



## **UNVEILING PUBLIC OPINIONS ON JUNK FOOD THROUGH A SAMPLE SURVEY**

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**Abstract.** This study uses a large sample survey to investigate and evaluate public perceptions about junk food. Given the increasing frequency of health problems linked to eating unhealthy and processed foods, it is critical to comprehend public attitudes in order to develop health policies that are both successful and encourage people to make educated food choices. In order to obtain information about several demographic groups, such as age, gender, socioeconomic status, and geographic location, the study uses a representative and diverse sample. In order to evaluate participants' attitudes, knowledge, and actions about junk food—including their preferences, health risks, and the reasons influencing their food choices—a structured survey instrument has been developed.

**Key words:** Sample, Age, Junk food, Health risks, Preferences.

### **INTRODUCTION:**

Junk food refers to fast food, which are easy to make and easy to consume. They are Low in nutritional value. The term 'Junk Food' was coined by Michael Jacobson, Director of centre for Science in 1972 in the public interest. Junk food contains high Level of refined sugar, white flour, Tran's fat, polyunsaturated fat salt and numerous Food additive such as monosodium glutamate (MSG) and

Tartrazine and lacking in Protein, vitamin and fibre. Junk food instead high in fat, sodium, sugar, provides High calories but is of no value. Junk Food seems too easy to, carry, purchase and Consume. The terms junk food and fast food are used interchangeably. Ingredients of junk food give them good taste, making them addictive and cause them many Health hazards.

### **OBJECTIVES OF THE STUDY**

The objectives of unveiling public opinions on junk food through a sample survey can be specific goals that researchers aim to achieve in order to gain a comprehensive understanding of people's attitudes and behaviours regarding junk food. Measure the frequency and quantity of junk food consumption among different age groups, socio-economic backgrounds, and geographic regions. Determine the most commonly consumed types of junk food and their popularity among different demographic segments. Evaluate public awareness regarding the health risks associated with regular consumption of junk food, such as obesity, diabetes, and cardiovascular diseases.

### **REASONS WHY JUNK FOOD BECOME POPULAR:**

**Time:** Junk food addiction is so high because of its simplicity. Many of People's prefer to eat them while



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watching TV, it saves their time when they are in a hurry eating pizzas and burgers as they are served at their door step Hot and ready to eat.

**Taste:** Another main reason that pushes people towards junk food is its taste. But junk food gets their taste due to large usage of oils salts and sugar which affects human health. Once they are caught in junk food addiction, they find it hard to think about the loss of nutrition due to junk food.

**Advertisements of junk foods:** Junk foods are becoming popular through advertisements. They mostly target teenagers because teenagers are easy and potential target for junk food.

**Shelf life:** Most junk foods have long shelf life and they do not require any special storage condition like refrigerator ex. Chips and wafers which increase demand for junk food.

**Cost:** The cost is less as compared to healthy foods which is a main reason of popularity of junk food. Due to low cost it is accessible to all classes of people's

## HARMFUL EFFECTS OF JUNK FOODS:

- Obesity
- Diabetes Mellitus
- Heart Disease
- Dental Cavities
- Kidney Disease
- Hypertension
- Neurological disorders
- Cancer
- Hypoxia
- Asthma

## METHODOLOGY

In a survey, the researcher uses a questionnaire to gather information from the respondents to answer the research questions. A questionnaire is a very convenient way of collecting information from a large number of people within a period of time. Hence, the design of the questionnaire is of utmost importance to ensure accurate data is collected so that the results are interpretable and generalizable. A bad questionnaire renders the results uninterpretable, or worse, may lead to erroneous conclusions.

A survey can come in many forms: postal survey, telephone interviews, face-to-face interviews and internet surveys. Each type of survey requires a slightly different design.

## Sampling Techniques

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid conclusions from your results, you have to carefully decide how you will select a sample that is representative of the group as a whole. There are two types of sampling methods:

1. **Probability sampling** involves random selection, allowing you to make strong statistical inferences about the whole group.
2. **Non-probability sampling** involves non-random selection based on convenience or other criteria, allowing you to easily collect data.

Sampling frame

Sample size

## Data Collection Methods:

Data is a collection of facts, figures, objects, symbols, and events gathered from different sources.

**Organizations collect data to make better**

**decisions.** Without data, it would be difficult for organizations to make appropriate decisions, and so data is collected at various points in time from different audiences.

**Primary Data Collection Methods**

Primary data collection methods can be divided into two categories:

quantitative methods and qualitative methods.

**STATISTICAL ANALYSIS**

**Secondary Data Collection Methods**

The secondary data collection methods, too, can involve both quantitative and qualitative techniques. Secondary data is easily available and hence, less time-consuming and expensive as compared to the primary data. However, with the secondary data collection methods, the authenticity of the data gathered cannot be verified.

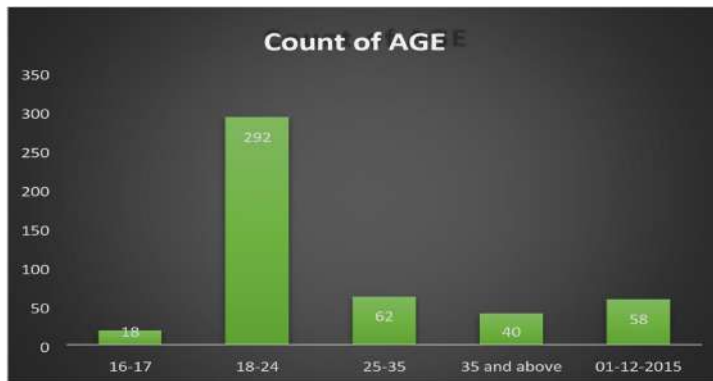


Fig:1 Age of the respondents

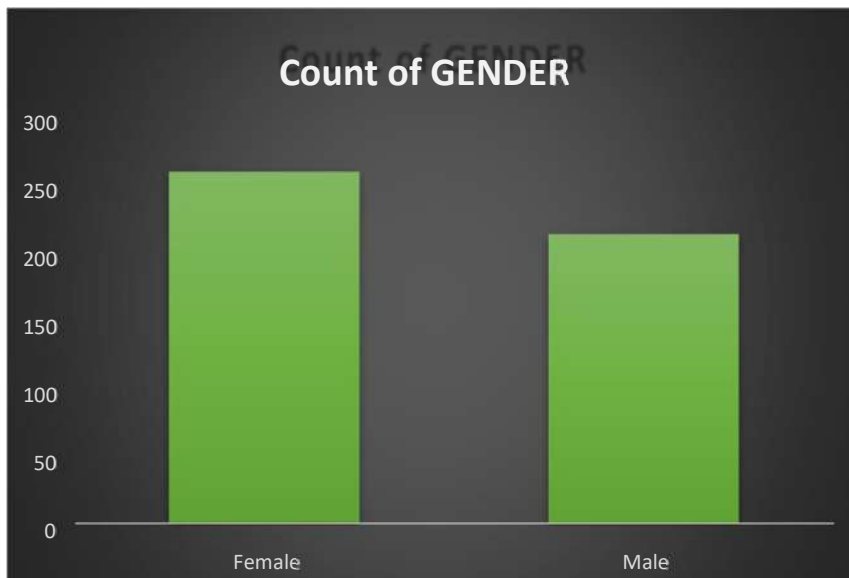


Fig:2 Gender Analysis

**Age \* most preferred junk food Crosstabulation**

Table No.1;

Count age	Most preferred junk food				Total
	Noodles & Friedrice	Pizzas & Burgers	Panipuri and chat	Self Opinion	
12-15	18	12	26	2	58
16-17	5	2	11	0	18
18-24	142	36	93	21	292
25-35	27	12	16	7	62
35 and above	17	8	10	5	40
Total	209	70	156	35	470

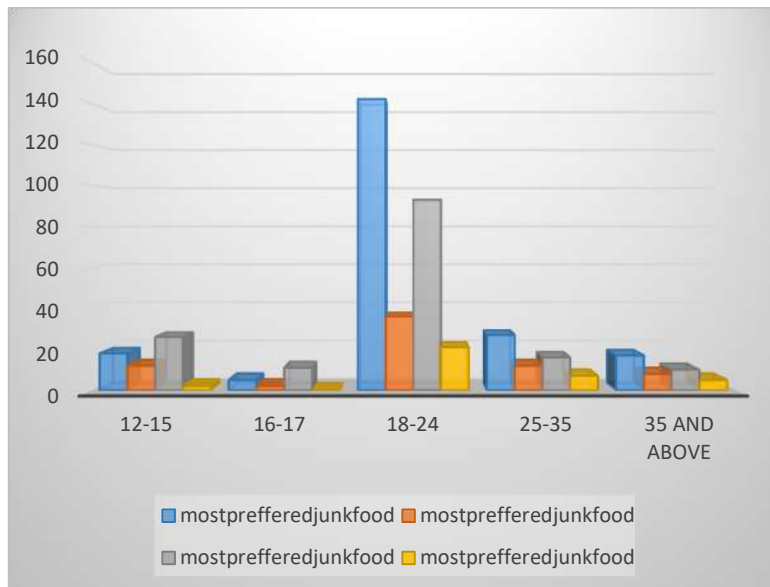


Fig:3 cross analysis of age and food preference

Table 2

**Age \* howoftenyou take Crosstabulation**

	howoftenyoutake					Total
	Daily	Twice a week	Thrice a week	week ends	Rarely	
12-15	14	10	10	20	4	58
16-17	2	6	2	5	3	18
18-24	35	57	52	67	81	292
25-35	4	11	12	19	16	62
35 and above	4	5	8	5	18	40
Total	59	89	84	116	122	470

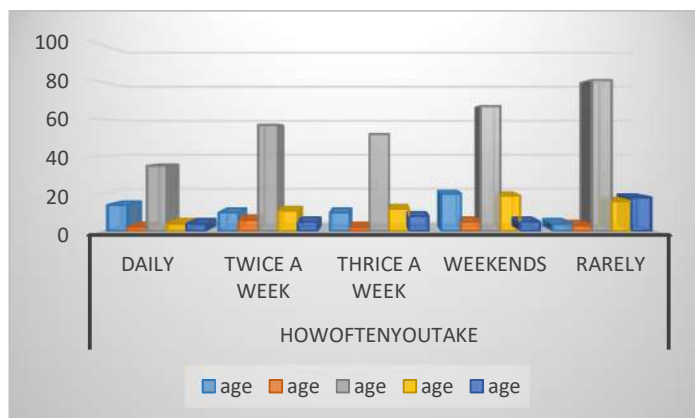


Fig:4 cross analysis of age and food consumption

**Hypothesis Testing**

**Chi-square test for age and how often you take junk food**

Null Hypothesis: H0: There is no significant difference between age and how often they take junk food  
 Alternative Hypothesis: H1: There is significant difference between age and how often they take junk food.



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Level of significance = 0.05

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.681 <sup>a</sup>	16	.008
Likelihood Ratio	34.274	16	.005
Linear-by-Linear Association	12.321	1	.000
N of Valid Cases	470		

Here the significant value (0.008) is less than level of significance (0.05), we reject our null hypothesis. Therefore, no. of times food taken is dependent on the age group of the respondents.

### Association between age and place where they have junk food

Null Hypothesis: H0: There is no significant difference between age and place they have junk food  
 Alternative Hypothesis: H1: There is significant difference between age and place they have junk food  
 Level of significance = 0.05

### Symmetric Measures

	Value	Approx. Sig.
Nominal by Contingency Nominal Coefficient	.353	.000
N of Valid Cases	470	

Here the contingency value is 0.353 based on these value there exist positive association between age and place preferred to take food.

**Chi-square test for gender and on an Average money spent per week.**



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Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.631 <sup>a</sup>	3	.002
Likelihood Ratio	14.694	3	.002
Linear-by-Linear Association	6.435	1	.011
N of Valid Cases	470		

Alternative Hypothesis: H1: There is significant difference between gender and Money spent on junk food

Level of significance = 0.05

Here the significant value (0.002) is less than level of significance (0.05), we reject our null hypothesis. Therefore, Money spent on food is dependent on the gender of the respondents.

### CONCLUSION

We found that the people of age group 18-24 are consuming more junk food. Most people are likely to have junk food on weekends. Half of the people we surveyed selected Noodles and fried rice as their favourite junk food. People used to go on evenings to eat junk food. Texture, taste and spending time with friends are the top attracting factors to choose junk food. Even though the people of age group 18-24 agreed that junk food is harmful health, they are in the first line to have them.

### IMPORTANT FINDINGS

- 29 of 62 people of age group 25-35 strongly agreed that junk food is harmful to health
- 1 of 58 people of age group 12-15 disagreed that junk food is harmful to health

- 40 of 75 employed people, 13 of 22 unemployed people and 156 of 337 students wanted to replace junk food with Fruits and Vegetables.
- 70 of 337 students wanted to replace junk food with health drinks
- The significant value (0.008) is less than level of significance (0.05), we reject our null hypothesis. Therefore, no. of times food taken is dependent on the age group of respondents.
- The significant value (0.002) is less than level of significance (0.05), we reject our null hypothesis. Therefore, Money spent on food is dependent on the gender of the respondents.

### SUGGESTIONS

- 18-24 age group people should consume less quantity of junk food to be more healthy for next years.
- Instead of taking junk food people might switch to some good alternatives like fruits, dry fruits, health drinks.
- Preparing food at home may reduce the risk of getting health problems.
- Taking protein rich food as their lunch helps to be healthy.
- Plan your day with a good balanced diet.



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- Taking food in time may reduce the number of having junk food.
- Right Nutrients, good sleep and disciplined meal timings should be in control to maintain rhythm of the body.
- Exercising daily, yoga and workouts improves metabolism and to be fit.

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