

THE IMPACT OF FAST-FOOD CONSUMPTION ON HUMAN HEALTH

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ABSTRACT

In the last few years in Kurdistan in general and in Erbil especially many fast-food restaurant opening, and they sales are rise up every day with increased customer turnout to these kind of restaurant. All that affect in badly way on working in these kinds of restaurant from cleaning, serving, safety, preparing the equipment for customer orders So, we depend the relationship between some diseases (Obesity, Diabetes, Heart disease, Blood pressure) and fast-food consumption to measure how these factors (diseases) impacting with fast –food. We distribute 80 questioners and get 65 in different fast-food restaurant at family mall-Erbil. The results and findings of this research are analyzed by SPSS to build analysis and draw conclusion. The research findings showed distinctive relation between measuring factors.

Key word: fast –food, heath, fast- food factors, diseases.

تأثير استهلاك الوجبات السريعة الجاهزة على صحة الانسان

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المستخلص

في السنوات القليلة الماضية تم افتتاح الكثير من مطاعم الوجبات السريعة في اقليم كردستان بشكل عام وفي اربيل على وجه الخصوص وبدأت مبيعاتها من هذه الاطعمة تزداد يوماً بعد يوم نظراً لتزايد اقبال الزبائن على هذه المطاعم. ونتيجة لذلك تباين مستوى اداء هذه الانواع من المطاعم من ناحية النظافة والخدمة والراحة والمعدات المستخدمة في الطهي لتلبية طلبات الزبائن. اهتمت هذه الدراسة بالعلاقة بين بعض الامراض مثل (فرط السمنة، السكري، امراض القلب، وارتفاع ضغط الدم) وتناول الوجبات السريعة لحساب مدى تأثير هذه الوجبات على العوامل (الامراض). تم الحصول على (65) استبانة من مجموع (80) ورقة استبيان تم توزيعها على مطاعم وجبات سريعة مختلفة في مجمع فاميلي التجاري في اربيل. وتم استخدام البرنامج الاحصائي SPSS لتحليل القراءات والبيانات المستحصلة للوصول الى نتائج. واطهرت نتائج البحث الى علاقة وثيقة بين تلك العوامل والوجبات السريعة.

الكلمات المفتاحية: الوجبات السريعة، الصحة، العوامل الغذائية ، الامراض.

Introduction

Food is important for growth and lifestyle for the people, so, the people should choosing the right and diet food for their healthy. Customers who dine out due to different reasons (as families, for business, or as tourists) have different criteria in choosing a restaurant (Blešić and Others, 2018). According to Ashakiran and Deepthi R (2012) fast-food can be define as a calorie rich food which lacks in micronutrients such as vitamins, minerals, or amino acids, and fiber but has high energy (calories), and they mention some factors increase the turnout on fast-food : First: time factor, fast-food is easy to prepared, Second: taste factor, the usage of kinds of oil , salts , and add some special flavorings to the food great a flavor attracts the customer to experience it, Third: attractiveness factor, the good looking shape of food and it smell make it attractive for customer eye, Fourth: advertising factor, considered the major factor because having a high effecting on the customer opinion and choosing . C Das (2015) mention some reasons that increase turnout on fast-food restaurant from the customer like parents working in full time , the high socio-economic statue for some family , the cost , fast service and easy accessibility , the logo and the shape of food encourages or increases desire to eat the food . So, foods that can be prepared and served quickly at relatively low prices have become more and more popular (Saghaian and Mohammadi, 2018). the fast-food have contains a set of basic elements , according to (Misra and Pathania , 2016) these element are : First , Carbohydrates as a major source of energy, and contains sugar and starch (Khowala and Others, 2008), it finding in fast-food component with a high level. Second, Fats can found in high fat meats and in dairy products, in fast-food categories (potato, pizza, and fried chicken) have a high percent of fats. Third, Trans Fat or trans fatty acids , it occur by using the hydrogenated vegetable oil, the consuming of it increases low-density lipoprotein (LDL, or “bad”) cholesterol which make walls on arteries and making them hard and narrow. And reducing the high-density lipoprotein (HDL, or “good”) cholesterol catches the extra cholesterol and backs it to the liver (Center for Disease Control, 2013). Four, Salt is affecting on blood pressure and heart diseases depend on the amount consumed.

According to Kaur (2017); Arya and Mishra (2013) eating fast-food (Berger, cakes, etc.) continuously increase the probability to having diabetes, blood pressure and heart diseases. High fat contains high cholesterol and sugars and that badly effecting on health and lead to obesity (Ashakiran and Deepthi, 2012) .

Continuous consumption of fast-food and obesity in last year's represent a global epidemic for all countries in the world and in the same time effect on performance of human and function of the body (Lamba and Garg, 2017). Pietrangelo and Others (2018) mention effects of fast-food on human body function: First, Effect on the digestive and cardiovascular systems, the body need carbs for energy to doing normal actives, and its having glucose(sugar) that body need it , but eating carbs every day with large quantities cause insulin resistance which lead to increases sugaer in blood and weight gain. Second, Effect on the respiratory system, eating fast-food continuously lead to obesity, which increase the risk asthma and shortness of breath .Thrid, Effect on the central nervous system, the more fast-food eaten , the more likely to develop depression in customer . Fourth, Effect on the reproductive system, the impact happened in fertility. The fast-food has a chemical call phthalates, the phthalates responsible about reproductive issues, like birth defects. Fifth, Effect on the integumentary system (skin, hair, nails), the fast-food activates the eczema in the body, the eczema is condition that causes patches of inflamed on the skin .Sixth, Effect on the skeletal system (bones), the fast-food increase acids in the mouth that lead to harm the teeth, also the obesity effect by considering it a heavy weight on the bones and make Bad effect on muscles. All these effect can be prevent or reduce according to (Public Health England, 2014) by make a deal with food companies takeaway and food industry companies for production a healthier food and conducting an awareness campaign to the schools, universities about risk of fast-food and reduce consumed it. Finally, Take health regulations like (Cleanliness of restaurant, quality of food, smell and taste of the food, shape of the food, etc) and punish the violator of the proceedings.

Research Problem, The health related with safety food, but, people some time looking for what is pre-prepared food for easy to eat or drink. That kind of food affect on people health, so, according to this the problem of this research is: how the fast food consumption effect on health?

Research Hypothesis, According to (Arya and Mishra, 2013) the basic hypothesis of this study as below:

- The fast food consumption has an importance affect on diseases.
- The fast food consumption has an importance affect on Obesity.
- The fast food consumption has an importance affect on Diabetes.
- The fast food consumption has an importance affect on Heart disease.
- The fast food consumption has an importance affect on Blood pressure.

Research objective to examine the relationship between some diseases and fast-food. To answer research question and test the hypothesis and give conclusion and recommendation. To present a theoretical background of the subject.

Materials and Methods

The research uses qualitative approaches on both primary and secondary data by using the (SPSS) program. The primary data were collected from questionnaires distributed on customers in family mall in Erbil. The secondary data were collected from books, journals and websites.

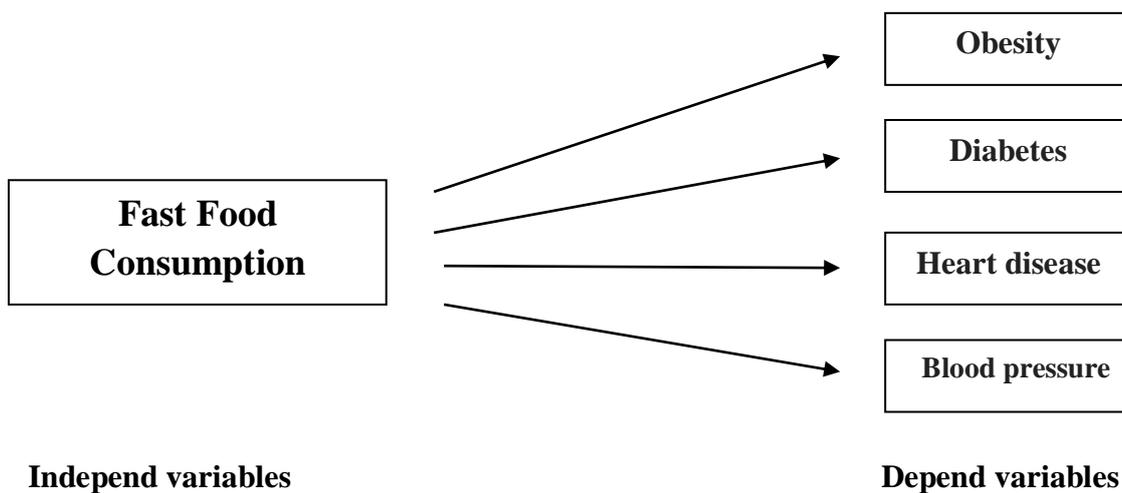


Fig.1. Research framework

Results and Discussion

Research data was taken from customer in Family Mall in Erbil. The primary data were collected from questionnaires. 80 questionnaires were distributed and have 65 respondents and examination of the relationship between fast-food and health. Five items have been used which are: strong agree, agree, disagree, natural disagree, strong disagree. The researcher use (SPSS) program for analyzing data.

Data Analysis:

Finding of respondents profiles are illustrated in table (1) which shows the Demographical Data. 65% of male and 35% of female customers participates in this survey which is shown below.

Table 1. Demographical Data

Factors	Factors	Percentage
Gender	Male	65%
	Female	35%
Age	Below 25	35%
	26 – 35	44%
	36-46	11%
	Above 46	10%
Education	Under Bachelor Degree	17%
	Bachelor Degree	60%
	Master Degree	15%
	Doctorate Degree	8%

Source: by researcher

Multiple Regressions:

These researches summarize the regression analysis results in table (4) as below:

Table 2. Regression Analysis Result

R Square	0.612
Significant value	0.033

Source: by Researchers

In order to check dependency of Factors (Diseases) on perception, multiple regression analysis was done. ($R^2 = 0.612$) this suggests that 60% of the variance factor can be explained. The significant value is (0.033), so the It means 60% change occurring in dependent variable due to independent variable.

Table 3. Correlation Analysis Result

In depended Variable	Fast-Food Consumption
Dependent	
Factors (Diseases)	0.583*

*p < (0.05)

N=65

In order to check dependency of Factors (Diseases) on perception, Correlation

Analysis was done. (0.583) this suggests that variance of factor can be explained, which supports hypothesis 0.

Table 4. Correlation Fast-Food Consumption with Obesity

In depended Variable	Fast-Food Consumption
Dependent	
Obesity	0.041*

*p < (0.05) N=65

In order to check dependency of Factors (Obesity) on perception, Correlation Analysis was (0.041*) this suggests that variance of factor can be explained, which supports hypothesis 1.

Table 5. Correlation Fast-Food Consumption with Diabetes

In depended Variable	Fast-Food Consumption
Dependent	
Diabetes	.051 ^{N.S}

*p < (0.05) N=65

In order to check dependency of Factors (Diabetes) on perception, Correlation Analysis was (.051^{N.S}) (Not Significant) this suggests that variance of factor cannot be explained, which not supports hypothesis 2.

Table 6. Correlation Fast-Food Consumption with Heart disease

In depended Variable	Fast-Food Consumption
Dependent	
Heart disease	.038*

*p < (0.05) N=65

In order to check dependency of Factors (Heart disease) on perception, Correlation Analysis was (0.038*) this suggests that variance of factor can be explained, which supports hypothesis 3.

Table 7. Correlation Fast-Food Consumption with Blood pressure

In depended Variable	Fast-Food Consumption
Dependent	
Blood pressure	.031*

*p < (0.05) N=65

In order to check dependency of Factors (Blood pressure) on perception, Correlation Analysis was (0.031*) this suggests that variance of factor can be explained, which supports hypothesis 4.

Conclusion

- 1- According to the results it is clearly that the fast-food has negative effect on health and has relationship with increase the diseases that mention in the study.
- 2- There is a high relationship between the fast-food and Obesity, Blood pressure, and Heart diseases because of its high fat content.
- 3- The fast-food content of carbs and fats and with low sugar.
- 4- There is low relationship with (Diabetes) because the component of fast-food have low percent (or don't have) of sugar.

Recommendation

- 1- Reduce fast-food consumption to avoid disease that effect on health.
- 2- Looking for healthy food that Includes contains a lot of vitamins and little sugars and carbohydrates.
- 3-the restaurant should reduce using the plastic, because there effect on body continues in long time.
- 4- The restaurant should replace the oil every day and keep the tools clean to produce clean food as much as possible.
- 5- The ministry of health should making some strict procedures and instructions for fast-food restaurant and makes a control for them.
- 6- The ministry of health should make a inspection teams for ensuring that all restaurant in general and fast-food in privet commit with the Instructions.
- 7- The restaurant used the same oil in one week and that make more damage to the people who eat that because adding water to the oil frequently making oxidation processing which lead to poisoning.
- 8- Most of the usage food particularly meat not fresh, But was prepared the day before and that effect epically in Heart disease.
- 9- The dishes and tools that used in cooking effect in the food safety, where the plastic dishes and tools react with the food (meat, vegetarian) and lead to cancer disease.

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