

Food, City and Young Globavores: Perceptions of Pakistani Urban Youth about Food Choices and Healthy Eating

Ahmed Usman^{1*}, Muniza Javed², Aaisha Amjad³, Aisha Jalil⁴, Iffat Shaheen⁵ and Uzair Amjad⁶

Institute of Social & Cultural Studies, University of the Punjab, Lahore, Pakistan

*E-mail:*¹<ahmedusmaan@hotmail.com>, ²<muniza.javed66@gmail.com>,

³<aaishausman.au@gmail.com>, ⁴<aisha5@live.com>, ⁵<iffatshaheen29@yahoo.com>,

⁶<uzairamjad.k@gmail.com>

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ABSTRACT This paper examines the views of Pakistani urban youth on food choices and healthy eating with an aim to identify the factors that influence their eating behaviors. Focus group discussions were conducted with socioeconomically diverse youth residing in Lahore city in Pakistan. The purposive sampling technique was used to select the sample of participants between 18 to 24 years of age. The participants highlighted family and peer influence, media exposure, popularity of international food chains, price increase and dining out trends as significant factors that determined their food choices and eating behaviors. It is found that despite having adequate knowledge about the implications of unhealthy food consumption, urban youth are less likely to practice healthy eating patterns. The paper recommends that preventive healthcare behavior should be promoted among youth through media, educational institutions and the Health Ministry.