

**FAST FOOD CULTURE IN INDIA IN THE 21ST CENTURY**

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*(Research Scholar, Dr. Bhimrao Ambedkar University, Agra)***ABSTRACT**

In the words of Mahatma Gandhi, "There are people in the world so hungry, that God cannot appear to them except in the form of bread." This paper aims to analyze the real condition of the fast-food culture in the 21st century and its impact on the urban area in India. The Indian new generation is addicted to fast food. Economic process and urbanization have greatly affected one's consumption habits and compelled many folks to consume fancy and high-calorie quick foods, popularly which is called fast-food. The objective of this study is fast food consumption pattern and health problems including Tran's fat, cholesterol and high blood pressure are some common health problem which is caused by the consumption of too much fast food. The conclusion of the paper is fast foods have sliced up the Third World due to the economic process and an integral part of life within the developed and also the developing world. There is a need to initiate nutrition interventions to reduce the high intake of fast food by awaking the younger generation with the external support of researchers and public health educators this may help to inculcate the practice of the consumption of healthy food among young ones. The result of the paper is that the fast-food culture of urban India in the 21st century has increased.

Keywords: Fast-food, Globalization. Urban, Consumption



INTRODUCTION

According to Encyclopedia and Britannica, "food is a substance consisting essentially of protein, carbohydrate, fat, and other nutrients used in the body of an organism to sustain growth and vital processes and to furnish energy"¹. The term culture refers to the set of values, knowledge, language, rituals, habits, lifestyles, attitudes, beliefs, folklore, rules and customs that identify a particular group of people at a specific point in time (Merriam-Webster).² Food culture refers to the practices, attitudes, and beliefs as well as the networks and institutions surrounding the production, distribution, and consumption of food.

The word "Fast food" originated from McDonald's in the 1950s. In the 21st century, some cultural, traditional and homely food is changed replaced by fast-food. Fast food can be defined as food which cooked quickly in a standardized method and that gives early satisfaction to the consumer some examples are pizza, burger, chips, sandwiches, pitas, fried chicken, french fries, onion rings, chicken nuggets, tacos, and hot dogs.

The term fast-food is used for the food which can be prepared and served quickly than any other meal; generally, this term refers to food sales in restaurants and stores with low time preparation and served to customers in form of packaging for taking away.³ Today as we know fast-food is the result of an evolutionary process in our eating habits as a species. Most of fast-food have made up of salt, seasoning, potatoes, hydrogenated fats which are caused of medical problems. Fast food will have a terrible impact on our body, some health problems by consumption of fast food are obesity, cardiovascular diseases, Nutritional deficiencies, mental health problems etc. Obesity is the root

explanation for infinite health issues that may have a heavy impact on your quality of life.

According to the recent research report, the Indian population residing in urban areas is expected to touch 32% by 2020. An increase in the income of urban people had an impact on the lifestyle and vulnerability of fast-food. Huge Demand for health and wellness products increases because of the rising trend for convenience, along with the rise of lifestyle diseases. Lifestyle disorders/disease is gaining eminence in India due to the considerable raise in torpid living, peaked stress, rising pollution levels and rising consumption of unhealthy fast food. The focus is shifting to a Preventive lifestyle, instead of Curative. Some of the widely experienced disorders include obesity, heart disorders and digestive disorders diabetes. As per the government of India estimates, the number of cases of coronary heart diseases is expected to double while the number of cases of diabetes to increase to 1.5 times between 2005 and 2015 (Exhibit 7). With growing concerns about lifestyle diseases, urban consumers are showing the increasing preference of low-fat, low-sugar / carbohydrate and low cholesterol products.

Ministry of Health and Family Welfare, Government of India data showed that coronary heart diseases increasing at very high speed in India and becoming a serious problem for Indians. In 2005, 18 million cases of coronary heart disease and 20 million cases of diabetes. Around 5.5 million cases increase in the next 5 years in both diseases. In 2010-2015 the cases are increased dramatically from 24 million to 35 million and 25 million to 33 million in coronary heart diseases and diabetes.

All India Institute of Medical Sciences (2017) in association with other research shows that Unhealthy eating habits, obesity in Delhi linked to Indian restaurants. The research covered 5,364 adults in the city. The study surveyed 15 food groups and evaluated dietary intake using a 26-item food propensity questionnaire in over 134 parts of the city. This study shows that Indian calorie-dense diets, packaged in an attractive manner at relatively low

¹The Editors of Encyclopedia Britannica (2020a, March 24). Food | Definition & Nutrition. Retrieved April 18, 2020, from <https://www.britannica.com/topic/food>

²Merriam-webster.d.).Merriam-webster, Retrieved April 19, 2020, from <http://www.merriamwebster.com/dictionary/culture>

³Shahzad Khan, Determinants of Customer satisfaction in Fast Food Industry, international journal of management and strategies, (IJMS), Vol. No.3, Issue 4, January-June 2012 P. 1.



cost and delivered within a short time to homes become a habit, especially in young people. Unhealthy diets, sedentary lifestyles, overweight and obesity are among the leading risk factors for cardiovascular diseases (CVD), which are becoming increasingly common in India.⁴

The Indian fast food market is developing rapidly in the 21st century on the presence of large scale investment. With the rapid growth of fast food consumption in India coincidentally, Indians have been gaining more weight than before. *"Availability of junk food is changing children's diet in India"* published in **Down to earth (2017)** revealed that our schoolchildren are increasingly becoming overweight or obese. In the absence of a consolidated study, certain sporadic surveys conducted in different parts of India over the past decade suggested that 2.9-14.3 percent of children in the country could be obese and 1.5-24 percent overweight. The problem has particularly assumed a public health concern in urban areas. A 2011 study by Jahangir Hospital in Pune and UCL Institute of Child Health, London, shows that 30 percent of children living in urban areas are obese or overweight. In a 2017 study published in the Indian Journal of Public Health experts in Gujarat say 33 percent of children studying in affluent schools of Rajkot are obese or overweight.⁵ Indian food has always been about large portions, spices, gravies and rich aromas.

Nowadays a new breed of chefs tries to reinvent the way we cook our food and take the focus away from the traditional to the new and innovative. The challenge is to unlearn everything about traditional Indian cuisine and be open to modern flavours. According to the NRAI, the Indian fast food market is worth \$13 billion, less than one-fifth that of China – the second-largest fast-food consuming market after the U.S. But while China is witnessing a decline in fast food sales, the Indian market is expected to grow. The fast-food industry in

India is growing at 19 percent annually, 4 percent faster than the Chinese fast-food market, which is growing at 15 percent annually.⁶

In modern times, people have a convenient option (fast-food) to hunger which takes less time to prepare than traditional or cultural food. Nowadays, everything is changing so rapidly no one has time to sit, cook and eat so consumers prefer fast-food than homemade food. If we are taking fast-food daily, the sugar or fat leads and becomes an addiction to fast-food. After developing the habit, individuals are also neurochemically driven to decide on food. People want to make tasty and spicy food. Fast-food is prepared by the instruction of the consumers they were looking for.

According to B. Lin and E. Frazao, from the Department of Agriculture, states "the percentage of calories which attribute to fast-food consumption has increased from 3% to 12% of the total calories consumed in the United States. A regular meal at McDonald's consists of a Big Mac, large fries, and a large Coca-Cola drink amounting to 1430 calories. A diet of approximately 2000 calories is considered a healthy amount of calories for an entire day"⁷

Huam Hon Tat et.al. (2011) in their study titled *"The Fast Food Industry in Malaysia Describes the Increasing Competitive Challenges as with other Industries Around the World"*. The purpose of this study was to identify the key determinants of customer satisfaction in fast food outlets and the current perceived service quality level amongst undergraduate students in a public university in Malaysia. Besides, this study was aimed at revealing the significant relationships between customer satisfaction and customers' purchase intentions. Among the five dimensions tested, assurance was found to be the strongest determinant of customer satisfaction towards Fast Food Restaurants (FFRs), followed by responsiveness, reliability, tangibility and

⁴<https://www.livemint.com/Science/kZdqS5bjUuTWpkmz4TnUQK/Unhealthy-eating-habits-obesity-linked-to-Indian-restaurant.html>, Retrieved April 22, 2020.

⁵<https://www.downtoearth.org.in/news/health/spoilt-for-choice-58417>, Retrieved April 22, 2020.

⁶<https://theaims.ac.in/resources/rise-of-the-restaurant-industry-in-india.html>

⁷[Guthrie JF, Lin BH, Frazao E. Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. https://www.ncbi.nlm.nih.gov/pubmed/12047838](https://pubmed.ncbi.nlm.nih.gov/12047838/)



empathy. The results also show the contention that customer satisfaction can lead to customer purchase intentions. Recommendations to FFRs and discussions for future studies are also provided.⁸

This study provides a cross-cultural comparison of service satisfaction of fast food establishments in four English-speaking countries. It is based on data collected from customers of five globally franchised fast-food chains, using a previously developed service satisfaction instrument. The study reveals that two empirically derived, cross-cultural fast-food customer satisfaction dimensions: satisfaction with the personal service and satisfaction with the service setting. Measurement of cross-cultural service satisfaction among franchised brands and services aided business managers' efforts to assess the quality of the services they provide across national boundaries and on a more real-time, practical basis.

One recent research named —Self-Reported Consumption of Fast Food Meals by University Students (2015) was to examine students 'daily consumption of fast food and to assess students 'perceptions of their weight status compared to compute body mass indices. The study's finding showed that —36 percent of students eat fast food meals more than three times per day. And the study result suggested that —48 percent of the students who were overweight and 23 percent of those who were obese perceived themselves as being in the healthy weight category (p.26).⁹

Hung-hao Chung (2009) under the heading, "*Television Viewing Fast Food Consumption, and Children's Obesity*" concluded that TV viewing hours and fast food consumption are positively correlated. The government can also encourage the fast-food industry to develop and sell healthier foods for children and provide nutritional information of these

products to the consumers'.^[12] **Noopur Agrawal, et.al (2008)** in their paper titled "*Analysis the Impact of Television Advertising on Children's Food Preference: A Study of Indian Perspective*". This study analyzed the influence of television advertising on food and beverage preference of food of kinds and beliefs of children. The major outcome of the study was the Indian scenario in television advertisement was still the most popular and effective medium of advertisement especially for child products. It was also revealed that for some products like health drinks and chocolates, chips, ice-cream, the kids were highly driven by catch promotional schemes.¹⁰

Huntington Avenue (2008), in his study title, 'Fast Food Consumption and Increased Caloric Intake A Systematic Review of a Trajectory towards Weight Gain and Obesity Risk' concluded that consumption of fast food, which have high energy densities and glycemic loads, and expose consumers to excessive portion sizes, may be greatly contributing to intensifying the rates of overweight and obesity in the USA. As the fast-food industry continues to increase both domestically and abroad, the scientific findings and corresponding public health implications of the association between fast-food consumption and weight are critical.^[14] Cardiovascular diseases, according to the yank Heart Association, intake Trans fats will harm your vascular system. It will increase your possibilities of developing heart diseases and stroke. Also, with a weakened vascular system, it will get troublesome to perform physical activities.

Nutritional deficiencies, fast foods lack several essential nutrients, notably vitamins and minerals equivalent to calcium, iron, vitamins A, B, C, D and E, potassium, zinc and monounsaturated fats. If your body lacks these nutrients, it weakens the system and puts you in danger for health problems and infection.

Food Safety and Standards Authority of India (2019) Taking a step towards promoting healthy eating

⁸Huam Hon Tat, The fast food industry in Malaysia describes the increasing competitive challenges as with other industries around the world, International Journal of Business and Social Science, Volume .2 No. 5, March 2011, p.214 -221.

⁹Scholar.sarchive.jwu.edu, Factors that affect fast food consumption, Martin W.Sivula, Ph.d, May 3, 2016.

¹⁰NoopurAgrawalet.al., "Analysis the impact of television advertising on Children's food preference: A study of Indian perspective." Indian journal of marketing volume xxxviii no. 6. June – 2008, p. 49.



habits, FSSAI has released a 10 point charter that bans the sale, supply or advertisement of junk food in and around school premises. In a welcome step, the Food Safety and Standards Authority of India (FSSAI) has notified a draft regulation aimed at prohibiting the sale and advertisement of food rich in fat, sugar and salt to schoolchildren inside the school premises and within 50 m around it. ⁶Mental health problems, fast food are loaded with additives and unhealthy ingredients. Not like a diet wealthy in vitamins and omega3 fatty acids that facilitate boost psychological feature and thinking skills, food will the alternative. As a result, one could have poor mental concentration, lack of energy and different psychological state issues.

Jessica's article 'facts on lack of nutrients from a fast-food diet' reveals that between 2007 and 2010, the average American adult got approximately 11.3 percent of his calories from fast food, with younger people eating more fast food than older people, according to the Centres for Disease Control and Prevention. The people with the highest body mass indexes tended to be those who ate the most fast food. The nutrient content of fast food is very poor, putting people who eat a lot of fast food at higher risk for nutrient deficiencies. ¹¹

CONCLUSION

Thus, fast food consumption has been increased in India among youngsters, which have been proved by the above discussion. The alter hypothesis has been proved from the information. Fast-food has actually sliced up the Third World due to the economic process. It's an integral part of life within the developed and also the developing world, and returning with its a massive increase in fat and associated problems. There are enough scientific evidence in India to substantiate that fast food has become an integral component of the diet in all section of society The key to feeding these fast foods is moderation, occasional consumption and

preferably in little parts. It's not impossible to win the war with fast foods against healthy foods. However, one should beware entice is therefore sturdy that you just are going to be confirmed. It should be remembered that the addiction to fast food is nice for business but not for health. It's bushed our hands to opt for food or health. "Eat healthy, live healthy". There is a need to initiate nutrition interventions to reduce the high intake of fast food by awaking the younger generation with the external support of researchers and public health educators this may help to inculcate the practice of the consumption of healthy food among young ones.

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¹¹Live healthy.chron.com, Facts on lack of nutrients from a fast food diet, Jessica Bruso



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