iJRASET
International Journal For Research in Applied Science and Engineering Technology



# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

**Volume:** 12 **Issue:** XI **Month of publication:** November 2024

**DOI:** https://doi.org/10.22214/ijraset.2024.64819

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
*ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538*
*Volume 12 Issue XI Nov 2024- Available at www.ijraset.com*

# The Impact of Advertising Junk Food on Youth Eating Habits and Mental Health

Dr. Ritu Jain[1], Garima Singh[2], Aditi Tiwari[3], Sushant Kumar Singh[4]
[1]*Assistant Professor, Department of Geography and Remote Sensing & GIS, National Post Graduate College, Lucknow, Uttar Pradesh, India*
[2, 3, 4]*Post Graduate Scholar, Department of Geography and Remote Sensing & GIS, National Post Graduate College, Lucknow, Uttar*

***Abstract:*** ***The current study focuses on the effects of fast food on the health of college students. Junk food, defined as food that is quick and easy to make, is generally high in calories but low in vital nutrients. College students are increasingly consuming these meals due to growing urbanization, globalization, pervasive commercial promotions, and the availability of multiple junk food establishments. Recent studies have shown that fast food contributes to metabolic problems such as obesity, diabetes, and heart disease. The primary goal of this study is to determine the impact of junk food consumption on students' health and well-being. The study also tries to discover characteristics that contribute to the efficacy of junk food marketing and its broad availability. Secondary data were obtained from a variety of sources, including books, newspapers, periodicals, seminars, conversations, articles, journals, and websites. The study's findings show a substantial association between BMI, junk food frequency, and physical activity and awareness. As a result, it is critical to establish nutrition education programs in colleges and schools to prevent the younger generation from developing a junk food addiction. This preventative intervention is critical in preventing noncommunicable diseases like obesity, diabetes, and cardiovascular disease.***
***Keywords: Advertisement, Junk Food, Mental Health, CBT, etc.***

## I. OBJECTIVES OF THE STUDY

1) To investigate the impact of junk food consumption on student health and well-being.
2) Determine the factors that contribute to the effectiveness of junk food marketing and availability.
3) To provide a thorough analysis of the junk food industry. A literature analysis was conducted to investigate the influence of junk food consumption on health in various sectors.
4) To identify and analyze the countries with the highest spending on junk food intake among youth.
5) To investigate the consumption of junk food in different Indian states.
6) To investigate alternative solutions to standard junk food products and propose measures to reduce their harmful influence on health.

## II. METHODOLOGY

Alternatives, and highlighting the effects of junk food on mental health. This study is entirely based on secondary data obtained This article primarily focuses on measuring teens' global expenditure on junk food, identifying from various publications and case studies papers.

## III. IMPACTS OF JUNK FOODS ON MENTAL HEALTH

Sugar-processed and junk foods are damaging to people's mental and physical wellbeing.
Reusing oils for fried foods reduces production costs and may lead to a reduced life expectancy. Additionally, processed foods are often packaged in plastic, which can be harmful and create additional problems for society. There are numerous grounds to believe that junk food is extremely damaging to human health; These meals can transfer bad signals into our brains, causing a variety of mental disorders.

1) Consuming junk food high in hydrogenated fatty acids and sugar can impair memory and learning. This has been observed in children who regularly consume carbonated drinks and are addicted to street foods, leading to memory loss and negative effects on physical health.
2) Excessive consumption of processed food can cause noticeable changes in the neurotransmitters of your body, resulting in a constant craving when feeling low. These foods can also impact neurotransmitters like dopamine and serotonin, leading to depression and various mental disorders.

©IJRASET: All Rights are Reserved 

3) Crabbiness: It is imperative to have persistence in each human being and it is such a weapon which might bring various changes to one's life, but if we lose this character we will conclusion up in a negative and critical circumstance. Canadian researchers have found that nourishment features a coordinate effect on our mental solidness and cognizant, so the result of quick nourishment has made an anxious conduct among the individuals, which could be a negative effect on our social life.
4) Fructose impacts on mental wellbeing: The hypothalamus plays a significant part within the brain by keeping the body in a steady state. So we ought to dodge the garbage nourishment and prepare nourishment as much as conceivable. According to a different think about done by Cassie Bjork, the originator of Sound Straightforward Life, sugar can be more addictive than cocaine.

## IV. RESULT

1) Nutrition deficiency
2) Weight gain and obesity
3) Poor Digestive Health
4) Impact on Mental Health
5) Dental problems
6) Risks of long-term illnesses

## V. FINDINGS

Ultra-processed foods have a severe impact on youth's mental and physical health, potentially hindering creativity. Prioritizing education programs supporting healthy eating habits is vital to create awareness and encourage healthier choices among younger generations. This will ultimately save lives and future generations.

### *A. Convenience*

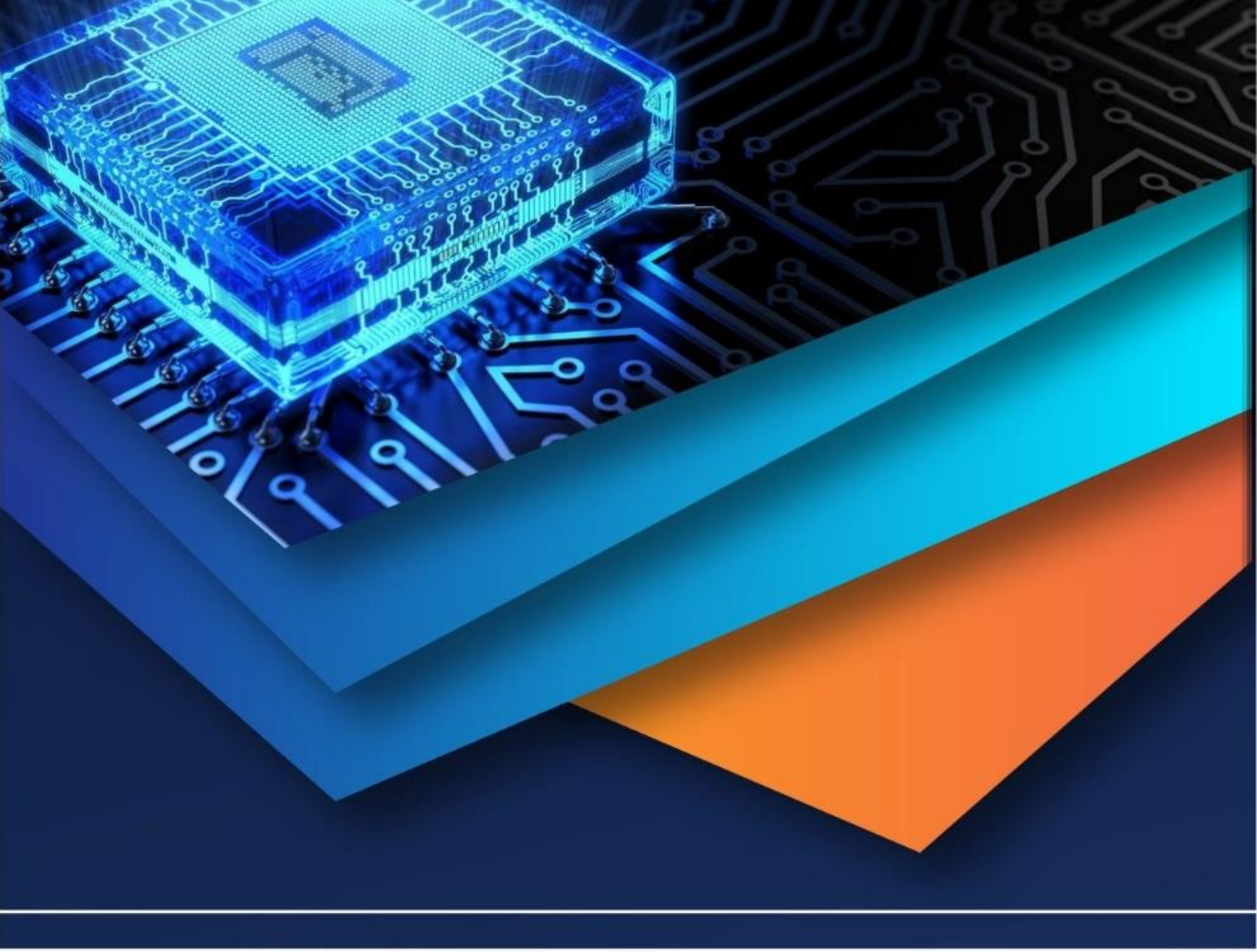
Accessibility: The positioning of unhealthy food items in readily accessible locations, such as vending machines, convenience stores, and fast-food establishments, enhances consumer convenience.
Online delivery services: The emergence of food delivery services has significantly increased the accessibility of junk foods to consumers right at their doorsteps.

## VI. CONCLUSION

The consumption of fast food is linked to a range of health issues. The prevalence of junk food consumption is increasingly common among the younger demographic, especially children. A significant concern associated with unhealthy food choices is the rise in childhood obesity, which subsequently contributes to various health complications in young individuals. The perceptions of children regarding junk food are largely influenced by enticing advertisements. Multinational companies employ attractive and aggressive marketing strategies to attract new customers, particularly targeting youth and children. By enhancing awareness of the health dangers associated with junk and fast food, parents can help guide their children's dietary choices and steer them away from unhealthy eating habits. Overcoming the junk food habit is achievable through determination and an understanding of its adverse effects. The cafeteria at your educational institution is committed to providing a range of healthy alternatives alongside fast food options. Educating children about the adverse health effects associated with fast food is crucial, as it can empower them to make informed choices and avoid related health issues. The influence of globalization and the prevalence of unhealthy eating habits have significantly impacted developing nations. The influence of globalization and the prevalence of unhealthy eating habits have significantly impacted developing nations. This phenomenon is evident in both affluent and emerging economies, contributing to a notable increase in obesity and associated health concerns. Moderation is essential; Consuming junk food in limited quantities and infrequently is vital in the ongoing struggle between unhealthy and nutritious diets. However, one must exercise caution, as the appeal of these foods can lead to dependency. It is imperative to recognize that an addiction to unhealthy foods poses a serious challenge. Ultimately, the decision between junk food and healthier options rests with us.

## REFERENCES

[1] Retrieved on May 10, 2024, from https://www.unicef.org.
[2] Retrieved on May 10, 2024, from https://www.sutterhealth.org.
[3] R. Verma, C. Basal, & T. Jain (2020).
[4] A cross-sectional study on the impact of junk food on the physical and mental health of young people in Bhopal.
[5] International Journal of Ayurvedic Medicine, 11(2): 184-192. Google Scholar.
[6] El Brazil and Cicadas (2023). The link between university student junk food consumption and mental health. Nutrition and Health.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

# INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)