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# Healthfulness, Modernity, and Availability of Food and Beverages: Adolescents' Perceptions in Southern India

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Pages 1-17 | Published online: 20 Jul 2017

[Download citation](#) <http://dx.doi.org/10.1080/03670244.2017.1343725>[Full Article](#)[Figures & data](#)[References](#)[Citations](#)[Metrics](#)[Reprints & Permissions](#)[Get access](#)

## ABSTRACT

This study uses freelists to document perceptions of healthfulness, modernity, and availability of foods and beverages among adolescents ages 13–18 years ( $n = 26$ ) in urbanizing India. Among the 10 foods and beverages adolescents perceived as “new,” half were also seen as modern and unhealthy, 4 as traditional and unhealthy, and 3 as modern and healthy. Of those 10 “new” foods, 4 were reported as available only in supermarkets, 4 only in kiraana (local) stores, and 6 in both. Adolescents ascribed healthfulness and modernity to food and beverage items and were aware of their availability across stores.

KEYWORDS: adolescents, availability, food, healthfulness, modernity

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## Additional information

### Funding

This work was supported by the Fogarty International Center at National Institutes of Health (award number 1-R25 TW009337-01). The funder played no role in the design, analysis, or writing of this article.



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