**IUBAT – INTERNATIONAL UNIVERSITY OF BUSINESS AGRICULTURE AND**

**TECHNOLOGY**

**Research Proposal On “Knowledge and perceptions about junk foods impact on health among IUBAT students in Uttara”**

**Submitted To:**

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**Date of Submission: 31-07-2023**

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**1. Research title: Knowledge and perceptions about junk foods impact on health among IUBAT students in Uttara.**

**2. Problem statement:**

There is a problem in or with junk foods impact on health. Eating junk food on a regular basis can lead to an increased risk of obesity and chronic diseases like cardiovascular disease, type 2diabetes, heart disease and some cancer.

**3. Introduction:**

This paper explores adolescent’s knowledge regarding effects of fast food on health. There is a lot of information on fast food attract on children and adolescents. Trends including fast food consumption and skipping breakfast increased during the transition period of adulthood and such dietary behaviors are associated with increased weight gain from adolescents to adulthood. The rate of processed foods consumption is going to be increased due to nutrition transition. Children and adolescents taking more calories in fast food, It can lead to poor nutrition and poor health. It usually consists of plant or animal origin that contains essential nutrients. Nutritional intake during this stage may have long term health implication. Most harmful effects of fast food consumption include increased cholesterol levels, cardiac problems, hypertension, obesity and many other threatening health hazards. Obesity is a worldwide chronic disease that later can lead to type 1 and type 2 diabetes. It also risk factor for cardiovascular disease. The same study shown that this fast food consumption trend and associated lifestyle factors resulted in increased non-communicable disease (Saranya et al., 2016).

**Literature review:**

This study aims to examine about junk food consumption and perceptions regarding junk foods impact on health among IUBAT students. In this article, we explore the scientific evidence behind both the short-term and long-term impacts of junk food consumption on our health. According to a Research, fast food addiction is strongly associated with many threatening health hazards.

In a study conducted by Fatima & Srivastava in 2017, it was found that fast food exerts a significant adverse influence on the digestive and cardiovascular systems due to its high trans fat and sugar content, which can be detrimental to health. Moreover, fast food consumption was associated with negative effects on the respiratory system, central nervous system, as well as the skin and bones. Therefore, it is crucial to avoid junk food and instead encourage the consumption of healthier snacks, foods rich in fiber, calcium, and iron.

Another study by Song in 2016 underscored the pivotal role of various factors in influencing customer choices when purchasing fast food. These factors include the taste, freshness, and consistency of the products, as well as the physical environment and interactions with employees. To achieve success, fast food restaurants have adeptly employed strategies to identify and cater to the needs and expectations of their customers. Creating a pleasant atmosphere, offering affordable and budget-friendly products, ensuring convenient locations, and providing home delivery services have emerged as crucial elements in the thriving fast food industry (PH Wani, 2018).

Numerous research studies have been undertaken to investigate the factors influencing the prevalence of fast-food consumption among individuals. The existing literature on this subject emphasizes the detrimental health effects associated with consuming fast food and establishes a direct correlation between fast-food intake and health issues. Age plays a crucial role in shaping individuals' dietary preferences, with young people being more inclined to opt for fast food compared to their parents and older generations, such as their grandparents.

In contrast to the past few decades, when people predominantly relied on home-cooked meals driven by taste preferences, the food consumption landscape has drastically changed. The rise in

eating out has led to a significant increase in the availability and consumption of fast food. This shift in dietary patterns has contributed to complex challenges related to childhood and adult obesity in many countries. Furthermore, the modern cultural emphasis on body image has heightened the concern about adult obesity (Khan & Alwi, 2021).

**Rational of this study:**

Junk foods are often high in calories, unhealthy fats, and sugar is linked to many negative health effects. Nowadays if people are hungry and want to eat something, then the first thing that comes to mind is fast food, whether they are at home or university. But in fact, junk foods are very harmful to health.

I choose this topic because day by day addiction of junk foods is increased among the students. Especially I noticed it among the IUBAT students. Most of the students came so far and stay long period of time on campus. And they take their breakfast, lunch and evening snacks from the canteen. On the other hand, some get addicted to junk food. That is never considered good for health, and individuals who consume invite many disease. In before I suffer a lot for this. Because at a time I was very much addicted with fast foods. And I choose this topic among IUBAT students because I have followed this for a long time and most of my friends are affected by the diseases to eating junk food on a regular basis. By this research I want to know how much knowledge and understanding they have about junk food impacts on health.

**Research question:**

What is the level of knowledge and perception about junk foods impact on health among IUBAT Students?

**Objective of this study:**

**Broad objective**: To identify the knowledge and perception about junk foods impact on health among IUBAT students.

**Specific objective:**

1. To understand types of junk food.
2. To highlight the reasons to avoid junk food.
3. To find out how much knowledge they have about junk foods.
4. To access the consumption patterns and health consequences of junk foods among students.
5. To evaluate how do they feel when they eat junk foods.
6. To study the IUBAT students perception towards junk food.

**Methodology:**

**Study design:**

I will be conducting a cross sectional study to identify the students Knowledge and Perception about junk foods impact on health among IUBAT students, sector -10, Uttara. For conducting this research I will be use both qualitative and quantitative method. For literature review, I will search the article in PubMed and Google scholar.

**Research Gape:**

All the others studies are investigate the long term effect of junk food is disrupted or poor bowel habits, this can lead to chronic conditions like irritable bowel syndrome, acidity and ulcers among the school, college student and medical students in the other country. But in our country some study have investigate prevalence and associated factors of junk foods addiction, and its effect to physical and mental health. No one has investigated this particular issue among the University students in Bangladesh yet. That’s how my research topic is unique.

**Study participant sand Sample size:**

I will conduct a cross sectional study and I will collect the primary data from IUBAT (international university of business agriculture and technology), I will be using convenience sampling for achieve the required sample size. All the selected participants will have one question paper. The questionnaire will take approximately 15-20 minutes to be completed.

This study will be carried out in Uttara, sector-10, Dhaka. All the study participants will be University students. First, I will be introducing myself with the participants then I will be inviting them by telling the purpose of this study. After telling the purpose, if they agree to participate then I will go ahead for data collection. The participants will have the right of refuse at any time during or before the interview.

My sample size will be 50. I will be collecting data from 60 participants and inclusion criteria will be-

* Those who were agree to participate.
* Must have to be University student.
* Those who eating junk food on a regular basis.

**Data collection instruments:**

For data collection, the researcher will need 60 copy of question, 60 copy of consent form, a notebook, a pen, a pencil, a rubber, a cutter and a laptop or desktop with proper internet for data analysis.

Each participant will need 15-20 minutes to answer the question. The questionnaire will divided into two parts. In first part, there will be socio demographic question and in second part, there will be assessment questions.

**Data analysis:**

After completing the data collection, I will go for data analysis. For data analysis, I will be need Statistical Package for Social Science (SPSS), Microsoft excel.

I will be entering raw data in Microsoft excel according to the questionnaire and I will converting into percentage if needed. For expressing the result, I will converting the data into table, pie chart, line graph and bar chart. Then, I will verifying the result by discussing the graph and pie and other chart into discussion part of the study. I will also use the descriptive statistics such as frequencies, percentages, ranges, median, standard deviation in the form of table or chart to analysis socio-demographic characteristics for identifying the perceptions level regarding social interactions among IUBAT students in Uttara.

**Research benefits:**

Every study has some benefits; it may be direct or indirect. My study will also have some benefits. After reading my paper, the participants and readers will understands the seriousness of this problem. From this research university authority will be benefited by knowing the relationship between junk food impact on health and others perception according to the students view. Students can aware about junk foods eating. Personally, this research will help to enhance knowledge of the researcher. After publishing this paper, the general people will be aware about this junk food addiction as it also affects the physical health. The parents will be more aware to providing junk foods to their children. Other students can be self-aware and they can stop eating junk food on a regular basis.

**Risk mitigation:**

There are some general risk mitigation approaches that could be considered:

1. **Lack of knowledge**: To improve knowledge about fast food consumption among adolescents. Promote healthy food among them, cooperation and information sharing regarding fast food consumption
2. **Skipping breakfast**: Skipping breakfast increased during the transition period of adulthood and such dietary behaviors are associated with increased weight gain from adolescents to adulthood. So continue breakfast as their regular basis.

3. **Nutrition transition**: Nutrition transition is an important factor which can affect dietary intake, particularly in developing countries. The rate of processed foods consumption is going to be increased due to nutrition transition. Need to improve this factor.

**Strength and limitation**:

As I will be conducting this research by collecting the primary data and that primary data will represent the real scenario of this problem. As I will provide the questionnaire in the participants hand so I can ensure about their privacy and also I can maintain the confidentiality and there will be less chance to falsification of data.

The sample size of this study will be small and I will be only collecting data from university student. There will be also time and financial limitation. First, only the data from university students will be used in this current study. This means that this conclusion might not apply to other populations, particularly older and less educated individuals. Second, the data do not include any clinical samples. To get around these restrictions, additional research with a representative sample of all ages and groups, including clinical samples, would be conducted.

**Ethical considerations:**

After getting the permission from honorable Coordinator of College of Nursing, Shuvashish Das Bala, I will go forward with the proposal for ‘Knowledge and perception about junk foods impact on health among IUBAT students in Uttara. I will only collect the data from the students who are willingly wants to participate in the research. I will give a consent paper to every participant and I will maintain privacy for the participant in time of data collection.

**Conclusion:**

The results from the present study conclude that the respondents were diplomatic in their answers and only few were obvious to the fact that serious health effect might arises because of continuous consumption of junk foods. We know that fast foods have a negative impact on our health. So, we should try to avoid junk foods and we should always eat healthy food.

**Budget:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Materials** | **Details** | **Price rate** | **Total price** |
| Questionnaire from | 60 pieces\*2 pages | 3 TK/1 form | 360 TK |
| Consent form | 60 pieces\*2 pages | 3 TK/1 form | 360 TK |
| Pen | 3 pens | 5 TK/1 form | 15 TK |
| Pencil | 1 pencil | 10 TK/ per pencil | 10 TK |
| Cutter and eraser | 1 cutter, 2 eraser | 10TK/ per cutter, eraser | 30TK |
| Notebook | 1 notebook | 150TK/per notebook | 150 TK |
| Internet | 3 month | 250TK/ per month | 750 TK |
| **Total** |  |  | **1675 TK** |

**Research questionnaire:**

**Section: A**(**Socio-demographic):**

* **Please fill up the blanks and give “✓” mark in the box which is appropriate for you:**

1. What is your gender?

-------------------------------------------------------------------------------------------------

1. What is your age?

------------------------------------------------------------------------------------------------

1. What is marital status?(married/ unmarried)

-------------------------------------------------------------------------------------------------

1. Are you staying in your home/ hostel?

-------------------------------------------------------------------------------------------------

1. What is your employment status?

-------------------------------------------------------------------------------------------------

**Section: B (assessment question)**

* **Please fill up the blanks and give “✓” mark in the box, which is appropriate for you.**

1. Do you like Junk foods?

* Yes
* No

1. What type of junk food would you like most?

* Burger
* Pizza
* Biriyani
* Soft drinks

1. Is junk food better than healthy food?

* Yes
* No

1. Number of times a week you consume fast food?

* 0 times
* 1-2 times
* 3-4 times
* 5 times

1. When do you typically eat at fast food Canteen?

* Breakfast
* Lunch
* Dinner
* Snack

1. Reasons for choosing to eat at fast food?

* Advertisement
* Enjoy the taste
* Limited time
* Cost/price
* Variety of menu

1. Fast food prices are including the chosen fast food?

* Strongly agree
* Agree
* Neutral
* Strongly disagree
* Disagree

1. Does branding affect the chosen fast food?
   * Strongly agree
   * Agree
   * Neutral
   * Strongly Disagree
   * Disagree
2. On average how much would you expect to pay for a fast food meal?

* 100
* 200
* 300
* 400

1. Taking fast food depends on emotions such as sad, angry, stress?

* Strongly Agree
* Agree
* Disagree
* Strongly Disagree

1. Do you have fixed meal time that you follow?

* Yes
* No

1. Do your family members also consume fast food?

* Yes
* No

1. Do you have any of these health condition?

* Obesity
* Diabetes
* Heart disease
* Cancer
* Other

1. Do you think there should be a fast foods from our restaurant in Biust?

* Yes
* No

1. Do you think the spread of fast food will?

* Increase
* Decrease
* Stable

1. What is the reason for fast food consumption?

* delicious
* Attractive
* convenience

1. Whether you have undergone any teaching program regarding the effects of fast food?

* Yes
* No

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