of family members especially children are greatly influenced by the sound knowledge, attitude, practices and values possessed by the mother.

4. Knowledge about nutrition facilitates making the best food choices, misconception about nutrition can be minimized when the knowledge of it is sound. Nutrition education is vital to sound nutrition knowledge is affected by education.

513. Nutritional and health education related information should be speeded among the mothers. Improvement in knowledge level may enhance the health level of their children

NUTRITIONAL HEALTH

education, creating awareness and providing supplementary nutrition to targeted groups of 0 – 5 year children and mothers should also a part of this activity

BIBLIOGRAPHY

1.B.S. Narasinga Rao. (2010.) Nutrient requirement and safe dietary intake for Indians.

2.Basem .S Eldeek; Safwan. O Tayeb and Saddiq .B Habiballah. (2012)

3.Knowledge, Attitudes and Practice of mothers toward Breast Feeding at Well Baby Clinic, King Abdulaziz University H

4.Abbi R, Christian P, Gujral S, Gopaldas T. (2008) The Impact of Maternal Work Status on The Nutrition and Health Status of Children. Indian Journal Of Pediatrics, Vol 63.Issue 2. Page 110-120. Chhibber C. (2010) Children Hooked to Junk Food: Schools Fail to Curb the Menance. pp 1-2, The Tribune, Ludhiana.

5.Chris Dunford. (2013) Impact on Child Nutrition Status Engle PL. (2011) Maternal Work and Child Care Stratrigies in Peri-Urban

6.Guatemala; Nutritional Effects. Journal of Child Development. Vol 62. Issue-5 Oct. Page 954-65.

7.Fernandez PM. (2006) Dietary habits and nutritional status of school aged children in Spain. NuGrywacz JG, Tucker J, Cinch CR, Arcury TA. (2010) Individual and Job Related Variation in Toddlers Feeding Practices Among Working Mothers.

8.Journal of health behaviors. March-April-34. Page 185-96. tr Hosp, 21(3): 374-37821(3): 374-378.

9.Food Lamontage JF, Engle PL. (2008) Maternal Employment, Child Care and Nutritional Status of 12-18 Months Old Children in Manague, Niearagua. Journal of Social Science and Medicine. Vol 46. Issue-3.Feb Page 403-14.

10.Looney SM & Raynor HA. (2011) Impact of portion size and energy density on snack intake in preschool-aged

children. J Am Diet Assoc 111(3): 414-418,
11.Mishra, Ritu and Ojha H. (2007) Child Rearing Practices Of Working and Nonworking Mothers, Indian Journal of Applied Psychology, April, vol.44. Page 64-69.
12.Mohd Ratna Bhushan & Rasul Bailay, ET Bureau. (2013) Fast-food chain Burger King to enter India with PE firm Everstone Capital. Oct 25.
13.Yelanaswarapu BK and Nallapu SSR. (2012) A Comparative Study on the Nutritional Status of The Infant of The Employed and Unemployed Women in The Urban Slums of Guntur, Journal of Clinical and Diagnostic Research, October 20.

Publish Research Article
International Level Multidisciplinary Research Journal
For All Subjects

Dear Sir/Mam,

We invite unpublished Research Paper,Summary of Research Project,Theses,Books and Books Review for publication,you will be pleased to know that our journals are

Associated and Indexed,India

- Directory Of Research Journal Indexing
- International Scientific Journal Consortium Scientific
- OPEN J-GATE

Associated and Indexed,USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-
413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com