

Factors Affecting the Use of Junk Food among the School Students

A Thesis

**Submitted to Department of Health and Population
in the Partial Fulfillment for Master of Education in Health Education**

**Submitted by
Puspa Awasthi**

**Tribhuvan University
Faculty of Education
Central Department of Education
Health and Population Education Department
Kirtipur, Kathmandu
2021**

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Symbol No.: 7328502

T.U. Regd. No.: 9-2-404-145-2007

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Kirtipur, Kathmandu

2021

Submission Date (AD): 8/12/2021

Viva Date (AD): 20/12/2021

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Declaration

I, hereby, declare that to the best of my knowledge this thesis is my original work no part of it was earlier submitted for the candidature of research degree to any university, colleges or educational institutions. The subject matter presented in this thesis report is the result of my own work.

Date: December, 2021

Puspa Awasthi



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Recommendation

The research work entitled **Factors Affecting the Use of Junk Food among the School Students** prepared by **Puspa Awasthi** under my supervision, as a part of the requirement to complete Master of Education. To the best of my knowledge, the study is original and carries useful information on the factors affecting the use of junk food. I forward this to the thesis committee with recommendation.

Date: 8/12/2021

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Mr. Bishnu G.C.

Supervisor

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Certification

This dissertation work entitled **Factors Affecting the Use of Junk Food among the School Students** submitted by **Puspa Awasthi** in partial fulfillment of the requirement of the degree of Maser Degree in Health education has been approved.

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Acknowledgements

My heartfelt gratitude goes to my thesis supervisor Mr. Bishnu G.C. for continue guidance, encouragement, motivation and support at each step of the study.

I am grateful to Mr. Pitambar Acharya, Head of Health and Population Education Department, for his academic guidance and support during the day in university and also during thesis writing period.

I cannot forget giving my special thanks to the respondents of Mahakali municipality ward no 5 during those day of field research by which in the absence of them my research and thesis could not be completed successfully.

I also like to remember those key people of Mahakali municipality who extended their helping hand in study site.

December, 2021

Puspa Awasthi

Abstract

The present study entitled, Factors Affecting the Use of Junk Food among the School Students, The main objectives of study were to identify the knowledge and awareness about junk food of people and to analyse the factor affecting use of junk food among the school students. The research was based on quantitative. The study entirely based on primary source of data. This study was done on 188 respondents. Interview schedule was the major tool for data collection. Sampling was based on simple random sampling the collection data were analysed manually and finding of the study presented in percentages, figure and table.

Among 188 respondents, 44.3 percent of respondents termed chau-chau and 12.23 percent of respondents termed chocolate eat junk food. Out of 188 respondents 87.23 percent of respondent buy junk food from general stores, 12.23 percent respondent buy junk food from market. Out of 188 respondents 59.04 percent of respondents take junk food every day and 2.13 percent of respondent takes junk food occasionally. Out of total respondents 43.09 percent respondents gave their idea from radio, T.V and 1.60 percent respondents gave their idea from road show to run public awareness program. Among respondents , 50.53 percent respondents willing to give education about the local level food and 15.43 percent respondents run public awareness campaign. Among respondents above 56 percent respondents use junk food because of sufficient money and 3.72 percent respondents use junk food because of show off. Among respondents no respondent responded that junk food improves health and 67.02 percent respondents responded that junk food destroys health. Above 51 percent respondents complained about diarrhoea and above 3 percent respondents complained about food poisoning. Out of total respondents 39.89 percent respondents response that eating habit of junk food suffered from stomach pain and 2.13 percent respondents' response that eating habit of junk food suffered from appetizing. Out of 188 respondents above 48 percent respondents gave their opinion for decreasing the intake of junk food and 19.15 percent respondents gave their opinion for consuming tasty and delicious food, as the best idea to remain healthy.

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Chapter I: Introduction

Background of the Study

Health is the necessity of living a healthy life for every one of us which needs to maintain good a healthy diet and healthy habits throughout the life. Consumption and its consequences 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 non-communicable disease (NCD's) like heart diseases, cardiovascular diseases, cancer, hypertension, diabetes etc. (Bohara, 2021).

Junk food has a high calorific value but is often low in vitamins and minerals and usually has a high content of saturated fats. Junk food encourages excessive intake and commonly leads to obesity. The full extent of the dangers of an largely junk food diet has not been established but few experts deny that the dangers exist (Youngson, 2005).

Food that has poor nutritional value is considered unhealthy and may be called a junk food. A food that is high in fat sodium and sugar is known as a junk food. Junk food is easy to carry, purchase and consume. Even being known to the effects of junk food, people are to use it while some people are using it as they totally ignorant toward its nature and impact. So control measure must be taken to stop the degrading health of people (Angdembe, 2017).

Fast food or junk is a generic term for all kinds of foods which are rich in energy, because they contain a lot of fat and sugar, as well as salt but are relatively low in other important nutrients such as protein, fiber, vitamins and minerals. However, fast food is extremely attractive to most children because of the taste comparatively lower price, and convenience (does not require any cooking or preparation) since children typically do not understand how this kind of food negatively impacts their health, it can quite addictive. Fast food intake definitely needs to be strictly controlled in children as it does no good and may do much harm. Surprisingly a simple increase in fruit intake can improve the mood and reduce the

severity of atopic disease stopping the marketing of junk foods directed at children with attractive characters and gifts may be one way to help healthy food more easily available at affordable price and in a more appealing format (Thomas, 2001).

Junk food can be appealing for a variety of reasons, including convenience, price and taste. For children, who do not always understand the health consequences of their eating habits, junk food may appear especially appetizing. However, regularly consuming fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities (Fleck, 2018).

Junk food has less or no nutritional value and it can cause long term effect in course of time. Due to time factor, advertisement factor and attractive appearance, people have illusion that it is good for health. So they use it while some people even knowing its ill effect are bound to take it due to many reason line insufficient time, no any easy alternative choose. Now days every student have knowledge of junk food and its effects on health but they did not use to practice. The study presents Factor affecting the use of junk food (B.K., 2019).

Statement of the Problem

Now a days seen that most of the school children studying in government school are found from family with low economic status and low educational level. Some of the family have problem of bread and butter so they have to go for the work to earn money for food rather than caring their children. Childs dietary habits which is enforcing children to neglect over their dietary or shape the dietary habits whatever they like and think good. From this fact, it can assume that students from public school may have some problems regarding to food habits. In Nepal, public schools have become schools for the poor though they are running as public private partnerships with affordable fee have been sending their children which are the English medium schools. Random publicity has enhanced people of all age particular children and teenaged person. In the todays practice, it has been found that majority of the students who are from the families having poor economic status so that parents cannot give time for the development appropriate food habits as well as they cannot

also teach them about good food habits even if they want it. Parents are seen never caring about their children's eating items and habits (Subedi, 2018).

Without knowing the burning problem of study area, there is no any value of doing surveillance on futile subject. Through ocular survey, ignorance of people in connection to the intake of junk food and its effects were significantly seen. More hotels general stores are being built in these wards while people are fully discarding the importance of local food and accepting those imported junk food, fast food. Mass media and random publicity have enhanced of all age particularly children and teenaged person. Parents are seen never caring about their children's eating items and habits. Even wrong information on local traditional food and inappropriate dissemination of junk food effects have resulted in reluctance of people to have open talk and discuss on various issues created by adulterated food. Children bring junk food as tiffin in school while they used to bring homemade tiffin some years ago. To know the main cause behind using more junk food and possible effects, it is necessary to have a study and hence the problem is stated as Factor affecting use of junk food.

Objectives of the Study

The study was conducted to fulfill the following objectives:

1. To find out knowledge and awareness about junk food of peoples.
2. To analyse the factor affecting use of junk food among the school students.

Significant of the Study

Significance of the study means the rational of the study. This study was concerned on the factor affecting use of junk food. Most of students were using junk food most of healthy food. This study is following as:

- It is helpful to find the causes behind consuming junk food.
- It is helpful in planning further junk food related program.
- It is important to find out the practice of junk food and its effect on the health of school student in Mahakali Municipality Ward No. 5 Darchula.
- It is important material for health related students who studying degree in health education in future.

Delimitation of the Study

Delimitation of study determines the boundary of the study area. In this study the major delimitations were following as:

- This study was done among the children from grade 4 to 10 and their parents.
- The study was focused on factor affecting use of junk food.
- The study was conducted in Mahakali municipality, Darchula district.
- This study was delimited to 188 respondents of the selected government and private schools students and their parents who lived in Mahakali municipality Ward No. 5.

Definition of the Terms

Canteen	:	Place where food and drink are sold and meals brought and eaten, general located near school and within school boundary.
Fast food	:	Food sold in restaurant or store which are rapidly prepared and quickly served in a packaged form for take away.
Food	:	Substance consisting essentially of protein, carbohydrate, fat and other nutrients used in the body of an organism to sustain growth and vital processes and furnish energy.
Health	:	Health is a condition of physical mental and social well being.
Junk Food	:	Junk food is a pervasive slang term for food that is little nutritious and often high in fat, sugar, salt and calories.
Nutrition	:	Nutrition is a dynamic process in which the food that is consumed is utilized for nourishing the body.
Street Food	:	Ready to eat foods and beverages prepared and sold by hawkers or vendors in streets or other public places.
Kurkure	:	Kurkure is one of the most popular snacks.
Chowmein	:	Chowmein is the type of Chinese food that contains fried noodles.
Chau chau	:	Chau chau is one of the most eaten foods in Nepal. We have chau chau for tiffin, lunch and sometimes for dinner too.

Chapter II: Review of Related Literature

Theoretical Review

Ahakaran and Deepti (2012) stated that in their theory, junk food simply means an empty calorie food. An empty calorie food is a high calorie or calorie rich food which lacks in micro-nutrients such as vitamins, minerals or amino acids and fiber but has high energy. These foods do not contain the nutrients that your body needs to stay healthy. Hence this that has poor nutritional value is considered unhealthy and may be called as junk food. 'Junk food' is an informal term applied to some foods which are perceived to have little or no nutritional value, but which also have ingredients considered unhealthy when eaten regularly or to those considered unhealthy to consume at all. A study published in 'pediatrics' in 2004 found fast-food consumption in children was linked with many dangerous precursors for obesity. According to this study, kids who ate fast food were more likely to consume a higher amount of calories, fat, carbohydrates and added sugars in one fast meal. They were also less likely to consume as much fiber, milk and fruits and vegetables as children who did not eat fast food. Children who consumed more fattening foods while eating fast food were also likely, in general, to eat more unhealthy foods at other meals. According to a statement released by the journal 'Nature Neuroscience' in 2010, high-calorie food can be addictive, causing children who occasionally eat fast food to learn problematic patterns of eating. These factors were found to place children who regularly eat fast food at increased risk for obesity. Fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities.

Junk food can be appealing for a variety of reasons, including convenience, price and taste. For children, who do not always understand the health consequences of their eating habits, junk food may appear especially appetizing. However, regularly consuming fattening junk food can be addictive for children and lead to complications like obesity, chronic illness, low self-esteem and even depression, as well as affecting how they perform in school and extracurricular activities.

Amnom and Gustav (2000) stated that in their theory, random life time rational junk food consumption in New South Wales (Australia), and states that random life time rational (RLR) junk food consumption balances the marginal satisfaction with the marginal deterioration of health. An RLR person discounts the instantaneous marginal satisfaction from junk food consumption by its implication for his survival probability. His change rate of health evaluation is increased by junk food consumption when health is better than a critical level. The moderating direct effects of age and relative price on junk food consumption may be amplified or dimmed by the change in his health. The stability health of a person ignoring his age declines with his time preference rate and rises with the marginal effects of junk food on his relative health improvement rate.

Icek (1980) said in psychology, the theory of planned behavior is a theory that links beliefs and behavior. The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in behavior at a specific time and place. The theory was intended to explain all behaviors over which people have the ability to exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and subjective evaluation of the risks and benefits of that outcome. The TPB has been used successfully to predict and explain a wide range of health behaviors and intentions including smoking, drinking, health service utilization, breast feeding and junk food intake among others. The TPB states that behavioral achievements depend on both motivation (intention) and ability (behavioral control). It distinguishes between three types of beliefs- behavioral, normative and control.

Smith (2000) stated in his book, encyclopedia of junk food and fast food, defines junk food as those commercial products, bakery goods, ice cream, salty snacks, and soft drinks, which have little or no nutritional value but do have plenty of calories, salt, and fats. While not all fast foods are junk foods, most are. Fast foods are ready-to-eat foods served promptly after ordering. Some fast foods are high in calories and low in nutritional value, while other fast foods, such as salads, may be low in calories and high in nutritional value.

Bhaskar (2012) stated that in his research, junk food refer to fast food which are easy to make and easy to consume. Michael Jacobson aptly coins the phrase junk food in 1972 as slang for foods of useless or low nutritional value. Junk food so called HFSS (high fat, sugar or salt). Various type of junk food that available in restaurants is cold- drinks, pizza, and burger and sandwich etc. the number of fast food restaurants and chain is increasing because people around the world like to eat junk food. USA, Canada, Britain Australia, Japan, Sweden etc. are the countries with most junk food consumption around the world. Junk food is more popular because of experience of great taste, better shelf life and easy transportation. The junk food advertising is also play a great role in junk foods popularity. But it should be avoided, because of lack of energy, high cholesterol and poor concentration; it causes a lot of harmful effect on the body like obesity, diabetes, heart disease and various types of skin cancers. Eliminating the temptation for junk food and developing the awareness for fitness can helping in avoid the junk food from the healthy diet regimen.

Paudel, Tiraphat and Hong (2018) stated that in their theory, people's lifestyle turns toward unhealthy dietary pattern as high availability of junk food products. Although consumption of junk food is one of the problems of non-communicable disease, the research on junk food consumption in Nepal particularly among teenage students has not well documented. The adverse effects of junk food on teenage physical and psychological health are both evident. Therefore, factor associated with junk food consumption among teenage students with grade 6, 7 and 8 in urban schools were investigated in this study. The data collection for this cross-sectional analytical study was conducted during March to April 2018. A sample of 440 students aged 10-18 years with grade 6, 7 and 8 were randomly drawn from 22 selected public and private schools. Students were selected using two-stage cluster random sampling using inclusion and exclusion criteria. Data were collected through face-to face interview with in school premise using structured questionnaire. Chi-square test and multiple logistic regressions were used to determine the association between independent variables and junk food consumption.

Empirical Review

Dangi (2014) studied on knowledge and practice of junk food and its effect on the health of secondary school student in Salyan district. The main objectives of

study was undertaken to find out the knowledge of respondents on junk food and its practice and their effect on health. Study was delimited only on purposively selected three public secondary schools. The sample size of the study was 300. According to the study, the male students were 66% and female were 34%. Among 300 respondents, 59.33% respondents were found having knowledge about junk food. Only 35% of the respondents had negative perception towards the use of junk food.

Joshi (2015) studied on knowledge and practice of junk food among parents of primary level students Dhangadi municipality of Kailali district. According the results of the study, The most of (26.00%) respondents start that junk food has increasing different disease when we have use of junk food. The lowest percentage (1%) of respondents start that junk food is high nutrition food. About 28% of respondents start that increasing illness when we have use of junk food and the 17% of respondents said that increasing obesity when we have used of junk food.

Khadka (2015) studied on, tiffin practice of primary schools children and its impact on their health in Dhangadhi Sub-metropolitan city, Kailali district tiffin practice programme is most useful and cost effective program for the health promotion and according to the 'Health for All'. In Nepal many students have not access to use of right type of tiffin in the school and at home. They people have not able to manage sufficient food of their children and also they are not imitating type of behaviour for use food materials. So that this research only focused on primary school children are in the study of class less than five years. Were quite positive in tiffin practice but they have not applied the practically. The entire teacher advised to reject junk foods. Even some students brought junk food.

Subedi, Nayaju, Acharya and Pandey (2020) studied on knowledge and practice on junk food consumption among higher level students. Around half (45.2%) of the respondent had poor level of knowledge, and only 19.1% of respondents had adequate knowledge regarding harmful effects of junk food consumption. All of the respondents had practice of junk food consumption.

Pandey (2010) in her study, socio-economic determines and the relation to nutritional status of children under five years registered in Kanti child Hospital it was found that lake of proper food habits and the imitation of other taking care of the

children have caused major degradation and malnutrition of child. Not sufficient time location and the feeding of junk food to babies have been found to be the one of the major cases of improper nutrition status of children.

Maharjan (2017) studied on, tiffin practice of primary level schools the main aimed to find out the teachers attitude and student knowledge and practice on tiffin practice. Most of the schools have not canteen in their schools but all of the respondents accepted the need of tiffin system to school children compulsorily. 45.5% of the student brought tiffin from home. Teacher knowledge and attitude

Upadhyay (2016) studied on nutritional status and dietary habit of public and private primary schools children. This study was carried out in order to identify the nutritional status and dietary habit of students. The main objectives of the study were to identify the nutritional status of primary school children. To find out the average height and weight and dietary habit of primary school children.

Pahari and Baral (2020) studied on, the main problem with junk foods is that they're low in satiation, that is, people do not feel as full when they eat them, which can lead to overeating. Another problem is that junk food tends to replace other more nutritious foods. In our diet over the time, urbanization and recent development in the foods industries led to the notable increase in junk food production making them readily available, accessible and affordable. The main objective of this study was to understand the perception and identity factors influencing junk food consumption among school level children of Pokhara. A cross sectional analytical study was conducted among 220 students of 12 different private schools of pokhara of grade 4-9. Systematic random sampling technique was done to select the required samples and data was collected using self-administered questionnaire and personal interviews. Majority (80%) of the students considered junk food consumption to be unhealthy. About half of the students were unaware of the nutritive value, quality of the food, ingredients, preservatives used and negative consequences of junk foods.

Subedi (2018) conducted a research on the title, knowledge and practice of junk food and its effect on basic level students in Kathmandu. The main objectives of study were to find out the knowledge about junk food, factors influencing the practice of junk food and its effects on health of respondents. The research was based on

descriptive design. Researcher found that 100% respondent knows knowledge about junk food, 54.13% respondent responses that packaged food is junk food. Among the respondent, 47.71% respondent mostly eat noodles/chowmin as a junk food.

Tirtha Dhar (2011) conducted a research on the title, fast food consumption and the ban on advertising Targeting children' in Canada province of Quebec. By using household expenditure survey data from 1984 to 1992, the researcher examined whether expenditure on fast food was lower in these groups affected by the ban than in those that were not. The study found that the ban's effectiveness was not a result of the decrease in fast food expenditure per week but rather of the decrease in purchase propensity by 13 percent per week. Overall the researcher estimated that the ban reduced fast food consumption by US dollar 88 million per year. The study suggests that advertising bans can be effective provided media markets do not overlap.

B.K (2019) had carried out a study on, junk food practice and its impact on basic level students' health of Nechasalyan rural municipality. The main objectives of study was undertaken to find out the knowledge junk food about of basic level students and their effects of junk food among the basic level student on their health, its factors influencing practice of junk food. In the study she found that 83.89% respondent knows knowledge about junk food and 16.11% respondents are unknown about junk food, 43.62% respondent responses that packaged food is junk food. Among the respondent, 54.36% respondent mostly eat noodles/chowmein as a junk food. Out of total respondents 40.26% respondents eat and healthy food, 58.38% respondents have Tiffin, 56.14% respondent bring tiffin from home. Among respondents 77.18 % respondent preferred homemade food and 22.81% respondent preferred junk food, 76.51% respondents influence by advertisement of junk food, 73.82% respondent brought junk food from General store, 52.34% respondents parents never advice for the consumption of the junk food. 68.45% respondents willing to give education about local food to control junk food.

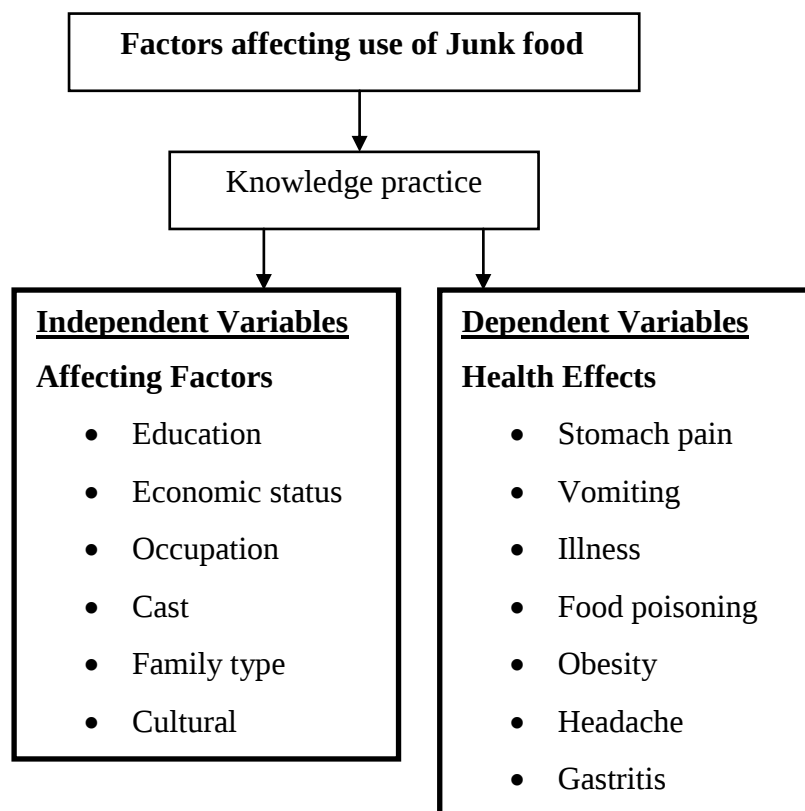
Mirhadyan, Moradi and Nejad (2020) conducted a research on title, junk food consumption and its associated factor in high school students' it show that sweet snacks were consumed the most (27.3%) Frequency of junk food consumption was

significantly higher in students whose fathers had a university degree ($p=0.0037$) and those with monthly family income of more than 2 million Rupees ($p=0.004$).

From above review literature, it can be said that the problem of junk food is creating an alarming condition in every corner of the world. Firstly, it was limited to encouraging manufacture to produce and distribute low level and worse food that is playing with life of many innocent people. We can't ignore the changes brought by time but can think for alternative of junk food. Nepal has no clear policies on food marketing to children in comparison to foreign countries. There are however general regulations, act but are only limited to paper. Awareness program and school curriculum should focus on junk food practices and concerned authority should take necessary steps to mitigate the effects and use of junk food especially from central and local level, controlling in production and publicity on consuming fresh and organic food is utmost now. For these avoiding measures, this kind of study is very necessary.

Conceptual Framework

A conceptual framework represents the researcher synthesis of literature on how to explain a phenomenon. It maps out the actions required in the course of the study given his previous knowledge of other researchers 'point of view and his observations on the subject of research. It conceptual framework devised the literature studies facilitated to attain research object, get the answer of research questions and carry out the research work as a whole smoothly. This study based on the difficulties on verbal problem of algebra. Conceptual framework of this present study shows the way and direction of this study can be show with following figure.



Implications of the Review for the Research

From the base of this above mentioned literature, it was helpful to prepare the given research. It was a very useful and helpful to know about the junk food practices and its impacts on people's health. It was also helpful to cast owns research in effective way. Specially, it provided path or foot steps to explore new facts and give clue to make research more reliable and valid. It enriched the researcher with new concept and made able to accesses other research work critically.

Literature review is an integral part of research which helps to the researchers in many steps of research activities. The above cited literatures are of immense value in the current study. Literature review has given the researcher insight of my research methodology, data analysis and interpretation. Researcher got help from the reviewed literatures in the following aspects.

Literature review helped to select the research topic in the beginning. It helped to select statement of problem of the study. And also helpful about the background of study, objective of the research, significance and limitation of the study. Similarly, it helped to me construct and design conceptual framework of the study, to prepare research design and data collection tools. And also it was helpful in analysis and interpretation data in current form and design.

Chapter III: Methods and Procedures

This chapter describes the various methodologies which the researcher used to collect, organize and analyze the data for this study. The research design, population and the sample with sampling techniques, research instruments, data collection procedures, and data analysis are also described in this section.

Research Design

Research design is necessary for any study which helps to the researcher to follow certain plans and procedures of study. This study was based on quantitative descriptive types. This study was based on the factor affecting the use of junk food among school children.

Source of Data

This study was done on the basis of primary sources of data collected from the respondents through interview schedule.

Populations and Sample

The researcher was followed the purposive sampling to collect the data because the research was based on the fulfilment of the objectives. In Ward no 5 of this municipality, there were 7,856 residents among which 3,536 were man and 4320 woman. And their data was used for the study.

The research was conducted in ward no 5 of Mahakali Municipality having 7856 people living in 506 houses. Following (solvin-1960) formula was used for the selection of sample size through process.

$$n = \frac{N}{1 + Ne^2}$$

Sample size (n) = ?

Population size (N) = 506

Desired margin of error (e) = 5%

The sample size of the respondents was 223 which were derived from the above mentioned formula and this was the population for this study. The purpose was adopted to choose one ward while random sampling method was adopted for selecting 223 respondents from ward no 5. But only 188 respondents were found there so the total respondents were 188.

Research Tools

The interview schedule was designed to obtain the necessary information according to research objective. The questions were prepared based on research reports, reference, materials and journals. The main purpose of the interview schedule was to collect the information of respondent's factors affecting the use of junk food among school students in Mahakali Municipality.

Data Collection Procedures

First of all the researcher visited the Mahakali Municipality with authorized letter of the HPE department. After his/her permission the researcher was allowed to take a visit to the Mahakali Municipality, ward no 5. Before starting the interview the researcher explained the purpose of the study to the respondents and after getting permission from the respondent's researcher took the interview along with schedule.

Data Analysis Procedures

To analyse data, figure and tabulation was presented. The data there was analysed by using simple statistical methods like frequency and percentage. According to the nature of data, different types of tables, figures and were used to analyse the result.

Ethical Consideration

Any research requires a specific work ethic to be followed to make the research as smooth as possible. Similarly while doing the research the following ethical considerations were made:

- While preparing interview schedule for this topic.

- During data collection, the willingness of respondents was kept in consideration.
- Before asking question, the objective of the research was explained.
- The privacy and intimacy of the respondent was respected.
- In case of unwillingness from the respondents, further probing for information was not done.

Thus these work ethics were followed strictly as it makes the process of data collection not only professional but ethical too.

Chapter IV: Results and Discussion

Knowledge about Junk Food

This chapter includes analysis and interpretation of the data, which was collected from the respondents. This is the chapter where the researcher presented the data forms the basis of my investigation shaped by the way I had through. The data was collected from the field survey. The different sources of data were tabulated and kept in sequential order according to the need of my study. Then they were transcribed into percent essential tables, diagrams and figures that were used to make the statement more clear and simplest. The analysis was based on factor affecting the use of junk food among the school students of Mahakali municipality Khalanga Darchula district.

Concept junk food among respondents. Concept refers to understanding, attitude and perception of responds towards junk food. If people have good concept on anything then know many aspects of related thing and can be aware of its advantages and disadvantages. So, even education, the concept of junk food has not clear, its area has depicted. So even educated person have false illusion on junk food. People don't take junk food seriously but feel prestigious while they used it. Concept of junk food given by respondent has been as following.

Table 1

Concept of Junk Food among Respondents

Concept of junk food	No. of respondents	Percent
Biscuit	25	13.3
Chau-Chau	84	44.3
Kurkure	56	29.78
Chocolate	23	12.23
Total	188	100.00

Table shows that out of 188 respondents 13.3percent of respondents termed Biscuit, 44.3percent of respondents termed chau-chau, 29.78 percent of respondents termed kurkure and 12.23 percent of respondents termed chocolate.

This result is not satisfactory but at least their attitude towards the concept of junk food is near to the actual concept of junk food especially school course should include broad concept of junk food and make students familiar with its possible problems.

Sources of getting junk food. The place where we get anything is called the sources. To meet the demands of increasing population , large numbers of hotels, general store, shopping mall, supermarkets are growing day by day which place are also known as sources of junk food. Day by day city areas developing into business hub resulting in expansion of urban area The collected information about sources of junk food which are present below: :

Table 2

Sources of Getting Junk Food

Place	Frequency	Percent
General store	164	87.23
Market	23	12.23
Hotel	0	0
Other	1	0.53
Total	188	100.00

Table 2, the researcher found that 87.23 percent of respondent buy junk food from general stores, 12.23 percent respondent buy junk food from market . The major reason for buying from general store is that there is more variety available as a same time and we can save the time as well

Place of getting tiffin in school time. The light food that is taken at break time during school time and working time in fewer amounts is called tiffin. Tiffin items may vary according to the nature of work place.

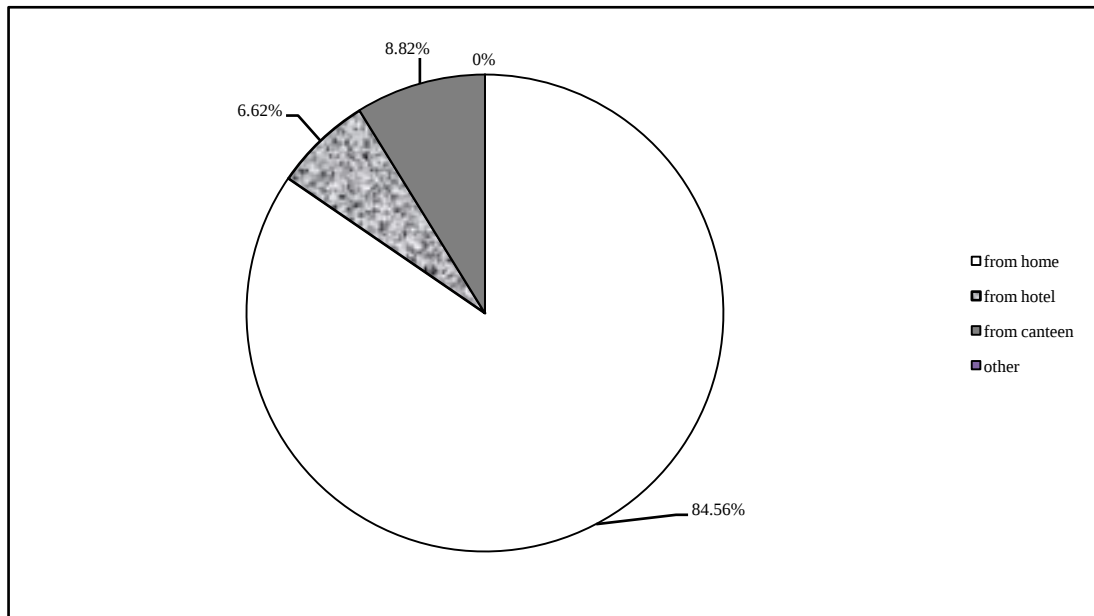


Figure 1

Place of getting tiffin in school time

Figure1, The researcher found that 84.56 percent respondents bring tiffin from their home, 6.62 percent respondents bring from the hotel and 8.82 percent respondents take tiffin at school canteen. Most of the respondents brought tiffin from their home. It was a good tiffin practices because it can be more hygienic and also less expensive.

The main objectives of tiffin are to fulfil appetite and supply body with deeded die. This is experienced in daily life that mostly students use junk food insides or outside school time. Neither parents nor school authorities have thought about the usage of junk food. Day by day many city areas are developing into business hub resulting in expansion of urban area to meet the demands of increasing population large numbers of hotels, general store shopping mall stall, departmental store are growing on these are place from bringing tiffin the actual information obtained from the sample school related to the places from brining tiffin by the students with the help of interview is mentioned in the given figure:

Frequency of eating junk food. Frequency means the number of times something happens within a particularly period or the fact of something happening often or huge number of times.

Researcher asked the question how often you eat junk food. The respondent's response which are as follows:

Table 3

Frequency of Eating Junk Food

Frequency	Respondents	Percent
Every day	111	59.04
Some time	67	35.64
Only tiffin time	6	3.20
Occasionally	4	2.13
Total	188	100.00

Table 3, the researcher found that 59.04 percent of respondents takes junk food every day, 35.64 percent of respondent takes junk food some time, 3.20 percent of respondent takes junk food only tiffin time and 2.13 percent of respondent takes junk food occasionally. According to Kaushik JS. (2011) Consumption of junk food which is high in sugar, saturated fats, salts and caloric content in children can lead to the early development of obesity, hypertension and impaired glucose tolerance. The concern with junk food in developing countries also includes poor hygiene during preparation and storage and handling leading to microbiological contamination. Many studies show that tendency of daily eating junk food is high in nuclear family but it's not suitable for health.

Medium for conducting awareness program. Awareness program is a program that creates high degree of understanding which can be shown in real behaviour. Medium refers to means that is used to convey necessary information to related persons. The medium is necessary to convey awareness program through which maximum people can take benefits. Awareness program must be run periodically so that it can refer people with new knowledge time to time. In context to Nepal, all people have to radio, T.V, newspaper, internet so it is very relevant to run awareness program at local level with local participation. The collected information about conducting awareness program which are given below:

Table 4
Medium for Conducting Awareness Program

Medium	Frequency	Percent
Radio, TV	81	43.09
Book, Newspaper	59	31.38
Local level	45	23.94
Road show	3	1.60
Total	188	100.00

Table show that 43.09 percent respondents gave their idea from T.V, radio 31.38 percent respondents from book, newspaper, 23.94 percent respondents from local level, 1.60 percent respondents gave their idea from road show to run public awareness program. It can concluded that in above table medium for running awareness program, many respondents gave emphasis to run awareness program though T.V, radio while least respondents gave emphasis on local level. This way can also affect whole society attitude at single time and initiate joint effort to give observable change.

Best idea to control junk food. We know that no one can forcefully control the junk food that it needs certain time to control its production and distribution. For this awareness program, education is very effective away. Using junk food is also a change brought by dynamic time. To control it certain effective provision and practice should be observed at control and local level. There must be alternative ways to overcome junk food that could save peoples time energy and money. Many countries have implemented strict laws to ensure consumers right and provide environment for easy access to healthy and fresh food. Respondents gave their views on different idea to control junk food which has been given below in figure.

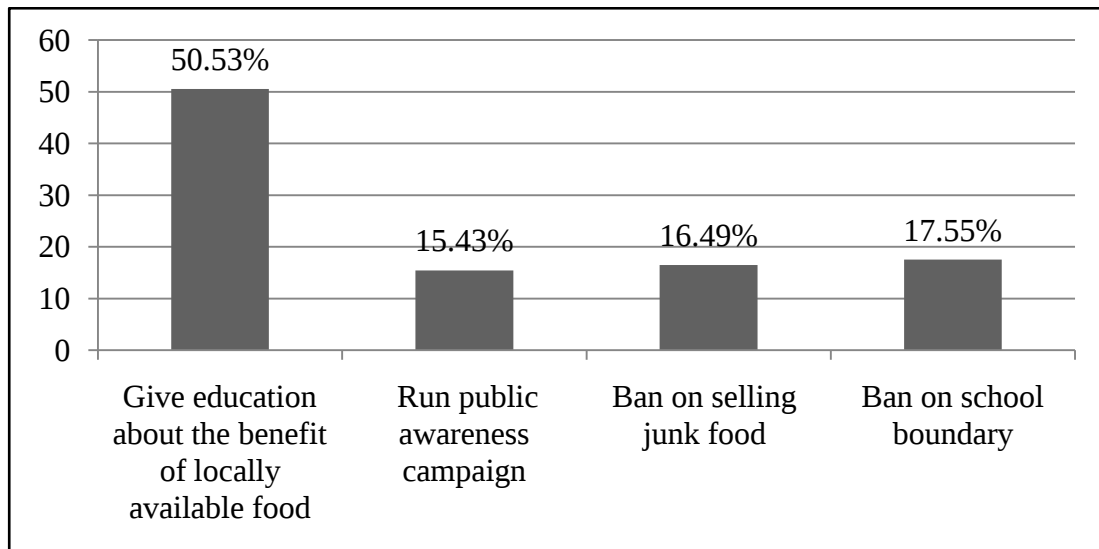


Figure 2

Best idea to control junk food

Figure 2 show that 50.53 percent respondents willing to give education about the local level food, 15.43 percent respondents run public awareness campaign , 16.49 percent respondents willing to ban on junk food to control junk food and 17.55 percent respondents willing to ban on junk food school boundary .

Were packaged and processed food are marketed for the children because they are tasty and easy to eat. However, these foods are high in sugar, facts and low in nutritional value. Eating habits of junk food will affected their physical, emotional and mental growth and development even their adult years. It is important to teach children to eat more balance, whole finds and avoid junk food. Through the means of education we have to promote local and healthy foods to eat. Therefore, education is the best and easy way to control junk food. So that highest percent of respondents response that give education about the local food is best idea to avoid junk food.

Economic reason insisting respondents to use junk food. Economic aspects refer to the occupation, income, expenditure fulfilment of daily needs, etc. Economic reason is a main factor to influence the idea behaviour or activities of a person. The trend of using junk food is developing at great speed in new emerging developing countries like Nepal, Philippines, India, Vietnam, etc. Who's the income of people have grown more than before. The resource of these country are being used at more amount and people a attract people are getting small job and junk food is becoming

popular among them because still it is new to them. Only good economic status does not attract people to use junk food and there is only one way to make expenses on junk food as it costs less. Economic reasons insisting respondents to use junk food have been show in figure.

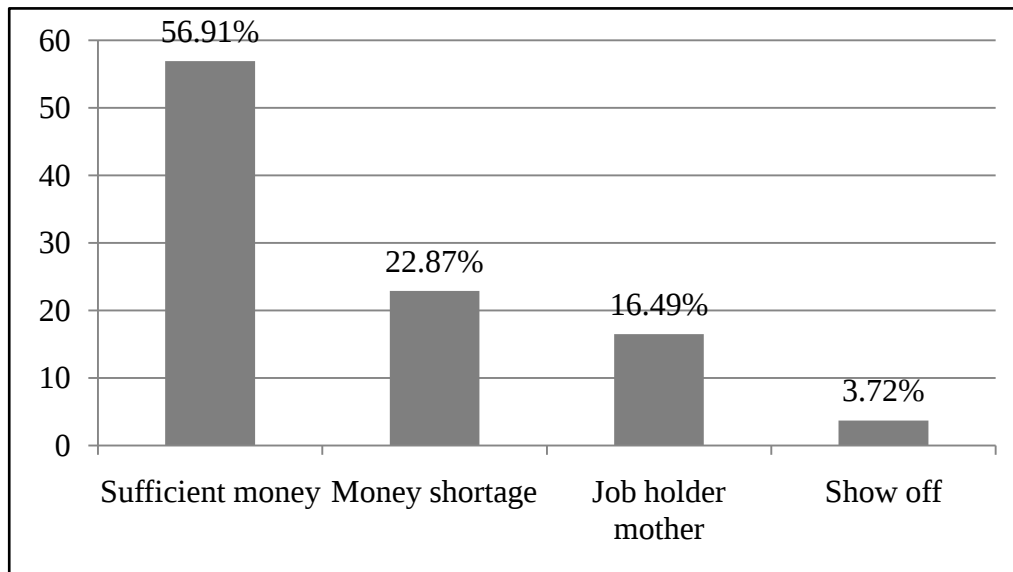


Figure 3

Economic reason insisting respondents to use junk food

From above figure, 56.91 percent respondents use junk food because of sufficient money, 22.87 percent respondents use junk food because of money shortage, 16.49 percent respondents use junk food because of job holder mother and 3.72 percent respondents use junk food because of show off.

It can be concluded that junk food sufficient money and this is why people of any economic status can use it anytime at any place. The habit of consuming junk food is also largely affected by competition feeling our society is becoming competitive day by day. The only one thing, they need is prestige, esteem and toget that, they often indulge on this activity that is very rare two other. Taking their children to restaurant café and make them eat pizza, cake toast, chumin, burger,etc are some of their silly examples of activities. We can make provision of fresh local food that can be cold or bought at considerably low price.

Negative Effects of Junk Food

Regular junk food intake leads to long term health problems such as obesity, accompanying emotional and self- stemma problems, and chronic illnesses in later life. A single fast food meal could add 160 and 310 extra kilocalories to the daily caloric intake for teenagers and younger children respectively. In the same way, avoiding junk food is better than overriding its effects of junk food are being discovered in broad way than before day by day. Some effects are long term while some are of short term. This study has not included long term efforts or complex problem which can be identified or know easily. The study has only focused on short term effects that can be known easily. If people known about the negative effects of junk food, and then they can think or become alert to discard the intake of junk food.

Knowledge about the effects of junk food. Effects mean the result seen on health by consuming junk food. But this knowledge of effect is related to respondent is pre-knowledge to find out whether they know or don't know about its effects. Many researches done in international level have revealed the negative effects of junk food. Brain damage, obesity, fattiness, osteoporosis, low immune system, stress, fatigue of lack of energy, depression, type2 diabetes and indigestion are some of its effects of junk food, until, people have knowledge about its effects, they can't discard junk food nor can they play important role to control it. Most of the people know that it is not good but they don't know in what way they are not good. So it has created a type of confusion on than to use it or not.

Knowledge about effects of junk food among respondents is given in following table.

Table 5

Knowledge about the Effects of Junk Food

Effects of junk food	No. of respondents	Percentage
Improve health	0	0
Destroy health	126	67.02
Don't do know anything	30	15.96
Don't know	32	17.02
Total	188	100.00

From above table show that 0 percent respondents responded that junk food improves health, 67.02 percent respondents responded that junk food destroy health, 15.96 percent respondent responded that junk food don't know about anything while and 17.02 percent respondent responded that they don't know about the effects of junk food.

It can be concluded that knowledge about the effects of junk food among respondents was good but some people were also there who said that junk food was for health. Show their ignorance on junk food while some people said that junk food don't do anything. If people have knowledge, the other persons can also benefit from him as there is sharing of knowledge, experience also. Here unless people know about actual effects of junk food, it is hard for them to give up. People don't have high degree of knowledge on effects of junk food. Only school curriculum cannot address the problems of junk food. It is necessary for government to give comprehensive plan to impart knowledge on effects of junk food and solve its problem practically at local level.

Effects seen after using junk food. Effects of anything are of two type. They are positive effect and negative effect. Junk food has always been course to people who wants good and healthy life. Different chemicals used for attractive outlook like colour, taste have direct effects on human health. Some effective are common while some effective are dangerous which depends on frequency and amount of in taking junk food. Effects of junk food are of two types one is short term effects and next one is long term effect. People are looking only to short term effects but they do not know about long term effects of junk food. The researcher had only focused on short term of effect as analysing long term effects was very expensive in terms of time and resources.

Effects seen using junk foods on respondents are shown in given figure.

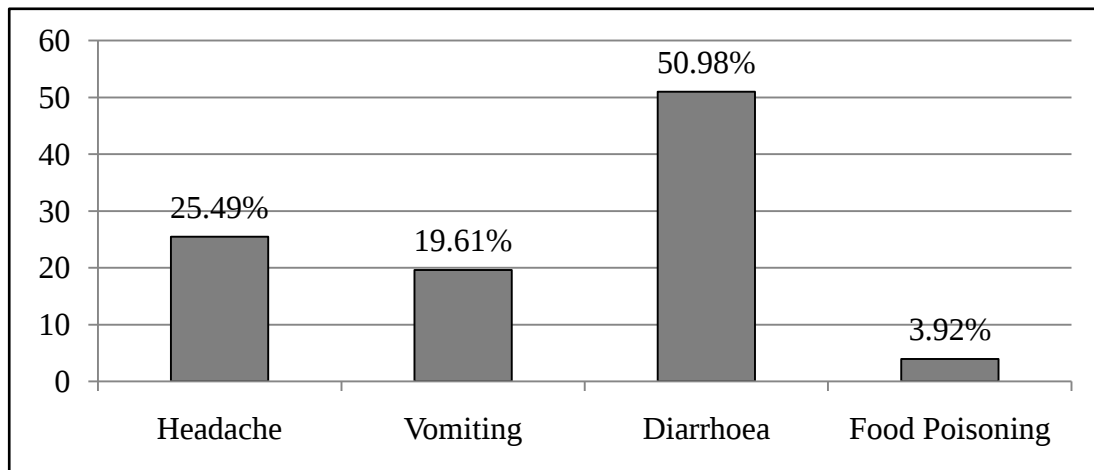


Figure 4

Effects seen after using junk food

From above figure, it is seen that 25.49 percent respondents complained about headache, 19.61 percent respondents complained about vomiting, 50.98 percent respondents complained about diarrhoea, and 3.92 percent respondents complained about food poisoning.

It can be concluded that problem of diarrhoea was more common problems among respondents. These above effects are related to short term only. For studying long term effect, special in depth study must be carried out for long period of time that is very expensive in all aspects. Effects of junk foods was actual only in those person who used it often while those who did not complain were using junk food at less amount with less frequency.

Effect of junk food on human health. Junk food has always been course to people who wants to good and healthy life. Different chemicals uses for attractive outlook like color, taste, have dorect effects on human health. Some effective are common while effect are dangerous which depends on frequency and amount of in taking junk food. Junk food does not good to our body. It can only harm us internally and daily consumption of junk food eventually makes the brain weak and non-functional. The side effects of eating junk food are so strong that one can't come out of its clutches easily. The junk food advertising also plays the important role in its popularity. It's should be avoided at all cost because it lacks energy and important

nutrients required by the body and also has many health effects too. The researcher asked the question what impact on junk food on human health? The respondent's response is given blow in figure

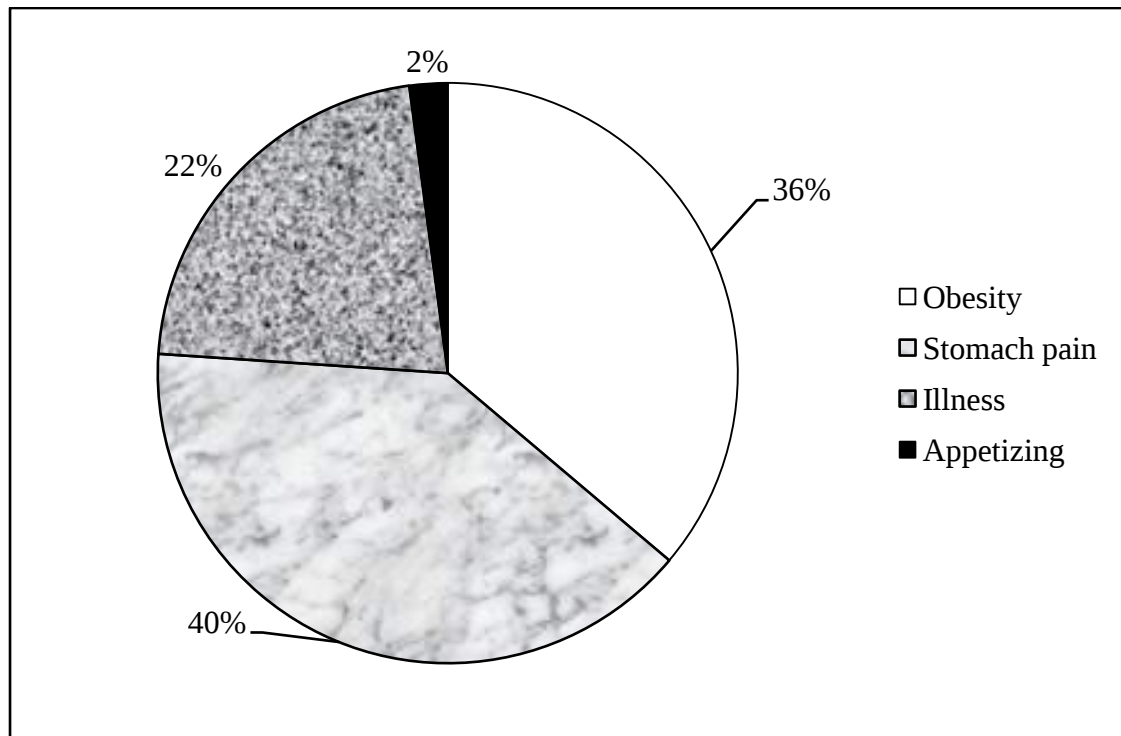


Figure 5

Effect of junk food on human health

Figure show that 36.17 percent respondent's response that eating habit of junk food suffered from Obesity, 39.89 percent respondents response that eating habit of junk food suffered from stomach pain, 21.81 percent respondents response that eating habit of junk food suffered from illness and 2.13 percent respondents response that eating habit of junk food suffered from appetizing.

Junk food is not good for our health. It directly effect in the stomach. Stomach pain is not long term problem but if affect regular in our daily life. Therefore, direct impact of eating habit of junk food is stomach pain so that the majority of 39.89percent respondents response that eating habit of junk food from stomach pain on human health.

Best idea to remain healthy. Health depends on factors and die is one of the important factors that make health physically and mentally. People are investing lots

of money to acquire good health but money cannot also always bring good health. Some people bring in features from birth that is hard to use while some ill features are developed after birth which if treated in time, can save peoples life. To destroy or make health depends on person. If a person follows healthy behaviours and stay away from bad food, he/she can't live healthy life. Consuming fresh and hygienic food can results in good health.

Respondents gave their different ideas, as the best way to remain healthy which is show below in given figure.

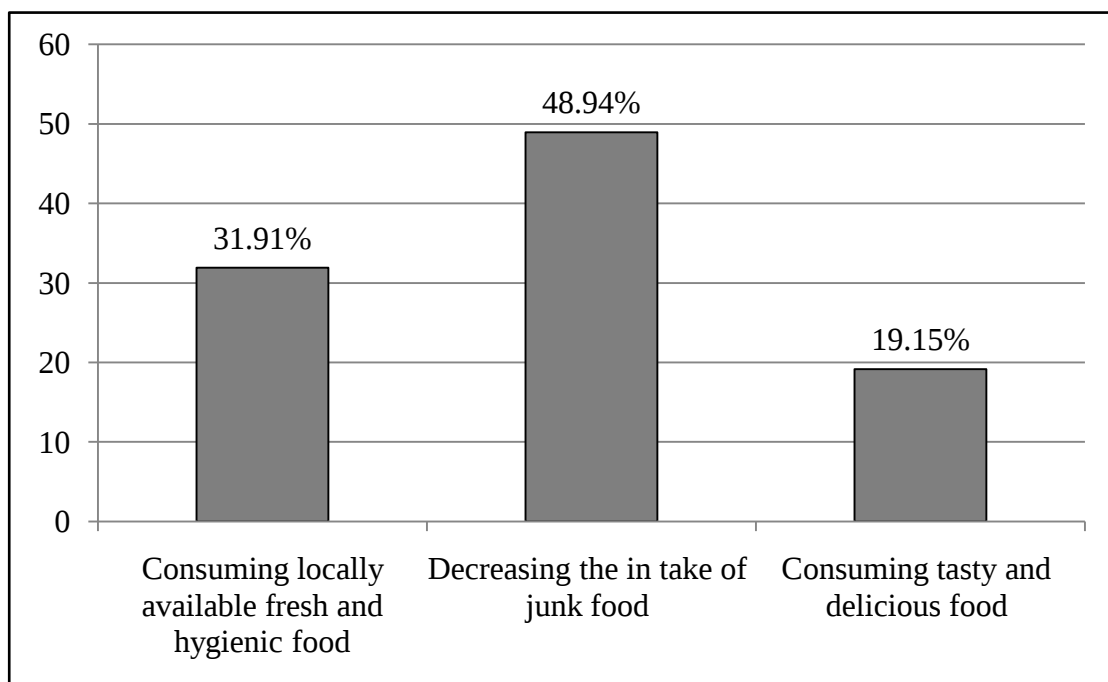


Figure 6

Best idea to remain healthy

The above figure show that 31.91 percent respondents gave their opinion for consuming locally available fresh and hygienic food, 48.94 percent respondents gave their opinion for decreasing the intake of junk food and 19.15 percent respondents gave their opinion for consuming tasty and delicious food, as the best idea to remain healthy.

It can be concluded that decreasing the intake of junk food may be good and effective way to remain healthy. So consuming fresh and hygienic food is good and effective way to remain healthy. As whole, the knowledge of remaining healthy was

found satisfactory among respondents Those people who said that eating tasty and delicious food is best idea to remain healthy were highly illiterate. According to their perception, tasty foods are always good for health

Summary and Finding

Junk food is used to describe food and drink low in nutrients (e.g vitamin, minerals and fibre) and high is kilojoules, saturated fat, added sugar and or added salt. They are also known as discretionary choices. Junk foods are not required as part of any diet. Eating junk food on a regular basis can lead to an increased risk of obesity and chronic diseases like cardiovascular disease, type2 diabetes, non- alcoholic fatty liver disease and some cancers.

The present study entitles factors affecting the use of junk food among the school students. The main objectives of study were to find out knowledge about junk food of people, to analyse the factor affecting use of junk food and to identify the level of awareness on junk food.

This research based on quantitative descriptive research design. This study covers the ward No 5 of mahakali municipality, Darchula . Interview schedule was use data collection. Among respondents were basic levels of student grade 4 to 10. of mahakali municipality area in Khalanga Darchula. This study was done on 188 respondent's selection on simple random sampling (solvin method) use. This study is mainly based on primary data. Literature reviewed from internet, browsing, relevant books thesis report as well.

The researcher also visited directly in all selected houses after obtaining the information analysis and interpretation of data started with the research by the description of knowledge about junk food among respondents to identify the knowledge practice and its impacts after using junk food since junk food is the global problem becoming more serious of a habit. There was an attempt to find out the reasons behind the induction the use of junk food. The possible measures to control the use of junk food were also identified. All these results were arranged on various topics as per the objectives and it was discussed descriptively after the manual and

computer processing. Simple statistical techniques were used to analyse and interpret the data e.g table, figure and percentages.

After analysing and interpreting the collected information, the findings are derived. The summaries of the finding of the study were presented by following.

Among 188 respondents, 13.3 percent of respondents termed Biscuit, 44.3 percent of respondents termed chau-chau, 29.78 percent of respondents termed kurkure and 12.23 percent of respondents termed chocolate.

Researcher found that 87.23 percent of respondent buy junk food from general stores, 12.23 percent respondent buy junk food from market.

Researcher found that 59.04 percent of respondents takes junk food every day, 35.64 percent of respondent takes junk food some time, 3.20 percent of respondent takes junk food only tiffin time and 2.13 percent of respondent takes junk food occasionally.

It was found that 43.09 percent respondents gave their idea from radio, T.V, 31.38 percent respondents from book, newspaper, above 23 percent respondents from local level, 1.60 percent respondents gave their idea from road show to run public awareness program.

Researcher found that, 50.53 percent respondents willing to give education about the local level food, 15.43 percent respondents run public awareness campaign, 16.49 percent respondents willing to ban on junk food to control junk food and 17.55 percent respondents willing to ban on junk food school boundary.

It was found that, above 56 percent respondents use junk food because of sufficient money, 22.87 percent respondents use junk food because of money shortage, 16.49 percent respondents use junk food because of job holder mother and 3.72 percent respondents use junk food because of show off.

It was found that 0 percent respondents responded that junk food improves health, 67.02 percent respondents responded that junk food destroy health, above 15 percent respondent responded that junk food do not know about anything while and

17.02 percent respondent responded that they don't know about the effects of junk food.

Among 188 respondents, it is seen that 25.49 percent respondents complained about headache, 19.61 percent respondents complained about vomiting, above 50 percent respondents complained about diarrhoea, and 3.92 percent respondents complained about food poisoning.

Researcher found that 36.17 percent respondent's response that eating habit of junk food suffered from Obesity, 39.89 percent respondents response that eating habit of junk food suffered from stomach pain, 21.81 percent respondents response that eating habit of junk food suffered from illness and 2.13 percent respondents response that eating habit of junk food suffered from appetizing.

It was found that, above 31 percent respondents gave their opinion for consuming locally available fresh and hygienic food, above 48 percent respondents gave their opinion for decreasing the intake of junk food and 19.15 percent respondents gave their opinion for consuming tasty and delicious food, as the best idea to remain healthy.

Chapter V: Conclusions and Recommendations

Conclusions

The research was based on quantitative. After analysing and interpretation of data several conclusions were drawn about factor affecting the use of junk food among the school students. All respondent gave their knowledge about the junk food. All students gave their idea that junk food is not good for health in fact they do not follows it in real behaviour. Many of student's preferred homemade food than junk food and few of the students liked junk food. In this way the researcher found that many of the respondents eat fresh and healthy food. Many of students brought their tiffin from home and few of them bought their tiffin from canteen

Most of students bought junk food from general store, the students' parents advised them to consume homemade food rather than junk food. The highest respondents said that TV, radio is the best medium to conducting awareness programme for controlling the overuse of junk food and we have to promote local food. The highest percent respondents are suffering from disease. Mainly, more respondents suffered from diarrhoea by eating junk food. During the interview session, the researcher found that the respondents had the knowledge and effect of junk food but eating habit of junk food they still used the junk food as tiffin. The majority of people wanting to quit the habit of eating junk food and less number of people using junk food item as Tiffin can be taken as strong aspect of people.

During the interview session, the researcher found that the respondents had the knowledge and effect of junk food but their habit of eating junk food made them use it as tiffin.

Recommendations

These studies show that junk food as unhealthy and always harmful to human health. Thus, the following recommendations are suggested in this study. On the basic of above, finding and conclusion the following recommendation are suggested and expected to be helpful for health teachers, students, educator, researcher and related person.

Recommendation for practice.

- Consumed locally available traditional foods and avoid junk food.
- People must use their skill and education to make home fresh food that could replace junk food.
- Parents need to encourage their family members to use those diet that is available at home or yielded in owns farm.
- Parents should not take feeding children with junk food as prestigious act and should not compromise the future of their children with their economic status.
- Health teacher are suggest to their students to stop buying junk food and enhancing eating homemade food behavior.

Recommendation for policy.

- The government should from clear national policy that can be implemented easily for consumer's health and try to reward those localities who discard junk food or make junk food free zone.
- Government must fund for that program that aims to raise public awareness and for this school, society and student must mobilized by government.

Recommendation for further studies.

- The study should be conducted with an aim to implement at local level or national level but not for sake of knowledge only.
- As junk food problem is becoming a global threat to new generation, special orientation and academic guidance must be provided by department of health education to encourage students, do systematic and scientific research based on food and nutrition sector.
- Further researcher work should be done in this subject area in different schools of the different area and region.

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Appendix

Interview Schedule

Question for children's

➤ General Information Respondents

Name:

Date:

Ward No:

Age:

Name of household:

Family Type:

Occupation:

Grade:

➤ Knowledge Related Information

1. Do you know about junk food ? yes or No
 - a) Yes
 - b) No
2. If yes, What is junk food ?
 - a) Biscuit
 - b) Chau-Chau
 - c) Kurkure
 - d) chocolate
3. Which food you prefer most ?
 - a) Fast food
 - b) street food
 - c) Junk food
 - d) Local food
4. Why do you prefer junk food most ?
 - a) It found easily
 - b) It taste good
 - c) It is cheap
 - d) It is easy to
5. What you think junk foods to do our health ?
 - a) Improve health
 - b) Destroy health
 - c) Don't do know anything
 - d) don't know
6. How often do you eat junk food ?
 - a) Everyday
 - b) Sometime
 - c) Only tiffin time
 - d) occasionally
7. Where you get junk food ?
 - a) General stores
 - b) Market
 - c) Hotel
 - d) Other
8. Is there a canteen in your school?
 - a) Yes
 - b) No
9. Do you have have tiffin?
 - a) Yes
 - b) No

10. If yes, from where do you bring tiffin?

- a) From home
- b) From hotel
- c) From canteen
- d) From other

11. If no, why do not bring tiffin ?

- a) Parents do not give
- b) don't have money to buy
- c) Not hungry
- d) after finishing class go home and taken

(B) Factor Affecting (Effect) Related Information

1. Which factor do more affect to eat junk food ?

- a) Advertising
- b) Lack of proper school health program
- c) Parents income level
- d) Follow the peer behaviour

2. Are you suffer from any disease taking junk food ?

- a) Yes
- b) No

3. If yes, which disease attacked you?

- a) Headache
- b) Vomiting
- c) Diarrhoea
- d) Food poisoning

4. What effect do you thing junk food has on human health ?

- a) Obesity
- b) Stomach pain
- c) Illness
- d) Appetizing

(C) Awareness related information (for parents)

1. What might be the best idea to control taking junk food?

- a) Give education about the benefit of locally available food
- b) Run public awareness campaign
- c) Ban on selling junk food
- d) Ban on school boundary

2. From where should the awareness programme be conducted?

- a) From radio, TV
- b) From book, newspaper
- c) From local level
- d) From road show

3. Which you think is the best idea to remain healthy?

- a) Consuming locally available fresh and hygienic food
- b) Decreasing the intake of junk food
- c) Consuming tasty and delicious food

4. Which of these reasons is behind using junk food ?

- a) Sufficient money
- b) Money shortage
- c) Job holder mother
- d) show off

5. What is the main reason behind people being ill?

- a) Due to unhealthy living and eating habits
- b) Due to low nutritious food
- c) Due to less consumption of delicious food