

INFLUENCE OF INSTANT FOOD AMONG STUDENT

Nor Syafiqah Zahrul-Lail
*Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia*

Abstract

The aim of this research is to determining what are the bad effect taking the instant food and they should avoid for the future to give more healthy life to the student without eating the instant food in their dietary. This paper provide instant food background and the effects if students still taking instant food continuously and will be influenced other people especially future new generation. It is important to find the bad effects to avoid the level of students have many diseases especially obesity and diabetes. At the same time, the awareness about bad effects instant food among students.

Keywords: Instant food, instant noodle, junk food, students

INTRODUCTION

Instant food is food that is commercially prepared (often through processing) to optimize ease of consumption. Such food is usually ready to eat without further preparation. It may also be easily portable, have a long shelf life, or offer a combination of such convenient traits. Although restaurant meals meet this definition, the term is seldom applied to them. Convenience foods include ready-to-eat dry products, frozen foods, such as TV dinners, shelf-stable foods, prepared mixes such as cake mix, and snack foods. Bread, cheese, salted food and other prepared foods have been sold for thousands of years. Other kind were developed with improvements in food technology. Types of instant food can vary by country and geographic region. Some instant food had received criticism due to concern about nutritional content and how their packaging may increase solid waste and landfills. Various methods are used to reduce the unhealthy aspects of commercially produced food and fight people obesity.

Accordingly, many researchers are exploring the potential of noodle fortification as an effective public health intervention and improve its nutritional properties. This review focuses on the functionality of ingredients, unit operations involved, quality criteria for evaluation, recent trends in fortification, and current knowledge in relation to instant noodles.

Instant noodles are a precooked and usually dried noodle block, sold with flavoring powder and/or seasoning oil, usually in a separate packet, though in the case of cup noodles the flavoring is often loose in the cup. Dried noodle blocks are cooked or soaked in boiling water, some instant noodle products are seal packed. These can be reheated or eaten straight from the packet. Instant noodles were invented by Momofuku

Ando (born Go Pek-Hok) of Nissin Foods in Japan. They were launched in 1958 under the brand name Chikin Ramen. In 1971, Nissin introduced Cup Noodles, a dried noodle block in a polystyrene cup. Instant Noodle is one of the most popular instant food in Asian. Instant Noodle assumed to be one of the easiest, cheapest and fulfilling instant food for Asian though of course not the healthiest. That's why this instant food tends to be popular among college students in Asian. So how is the consumption habit? as whatsapp, skype, facebook and twitter can make users feel easy and no longer need to use the paper to write letters and be able to facilitate the work of all people.

ISSUES

In this paper, we identify several issues. As we know, the reasons why students addicted towards instant food as their daily dietary because instant food assumed to be one of the easiest, cheapest and fulfilling instant food for students though of course not the healthiest. That's why this instant food tends to be popular amongst college students. However, there are people especially student in the university may taking instant noodle for their dietary because of the price cheapest than other instant food. Nowadays, the prevalence of obesity is rising rapidly in most Asian countries, with increases of 46% in Japan and over 400% in China observed from the 1980s to early 2000s. In Thailand, the prevalence of obesity increased by around 19% from 1997 to 2004 alone. There have been accompanying increases in morbidity related to conditions such as diabetes and cardiovascular disease in Asian countries. Based on our observation from the previous study, there is still some issues about bad effects will influence among students. Some of the bad effects will influence to students are:

- Low economic level that not enough to afford and buying healthy foods.
- Lack awareness on that issue as well as ability of that awareness to make a positive health impact in buying decisions were determined.
- Increasing of obesity among students.
- instant food does not provide the necessary nutrients children need for sufficient energy to engage in physical activity
- Lack of physical activity is harmful to physical and mental well being and may also exclude students from critical social development.
- The impact of eating instant food continuously.

RESEARCH QUESTIONS

- What is the reason student eating of the instant food and what kind of instant food is the most you like?
- What is the factors that affect taking instant food?
- How is the significance of the instant food for the student and why they can't avoid taking them on their dietary for the students?

RESEARCH OBJECTIVES

This study was carried out to determine the reason of taking instant food especially instant noodle among students. Specifically, the study was to:

- To determine the degree of trend among student towards fast/instant food.
- To examine dietary intake levels and major food sources of energy and nutrients for the students.
- To investigate if and what motives for eating instant food?
- To provide suggestions for dietary improvement.

LITERATURE REVIEW AND PROPOSED FRAMEWORK

Based on future data collections, we can determine the expected outcome it would be. Each method will explain in different outcome based on the result of questionnaire, interview, as well as observation. Based on previous observation why students consume instant food especially instant noodle assumed to be one of the easiest, cheapest and fulfilling instant food for Asian though of course not the healthiest. That's why this instant food tends to be popular among college students in Asian. instant food especially fast/instant mainly for their additional diets. Convenience in preparation is the main reason for consumption. The majority consume bakery foods for main diets and additional diets. For desserts, dairy products are the prominent category. For this study, the data for this research will be collected through quantitative method which is using a questionnaire style. The researcher had chosen a self-administrated questionnaire survey method which consists of four parts. Section A is demographic profile of the respondents, section B is the how frequent taking instant food and purposes of eating , section C which is user reasons on instant food in their dietary and user opinion about effect eating instant food, and section D is comments or suggestions about how to avoid eating instant food, junk food and instant noodle. All of this data will be collected among the students that studied in the UiTM Puncak Perdana within a week.

For the questionnaire, data collection methods are to distribute 100 set of questionnaire to the respondents and the data collective will be considered as the full data. Questionnaire was designed to be simple. It has been divided into four (4) parts which consists of section A, demographic profile of the respondents, such as gender, age, education background, course taken, semester in and works. Questionnaire was designed to be simple. It has been divided into four (4) parts which consists of section A, demographic profile of the respondents, such as gender, age, education background, course taken, semester in and works. while in section B, is about the instant food usage and purpose of eating on their dietary.

Next method been conducted are by doing in section C which is user reasons on instant food in their dietary and user opinion about effect eating instant food, and section D is

comments or suggestions about how to avoid eating instant food, junk food and instant noodle. All of this data will be collected among the students that studied in the UiTM Puncak Perdana within a week. It's where the users need to fill in some of their thought to help this study meet its requirement. This is all of a set question need to be answered by all of the respondents. The number format if the questionnaire could influence the quality of the data collected and at the same time, the language being used by the researcher will influence the response given. The survey was being composed using various type of questions formats and careful consideration was extended to the presentation of those question ask.

Like what had been stated, the questionnaire method will gather the data in quantitative data format, which can be analysed statically since the data format was in number and statistic. It's been analysed using the Statistical Package for Social Sciences (SPSS Version 12) and Excel Spreadsheet software . According to Meriam (1998), the analysis involves the construction of categories that capture the relevant characteristic and the basic social process of the studies. SPSS was designed with the future that could analyse statistical data accurately and it's normal being used by other researcher for the social sciences research.

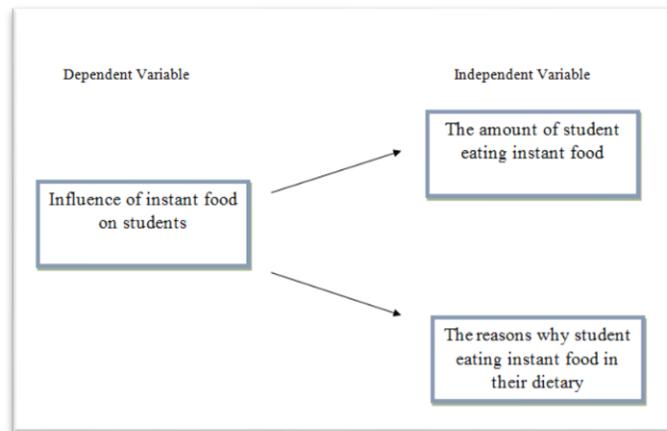


Figure 1. Research Framework.

Based on the research, there will be changes in terms of the awareness about instant food. Hopefully, the student who are always consume fast/instant mainly for their additional diets. Convenience in preparation is the main reason for consumption. The majority consume bakery foods for main diets and additional diets. For desserts, dairy products are the prominent category. Most significant difference among students in paying attention to a label of fast/instant food in consuming them. Least attention is paid for nutritional composition in buying such foods. Significant proportion has gained the

awareness regarding the health risks of fast/instant foods and also that awareness is capable in making a positive health impact to a higher proportion of students in their buying decisions.

CONCLUSION

For the conclusion, university students represent the highest educated portion of a population in a particular country. Therefore, studying the consumption pattern and awareness of fast/instant foods among university students will be helpful in getting an idea about up to what extent education involves with consumption behavior of foods. On the other hand, university students have to depend more on fast/instant foods with their busy life styles. Therefore this will be a convenient sample in studying reasons behind the scenario. There are no previous studies regarding this issue done with university students and this study help to understand the underlying reasons of fast food consumption as well as up to what extent university students' have gained an awareness regarding such foods. They consume fast/instant mainly for their additional diets. Convenience in preparation is the main reason for consumption.

REFERENCES

- Assema, V. P., Brug, J., Ronda, G., Steenhuis, I. & Oenema, A. (2002). A short Dutch questionnaire to measure fruit and vegetable intake: relative validity among adults and adolescents. *Nutritional Health*, 16, 85–106.
- Ashakiran and Deepthi R. 2012. Fast Foods and their Impact on Health, *Journal of Krishna Institute of Medical Sciences University*, 2(1), 7-15.
- Chung, C. E., Lee, K. W., & Cho, M. S. (2010). Noodle consumption patterns of american consumers: NHANES 2001-2002. *Nutrition Research and Practice Nutr Res Pract*, 4(3), 243. doi:10.4162/nrp.2010.4.3.243
- Datar, A., & Nicosia, N. (2012). Junk Food in Schools and Childhood Obesity. *J. Pol. Anal. Manage. Journal of Policy Analysis and Management*, 31(2), 312-337. doi:10.1002/pam.21602
- Dixon, H. G., Scully, M. L., Wakefield, M. A., White, V. M., & Crawford, D. A. (2007). The effects of television advertisements for junk food versus nutritious food on children's food attitudes and preferences. *Social Science & Medicine*, 65(7), 1311-1323. doi:10.1016/j.socscimed.2007.05.011