# Factors Associated with Frequent Consumption of Fast Food and its Effect on Health among Fast Food Venders and School or College Going Teenage Consumer with View to Develop an Informational Booklet

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**Abstract**: *The consumption of different types of fast food is increasingly growing in all parts of the world, both in developed and developing countries. Because of the changes and transitions in the lifestyle and dietary habits of people, an increasing number of people from different age group, particularly adolescent and young adults, are inclined toward consumption of fast food.*

*OBJECTIVE: 1. To explore the factors associated with frequent consumption of fast food among vendors and school or college going teenage consumers. 2. To assess the existing levels of knowledge on effect of frequent fast food consumption on health among school or college going teenage consumers. 3. To see the correlation between the frequent consumption of fast food among school or college going teenage consumers and its effect on health.*

*MATERIALS AND METHODS: The research approach is the most essential part of any research. The entire study is based on it. The appropriate choice of the research approach depends on the purpose of the research study that is undertaken. "Approach to research is an umbrella which covers the basis procedure for conducting research". The researcher found that Quantitative research approach is best suited, as it is a scientific investigation in which observations are made, data are collected according to a set of well-defined criteria and study.*

*RESULTS: The highest percentage of participants falls under the category of 56% (28) of the participants in socio demographic data are belongs to the age group (10-15) years and 24% (12) participants belongs to age group (15-24) years of age group and 20% (10) participants belongs to the age group of above 24 years 12-14 year age group. Knowledge 47(94%) obesity, 32(64%) Damage the tooth enamel and poor oral health, 32 (64%) Reducing the brain function or sharpness, 26(52%) reducing.*

## I. INTRODUCTION

Food is essential for growth and development of a child. A child cannot live without food.

'Good food means the right kind of food for good health; it is nutritious. It contains natural substances that body needs to grow properly and stay healthy. We must choose the right food in daily diet for good health of our child. Socioeconomic conditions and cultural norms of our community have been changing.

Food habits of our children are also changing facing such changes. Many of children are fond of readymade outside food. Some guardians are even reluctant in changing food habits of their children. They admit readymade outside food for their babies even willingly. 'Food that can be served ready to eat fast' refers to fast food. Fast foods and junk foods are often used interchangeably. Most junk foods are fast foods as they are prepared and served fast. But not all fast foods are junk foods, especially when they are prepared with nutritious contents. Fast food culture is an emerging trend among children. 'Energy dense food with high sugar/ fat/ salt content and low nutrient value in terms of protein, fiber, vitamin and mineral content is termed junk food'. Easy availability, taste, parent's occupation and marketing strategies make them popular among children. One important aspect of fast food restaurant is that it is primed to maximize the service speed and is standardized to minimize waiting time. So customers can save their time in taking their food. Here, food menu is limited in number. It has been seen that on a typical day in United States, nearly 30% of 4-19 years children consumes fast food. So customers can save their time in taking their food. Here, food menu is limited in number. It has been seen that on a typical day in United States, nearly 30% of 4-19 years children consume fast food.

**Fast Food Promotion**

In aged 12–18 years of US; there is a decrease in percentage of energy intake from foods consumed at home, whereas the proportion of energy intake from restaurant food and fast food increased over time. Consumption of fast food promoted in various ways throughout the globe. Sponsorship of sports or cultural competitions with attractive gifts is the main means of promotion of first food sale. This offers discounts on purchase of their fast food brand. Sports stars are often involved in advertisement of fast food products. Advertisements in television with animation and cartoon are another way of lunching first food. This activity has an important role in promoting unhealthy dietary practices with diets reach in fat, sodium or added sugar among children. Apart from advertising via television, other media like posters, magazines, billboards, radio and cinemas favor fast food marketing.

Factors Related to Fast Food Consumption

Fast foods are taking popularity by nuclear families because working parents have less time for meal preparation by themselves. Majority of working parents with school going children are in stress. Children spend most of the time away from home by attending tuition classes after school hours. Children take breakfast at home and fast food in school or outside school. A positive correlation of increased fast food consumption and increased body mass index was found among adolescents. Socio economic status is an important factor related to fast food consumption. Children from high socio-economic status prefer fast foods to traditional foods despite their better nutritional knowledge. It has been seen that children who are overweight are significantly more likely to recognize fast food restaurant logos than other food logos. Again, families' socio-demographic characteristics play a role in children's recognition of food logos. Factors related to fast food preference by Bangladeshi university students are convenience, easy accessibility, taste, cost and quick service in fast food shop. Most of the fast food users take such kind of food though they known well about negative effects on themselves associated with fast food consumption.

**Fast Foods and School**

Scenario of food presentation in school areas differ from region to region. Junk foods are widely available by the sides of schools of country like ours. Cafeterias at the schools are reluctant with balanced nutritious diet; rather interested to offer cold drinks, chips and many other foods of low nutritional value. Junk foods in school cafeteria often compete with nutritious homemade school Tiffin. Banding of junk foods in school cafeteria is a rare occurrence in this region. Mid-day meal program is not introduced in private schools of our country but this program has been introduced specially in government schools of many countries. Healthy foods are offered to children through this program. In primary schools of many European countries, commercial food activities are restricted. Beverages may be offered among secondary school students of these countries with active participation of educators and parents.

**Bangladeshi Fast Foods and Junk Food**

There are different types of fast foods and junk foods throughout the country. These include barger, sandals, hotdog, chicken hot, mutton chop, beaf stak, roasted chicken, chicken tikka, grill chicken, role, patties, pakora, samosa, sngara, pizza, tandoor, French fries, fuska, onthon, nodules, aloo tikki, dal puri, chaat, chole bhature, pav bhaji and dhokla. Fat and calorie content in fast food depends on cooking process. Most of the fast foods are prepared by deep frying in fats especially Trans fat and saturated fats. Foods which are baked, roasted or cooked in tandoor have lower fat content. Hydrogenated oil used in cooking is rich in Tran's fats. Tran's fat content in fast food is far higher than western food. Tran's fat content in bhatura, parantha and puris is 9.5%, 7.8% and 7.6%, respectively as compared to 4.2% in regular French fries.

**Effects of Excess Fast Food Consumption**

Fast food consumption is definitely harmful to child health. Children who eat fast food have higher intake of energy, fat, saturated fat, sodium, carbonated soft drink, and lower intake of vitamins A and C, milk, fruits and vegetables than those who do not take fast food ($P<001$) Diet with high sugar, salt, saturated fat and calorie is responsible for disabilities like obesity, hypertension, dyslipidemia and impaired glucose tolerance . There is positive correlation ($p=<0.001$) between frequency of consumption of fast food and body mass index. An increased odds of being obese (OR 2.2; 95% CI 1.3-3.9) among a private university students of Dhaka taking fast foods regularly is also observed. Subsequently, obesity related

problems in terms of morbidity and mortality is evident. Fast food may be associated with poor hygiene during preparation, storage and handling. It invites microbiological contamination and is a risk factor of heart diseases even. Energy content of such food is much more than recommended allowance for children. It leads to higher calories from total and saturated fat where micronutrient content is low. Calcium and magnesium depleted fast food are responsible for osteoporosis. Diets rich in free sugars may lead to increased risk of dental caries also. Very often fast food restaurants and habit of fast food consumption are becoming issue of criticism in the media of Bangladesh due to adulteration of food items with food colors, other hazardous chemicals, microbial safety and hygiene of the restaurants. The coloring agents in the foods are regarded as carcinogen.

## II. MATERIAL AND METHOD

**Research Design:** Cross sectional survey was used

**Setting of the Study:** Setting of the study is Selected School and college venders.

**Target Population:** 50 in number (vender's- 25 teenage- 25)

**Sample and Sampling Technique:** Non-probability Purposive sampling technique will be used for selecting the sample.

**Sample (Inclusion &Exclusion)**

**Inclusion:**

- Children class 8th to 10th
- Children who are willing to participate in the data collection.

**Exclusion:**

The study excludes the Venders and school going teenage who are not

- Not able to understand and speak Hindi or Bhojpuri
- Not willing to understand and speak Hindi or Bhojpuri

## III. REVIEW AND LITERATURE

Hesamedin Askari Majabadi,Mahnaz Solhi  (2016 Mar 6)   The consumption of different types of fast food is increasingly growing in all parts of the world, both in developed and developing countries. Because of the changes and transitions in the lifestyle and dietary habits of people, an increasing number of people from different age groups, particularly adolescents and young adults, are inclined toward consuming fast food.  The objective of this study was to investigate the factors influencing fastfood consumption among adolescents in Tehran, Iran.  The present qualitative study was conducted in 2012 - 2013 in Tehran, the capital of Iran. To achieve the objective of this study, 42 adolescents were enrolled in this study through a purposive sampling method, and the required data was collected via individual semi-structured in-depth interviews. Data collection and analysis were carried out simultaneously, and the collected data was analyzed via a thematic content analysis and using MAXQDA 10 software.  In this study after coding the transcribed interviews, the findings were categorized into three main themes as follows: personal views, social factors, and family factors. Each theme included several categories and subcategories, and the coded sentences and phrases were placed under each category and subcategory.  The results of this study showed that the number of factors promoting fast-food consumption appeared to be more than the inhibiting factors and that the diverse factors at the individual and social level influenced fast-food consumption among adolescents**.**

**https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4884438/**

Jagadish C Das January 2015: Fast food refers to food that can be served ready to eat fast. Fast food and junk food are often used interchangeably. Energy dense food with high sugar/fat/salt content and low nutrient value in terms of protein, fiber, vitamin and mineral content is termed junk food. Many of our children are fond of such readymade food. Sponsorship of sports or cultural competitions with attractive gifts is the main way of promotion of first food sale. Nuclear families, working mother, socioeconomic status, and close proximity of fast food shop, food test and quick service in the shop are important contributing factors of fast food consumption. This kind of food is responsible for obesity, hypertension, dyslipidemia, heart disease and diabetes. Easy availability of healthy food with reasonable prices along with its campaign, school midday-food programme and health education can improve dietary habits of children.

Implementation of laws for regulation of marketing and selling of fast food may be another step in controlling consumption of such food by our children. Keywords: Fast foods, Junk foods, Children, Review. Medical and Clinical Reviews 2015;1(1):1-4

https://www.researchgate.net/publication/282115918_Fast_Food_Consumption_in_C hildren_A_Review

Maree Scully , Belinda Morley , Philippe Niven  2020 Jun; 23 To examine demographic and behavioural correlates of frequent consumption of fast food among Australian secondary school students and explore the associations between fast food consumption and social/environmental factors. Design Cross-sectional survey using a web-based self-report questionnaire. Setting Secondary schools across all Australian states and territories. Participants Students aged 12-17 years participating in the 2012-2013 National Secondary Students' Diet and Activity survey (n 8392). **Results** Overall, 38 % of student's surveyed reported consuming fast food at least weekly. Being male, residing in lower socio-economic areas and metropolitan locations, having more weekly spending money and working at a fast food outlet were all independently associated with consuming fast food once a week or more, as were several unhealthy eating (low vegetable intake and high sugary drink and snack food intake) and leisure (low physical activity and higher commercial television viewing) behaviours and short sleep duration. Frequent fast food consumption and measured weight status were unrelated. Students who agreed they go to fast food outlets with their family and friends were more likely to report consuming fast food at least weekly, as were those who usually 'upsize' their fast food meals and believe fast food is good value for money. **Conclusions** these results suggest that frequent fast food consumption clusters with other unhealthy behaviours. Policy and educational interventions that reach identified at-risk groups are needed to reduce adolescent fast food consumption at the population level. Policies placing restrictions on the portion sizes of fast food may also help adolescents limit their intake.

Sujan Bohara, Kanchan Thapa (2021) conducted a cross-sectional study among adolescent students of Junk food consumption and its consequences in Kaki district, Nepal.  Has become a major public health concern globally because of its deteriorating health consequences and surging prevalence. Though its adverse health consequences are widely prevalent in all age groups, children and adolescents are more at risk. It may lead to obesity and act as a risk factor for different noncommunicable diseases (NCD's) like heart diseases, cardiovascular disease, cancer, hypertension, diabetes, etc. This study was carried out to explore the junk food consumption and its associated factors among adolescent students. We used a stratified proportionate sampling technique to recruit the participants. A selfadministered questionnaire was used for data collection. Descriptive and vicariate statistical analysis was performed. The odds ratio was computed to test the association. The study found that more than half of the participants (60.30%) consumed junk foods over the last 30 days, more prevalent among public school participants (65.1%) followed by participants of private school (56.3%). More than half of the participants consumed salty snacks (58.7%) followed by sweets (57.5%). The time of consumption was found to be higher together with friends (83.9%). Similarly, it was consumed more while the participants were on a trip (70.1%). Consumption of junk foods was significantly associated with public school (OR: 1.44, CI = 1.01–2.06), single family (OR: 1.46, CI = 1.01–2.10), living with parents (OR: 1.64, CI = 1.03–2.63), while on travel (OR: 1.99, CI = 1.33–2.98), while reading (OR: 2.01, CI = 1.16–3.47), at home (OR: 2.20, CI = 1.53–3.16), at school (OR: 2.86, CI = 1.98–4.12), friends' influence (OR: 2.01, CI = 1.37–2.94), and junk food availability at home (OR: 1.92, CI = 1.33–2.76). Consumption of junk foods among adolescent students was remarkably high in both public school and private school adolescents. Regardless of adequate knowledge on harmful consequences of junk foods, schoolgoing adolescents are consuming junk foods due to its easy availability and ready-touse packaging. The government of Nepal should strictly standardize and regulate advertising policies and extravagant health claims advertised by junk food manufacturers. An appropriate intervention targeted to adolescents to improve food behaviors is recommended.

European Journal of Economics, Finance and Administrative Science 2012 This study is basically an exploratory research to give an insight into the trends that has increased the fast food consumption. An empirical investigation has been done to study the implications of fast food consumption on health and healthy eating habits of the consumers using reliable data sources. Proportion technique was used through excel package, frequency table graph and pie chart were plotted to get it presentable and have a check of evaluated percentage in different parameters. To get require output It was concluded that fast food consumption is increasing day by day, during author's survey it was computed that people prefer to get convenience food that they can just take away from drive thru, Faisalabad is a mass market there people are divided into two major entities, as either people belong to elite class or either from low class now, middle class is not of large

population size, whereas majority of middle class and Upper class people is in Lahore. People who focused to go outside and visit different fast food centres as well as fine dining had usually priorities for good taste, but prefer fast food just due to its convenience and good taste as well. College students and employed people had been fonder of fast food, as they had short timed schedules and prefer it due to its convenience; on the other hand usually college students and other people don't understand or blame fast food

https://www.academia.edu/2533954/Review_of_Trends_in_Fast_Food_Consumption

S. E. Fleischhacker, K. R. Evenson, Rodriguez, A  27 April 2011 The frequent consumption of energy-dense fast food is associated with increased body mass index. This systematic review aims to examine the methodology and current evidence on fast food access and its associations with outcomes. Six databases were searched using terms relating to fast food. Only peer-reviewed studies published in English during a 10-year period, with data collection and analysis regarding fast food access was included. Forty articles met the aforementioned criteria. Nearly half of the studies ($n = 16$) used their own set of features to define fast food. Studies predominantly examined the relationship between fast food access and socioeconomic factors ($n = 21$) and 76% indicated fast food restaurants were more prevalent in low-income areas compared with middle- to higher-income areas. Ten of 12 studies found fast food restaurants were more prevalent in areas with higher concentrations of ethnic minority groups in comparison with Caucasians. Six adult studies found higher body mass index was associated with living in areas with increased exposure to fast food; four studies, however, did not find associations. Further work is needed to understand if and how fast food access impacts dietary intake and health outcomes; and if fast food access has disparate socioeconomic, race/ethnicity and age associations.

https://onlinelibrary.wiley.com/doi/10.1111/j.1467-789X.2010.00715.x

Sam Abraham, Manuel Martinez, Gabriela Salas, Jessica Smith4 The purpose of the current study was to explore college students' perceptions of the health effects of fast food consumption and their eating habits. The consequences of increased fast food consumption among college students are raising health problems, which include obesity, diabetes, and metabolic syndrome. The problem was explored in a quantitative survey using a cross-sectional approach with a descriptive design. A sample size of 120 college students among a 2000 student-body population in the Midwestern United States participated in the survey. On a 4-point Liker-type scale of strongly disagree (1) to strongly agree (4), the strongest agreement for the perception statement was: "Obesity is linked to increased fast food consumption" (M=3.54; SD=0.57). However, in the habit category, the students claimed, "I go to fast food restaurants more often, in the evenings, when hanging out with friends" (M=3.08; SD=0.73). The students were aware of the risks associated with fast food consumption on health; however, their eating habits did not indicate they practiced what they knew could be harmful to their health, especially when they were socializing with friends. Hopefully, this study will help attract attention to evils of food choices and its effects on health.

Farzana Quoquab Rozhan Abu Dardak Sabarudin Zakaria January 2011 This study aims to understand consumer preference relating to the fast food in Malaysian market. Moreover, this paper seeks to investigate the trend and pattern of fast food consumption and the importance of various factors affecting the choice of fast food among Malaysian consumers. Findings suggest that expenditure for fast food mostly goes to fried chicken, while instant noodles are the least. Moreover, food safety, speed in delivery and food taste suitability has been found as the main influential factors for purchasing the fast food. On the contrary, quality, freshness, easy to cook, and cleanliness are the second priority. Furthermore, 'Halal' status has been indicated as the most important factor for the Muslim consumers. Survey method using convenience sampling has been carried out for conducting this study. Therefore, further research targeting a more diverse group of consumers employing random sampling can provide greater generalization.

https://www.researchgate.net/publication/277076342_Consumers%27_preference_and_consumption_towards_fast_food_Evidence_from_Malaysia

Hayley G. Janssen[Opens in a new window],Davies, Lucinda and Leonard  **17 October 2017** Out-of-home foods (takeaway, take-out and fast foods) have become increasingly popular in recent decades and are thought to be a key driver in increasing levels of overweight and obesity due to their unfavourable nutritional content. Individual food choices and eating behaviours are influenced by many interrelated factors which affect the results of nutrition-related public health interventions. While the majority of research based on out-of-home foods comes from Australia, the UK and USA, the same issues (poor dietary habits and increased prevalence of noncommunicable disease) are of equal concern for urban centres in developing economies undergoing 'nutrition transition' at a global scale. The present narrative review

documents key facets, which may influence out-of-home food consumption, drawn from biological, societal, environmental, demographic and psychological spheres. Literature searches were performed and references from relevant papers were used to find supplementary studies. Findings suggest that the strongest determinants of out-of-home food availability are density of food outlets and deprivation within the built environment; however, the association between socio-economic status and outof-home food consumption has been challenged. In addition, the biological and psychological drives combined with a culture where overweight and obesity are becoming the norm makes it 'fashionable' to consume out-of-home food. Other factors, including age group, ethnicity and gender demonstrate contrasting effects and a lack of consensus. It is concluded that further consideration of the determinants of out-of-home food consumption within specific populations is crucial to inform the development of targeted interventions to reduce the impact of out-of-home foods on public health.

Maree Scully, Belinda Morley, Philippe Niven, David Crawford, Iain S Pratt, Melanie Wakefield and for the NaSSDA Study Team **16 March 2020** To examine demographic and behavioural correlates of frequent consumption of fast food among Australian secondary school students and explore the associations between fast food consumption and social/environmental factors .Cross-sectional survey using a webbased self-report questionnaire. Secondary schools across all Australian states and territories. Students aged 12–17 years participating in the 2012–2013 National Secondary Students' Diet and Activity survey (*n* 8392). Overall, 38 % of students surveyed reported consuming fast food at least weekly. Being male, residing in lower socio-economic areas and metropolitan locations, having more weekly spending money and working at a fast food outlet were all independently associated with consuming fast food once a week or more, as were several unhealthy eating (low vegetable intake and high sugary drink and snack food intake) and leisure (low physical activity and higher commercial television viewing) behaviours and short sleep duration. Frequent fast food consumption and measured weight status were unrelated. Students who agreed they go to fast food outlets with their family and friends were more likely to report consuming fast food at least weekly, as were those who usually 'upsize' their fast food meals and believe fast food is good value for money. These results suggest that frequent fast food consumption clusters with other unhealthy behaviours. Policy and educational interventions that reach identified atrisk groups are needed to reduce adolescent fast food consumption at the population level. Policies placing restrictions on the portion sizes of fast food may also help adolescents limit their intake.

## ETHICAL APPROVAL

This study was approved by the institutional ethical committee of Gopal Narayan Singh University, Jamuhar, Rohtas (Bihar) on 15th feb 2022. Written permission was taken from the school authority also participants gave their consent through their signature on the consent form before initiation of the session All survey data were stored in accordance with national legislation and institutional policies confidentiality of participants information was maintained.
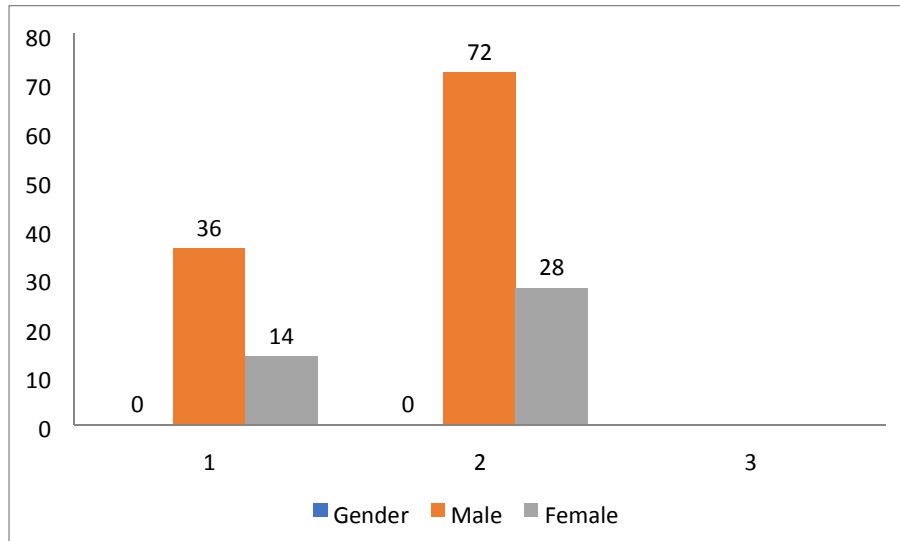
## IV. STUDY SUBJECT CHARACTERISITICS

AGE
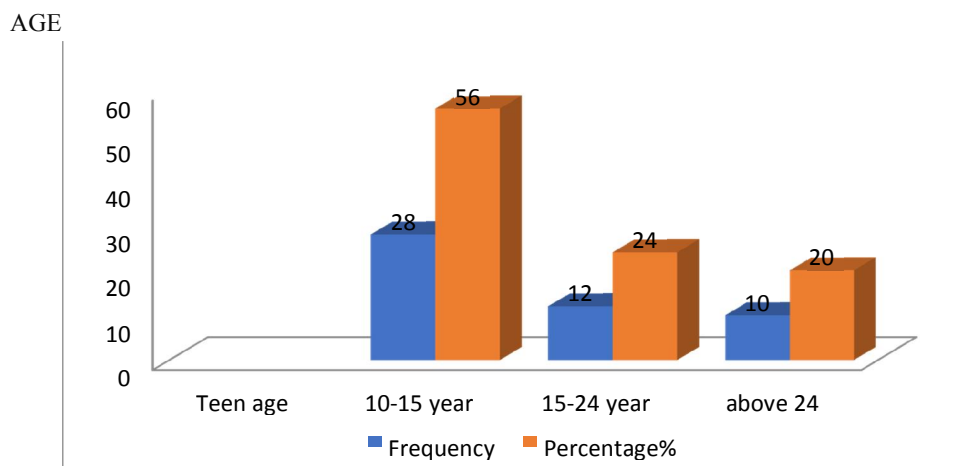


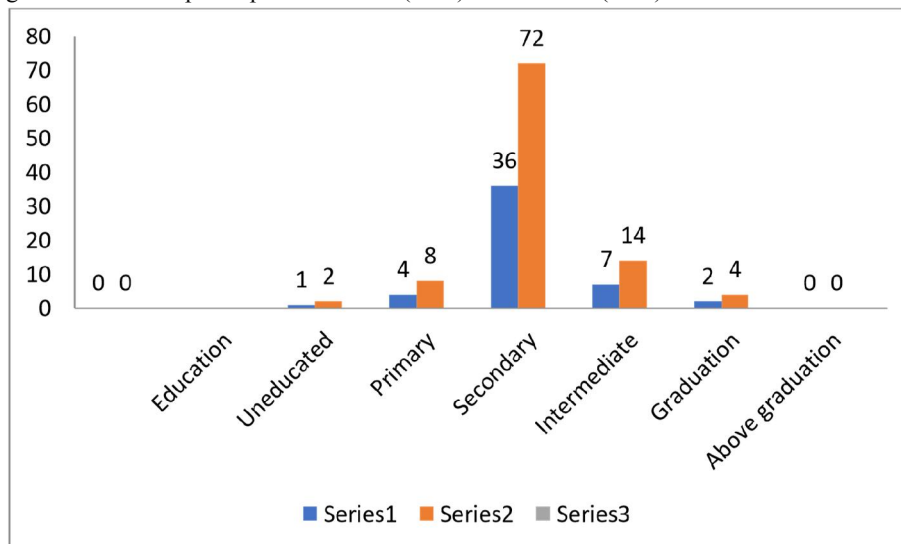**Figure 1:** AGE DISTRIBUTION IN PERCENTAGE

Percentage wise distribution of participants in relation to their age group indicated 28(56%) of them belongs to 10-15 years of age, 12(24%) of them belongs to 15-24 years of age , 10(20%) of them belongs to above 24 years of age.

GENDER



**Fig. 2** Gender Distribution with Percentage

In the percentage distribution of participants about 36 (72%) male and 14 (28%) are female.



**Figure 3:** Education Distribution with Percentage

Majority of 2% (1) participants is uneducated and 8% (4) participants get primary education and 72% (36) participants get secondary education and 14% (7) participants get intermediate education and 4% (2) participants get graduation and 0% (0) participants are above graduation.

Impact Factor: 6.252
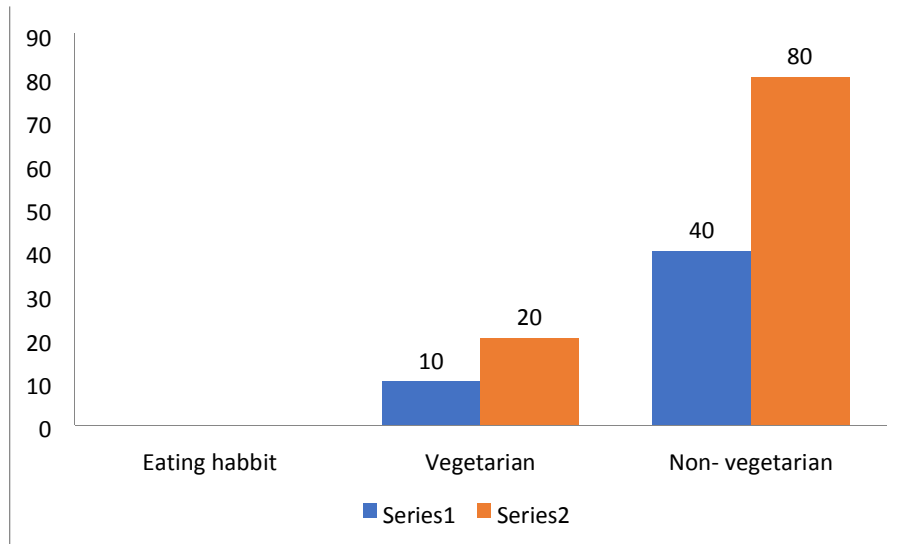
EATING HABBIT



Majority 20% (10) participants their eating habits is vegetarian and 80% (40) participants their eating habits is non vegetarian.

## V. DISCUSSION

A report of finding is never sufficient to convey their significance. The meaning that the researcher gives to the result plays a rightful and important role in the report. The discussion section is devoted to thoughtful and insightful analysis of the finding leading to a discussion of a clinical and theoretical utile

The chapter deals with the discussion in according with the objective of the study and hypothesis. The statement of the problem was "Factors associated with frequent consumption of fast food and its effect on health among fast food vendors and school or college going teenage consumer with view to develop an informational booklet.

## VI. OBJECTIVE OF THE STUDY

1. To assess the existing levels of knowledge on effect of frequent fast food consumption on health among vendors and school or college going teenage consumer
2. To explore the factor associated with frequent consumption of fast food among vendors   and school or college going teenage consumer
3. To see the correlation between the frequent consumption of fast food among vendors and school or college going teenage consumer and its effect on health.

## VII. MAJOR FINDING OF THE STUDY

**Objective:** 1.To explore the factor associated with frequent consumption of fast food among vendors and school or college going teenage consumer

To explore the factors such as Taste 41(82%) , Packing 40(80%) ,Peer pressure 31(62%) , Easy handle with care 30(60%) ,social status 28(56%) ,low price 28(56%), Aroma/flavour/smell 27(54%).

**Objective:** 2.To assess the existing levels of knowledge on effect of frequent fast food consumption on health among school or college going teenage consumer

Knowledge 47(94%) obesity, 32(64%) Damage the tooth enamel and poor oral health, 32 (64%) Reducing the brain function or sharpness**,** 26(52%) reducing.

**Objective:** To see the correlation between the frequent consumption of fast food among school or college going teenage consumer and its effect on health.

Percentage wise distribution of teenage in relation to their age group indicated 28(56%) of them belong to 10-15 years of age, Education 36(72%) of them belong to secondary ,Gender 36(72%) of them belong to male ,Eating habit 40(80%) of them belong to Non- vegetarian.

## AGE

Percentage wise distribution of teenage in relation to their age group indicated 28(56%) of them belong to 10-15 years of age, 12(24%) of them belong to 15-24 years, 10(20%) 0f them belong to above 24 years.

## Gender

Percentage wise distribution of teenage in relation to their gender indicated 36(72%) of them belong to male, 14(28%) of them belong to female.

## Education

Percentage wise distribution of teenage in relation to their Education indicated 1(2%) of them belong to uneducated, 4(8%) of them belong to primary, 36(72%) of them belong to secondary, 7(14%) of them belong to intermediate, 2(4%) of them belong to graduation, 0(0%) of them belong to above graduation.

## Eating habit

Percentage wise distribution of teenage in relation to their Eating habit indicated 10(20%) of them belong to vegetarian, 40(80%) of them belong to Non-vegetarian.

## VIII. CONCLUSION

Percentage wise distribution of participants in relation to their age group indicated 28(56%) of them belongs to 10-15 years of age, 12(24%) of them belongs to 15-24 years of age, 10(20%) of them belongs to above 24 years of age. Majority of 2% (1) participants is uneducated and 8% (4) participants get primary education and 72% (36) participants get secondary education and 14% (7) participants get intermediate education and 4% (2) participants get graduation and 0% (0) participants are above graduation. Majority 20% (10) participants their eating habit is vegetarian and 80% (40) participants their eating habit is non vegetarian. To explore the factors such as Taste 41(82%) , Packing 40(80%) ,Peer pressure 31(62%), Easy handle with care 30(60%), social status 28(56%), low price 28(56%), Aroma/flavour/smell 27(54%). Knowledge 47(94%) obesity, 32(64%) Damage the tooth enamel and poor oral health, 32 (64%) Reducing the brain function or sharpness, 26(52%) reducing. Percentage wise distribution of teenage in relation to their age group indicated 28(56%) of them belong to 10-15 years of age, Education 36(72%) of them belong to secondary ,Gender 36(72%) of them belong to male ,Eating habit 40(80%) of them belong to Non- vegetarian.

**Data Availability**
Data is available in the form of hard copies.

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