

**Life style changes the Food habits of Indian customers**

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**Abstract**

The life style of eating habits changes from traditional food to western food that means fast food. India is traditional values of culture, spiritual and different languages. Here different food cuisines are available each and every state has its traditional cuisines of food varieties. The aim of the study is people are conscious's of eating habits with traditional food are giving importance for fast food of western culture.

What makes changes of eating habits of traditional foods to western food? And to identify most of the consumers give preference for taste (or) nutritional foods. Not only the main food evening snacks and drinks also be consider here. The traditional snacks are Murku made up of rice flour, Athirasam made up of rice flour and jaggery, like varieties of snacks which are good for health but, today lot of colored candy's, potato chips, fat containing bakery items of cake, pups which is made of baking powder, by using preservatives and colored food. Which is not good for health by eating preservative foods and colored food it spoil the health there is a chance of liver failure, cancer, the color food attract the eye only Children and youngster are the main target by the marketing people.

Today the youngster feels eating pizza and burger prestige issue than buying the traditional food is oldest habit it also spoil food habits among youngster.

**Keywords:** Marketing environment, the eating habits of consumers, target of children and adolescent.

## Introduction

India is a traditional country mixed with the several culture from state to state and each and every state has his own origin of food varieties basically here we separate the North Indian foods and South Indian foods. North Indian foods are chapatti, dal, Nan, puri, paneer gravey, aloo subji etc., in south Indian foods of Tamil Nadu famous cuisines of chittenu is famous for chicken biryania, chicken varuval, vellai paniyaram, dosa, idli, sambar, vadai etc., knogu nadu means the areas of Salem, Namakal, Erode, Coimbatore, Karur Districts in western Tamil Nadu is referred as the Kongu Nadu region, The people of this region speaks Tamil. In this region food is made of cereals (or) grains such as Ragi (finger millet), cholam (maize) and kambu (pearl millet) kambu saatham and chola saatham richer in vitamins and minerals compared to rice. Varagu rice, and Thinnai, today majority of Indians are moving away from home-made-food people are buying their packaged, take away foods from hotel and buy snacks from super markets and eating out in restaurants that offer a range of cuisines.

Outlets of KFC, MC Donald's, pizza hut, subways are mushrooming across the country. Fiber and protein rich foods like Ragi and maize are fast disappearing.

<sup>1</sup>Rachel Bryant, Lauren Dundes, (2008), today the international trend changed the eating habits of consumers as created the convenience for ready-to-eat foods. Eating fast food in Australia and America, most of the people affected by obesity. The samples are taken from the United States and Spain. Here the study is made of cross cultural comparison between United States and Spain 89% of students from Spain among (41 males and 48 females) and 107 students from United States of America the importance given in rank which factors induce to buy fast food relevant for taste/flavor, nutritional value and convenience of buying. The preference of taste by 76% Spanish and 84% Americans most of the students sacrificed with nutritional food.

<sup>2</sup> Timothy j. Richards, (2007), the investigation of over consumption of fast food results in the risk of rise in obesity here the dynamic model used to identify and differentiated the product industry equilibrium, how the market power affects the marginal cost in a

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<sup>1</sup> Rachel Bryant, Lauren Dundes, (2008), "Fast food perceptions: a study of college students in Spain and the united states", DOI:10.1016/j.appet.2008.03.004

<sup>2</sup> Timothy j. Richards, paul M. Patterson, Stephen, F. Hamilton, (2007), "Fast food addiction and market power", journal of agricultural and resource economics", accessed from jstor Wednesday, 26, November, 2014.

study state equilibrium. The result shows that price of products dense in addictive nutrients below the marginal cost. (U.S department of agriculture, 2005) from 1982 to 2003 consumption of fast food expenditure in U.S raise \$26.5 billion to \$126.7 billion an annual rate of growth of 6.4% over 2% higher than the growth rate of home food consumption.

### **Marketing environment**

<sup>3</sup>The investigation go through on young consumers are targeted for the consumption of unhealthy (or) unsafe food products it concern for the commercial promotions of unhealthy (or) unsafe products like alcohol, tobacco, and junk food (fast food). Experimental method of variables was used with contemporary social cognition and marketing communication research based on the theory of schema-triggered affect. <sup>4</sup>A teen girl of America and Africa gives more importance for the consumption of fast foods for the reason of easily availability, price which also influence the consumption, taste / flavor of the foods. Attracting the children and youngster by giving compliments of toys and gifts and give advertisements it affect the children because they doesn't know what is good and bad if his/her friend purchase and make practice it becomes the addiction. It starts for fun but it will reduce the weight of the children in the early age looks like mature. (Aged) drinking beverages also raise the glucose level in the body sugar; blood pressure also comes in early 18 -30 ages. The children and the youngster are the target of the marketing people here we find there is need of change in business for the social cause they have to take care of the customers health than make profit.

### **The eating habits of consumer**

<sup>5</sup>The study explores that young people affected by health problem of obesity, blood pressure, sugar because of junk food consumption the youngster buy only for taste and fun. The nutritional food consider as distasteful to the young people the world health

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<sup>3</sup> Stephen R.MC Daniel, gray R. Heald, (2007), "young consumers response to event sponsorship advertisements of unhealthy products: implications of schema- triggered affect theory, sport management review

<sup>4</sup> Wendy, s. Bibequ, birt I. saksuig, Joe Lgittelsohn, Sonja Williams, Lindsey Jones, Deborah Ryoung, (2012), "perceptions of the food marketing environment among African American teen girls and adults", DOI:10.1016/j.appet.2011.11.004

<sup>5</sup> Charlene Elliott,(2014),"Food as people: Teenagers perspectives on food personalities and implication for healthy eating", social science and medicine, DOI: ORG/10.1016/J.SOCSCIMED.2014.09.044

organization recognized food marketing has been increased the problem of unhealthy food products increased the consumption of unhealthy food products among children.

### **Target of Children and Adolescents**

<sup>6</sup>The investigation taken as a nationwide study conducted in 2011-2012 among the students aged 6 years to 18 years 14,880 students selected by using cluster sampling method. Junk food was categories into four I) salty snacks II) sweet snacks III) sweetened beverages and IV) fast food. The studies find the risk of obesity and abdominal obesity. <sup>7</sup> Deborah MC phail, Gwen E. chapman, L. Beagan, (2011) the study explore cross-national qualitative study of teenaged Canadians practice in urban and rural teenagers of 132 (77 girls and 55 boys ) the study of period between 2007 and 2009 eating fast food increase the rate of obesity not only the Canadian, it's the problem of national and international. The processed junk food is unsafe food and also unhealthy here the study conducted in upper class, middle class and lower in the urban and rural make the awareness among teenage to take healthy food which is available naturally it is good. Today most of the youngster's struggling due to the problem of obesity over eating of junk foods cause these kind of illness as soon as they get hyper tension, sugar problems the study suggest that eat healthy food avoid the health risk.

### **Aim of the study**

To know the eating habits of traditional foods with demographic information of the respondents

### **Methodology**

Food habits of Indian customers changed due to the western trade the knowledge of the respondent belongs to traditional food was conducted from November to January 2015 In different place of Coimbatore the lifestyle change of food habits questionnaire designed with the demographic variables (age, gender, education, income, geographical

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<sup>6</sup>Moloud Payab, Roya Kelishadi, Mostafa Qorioni , (2014), "Association of junk food consumption with high blood pressure and obesity in Iranian children and adolescents: the CASPIAN-Iv , journal of Pediatrics, DOI: ORG/10.1016/J.JPED.2014.07.006

<sup>7</sup> Deborah MC. Phail, Gwen E. Chapman, Brenda L. Beagan,(2011), "Too much of that stuff can't be good; Canadian teens, morality, and fast food consumption, DOI: 10.1016/J.SOCSCIMED.2011.05.022

area) the questionnaire is divided into two parts one is demographic information second one is eating habits of traditional foods. Time taken for getting answers for the questions approximately 10 minutes to complete data collected from home of the respondents and departmental shops in the evening time.

#### **Pilot study**

The questionnaire was pilot tested by 50 respondents during October 2014. The questionnaire revised on the basis of pre-test results and for other recommendations.

#### **Data analysis**

The questionnaire were analyzed by using SPSS software version 20

#### **Result and discussion**

The total of 230 respondents participated. Majority of the respondent were female 61.3% most of the respondent from urban area of 77% and 23% of the respondent from rural area. 57% of the respondent is under graduate 25.2% of the respondents belongs diploma/technical education 11.7% of the respondents belongs to school level education 3.9% of the respondents were post graduate 2.2% of the respondent was professional education. Likelihood of traditional food by the respondents 41.7% of the respondent agree that traditional food liked by them. 47% of the respondents strongly agree that the traditional food is healthy and tasty. Very rare preparation of traditional food is 27.4% preparation of traditional food once in a week is 29.1% preparation of traditional food weekly twice 10.4% preparation of traditional food monthly once is 23.9 % that traditional food has nutritional value 35.2% of the respondent agree. Traditional food has nutritional value 64.8% of the respondents strongly agree. Preference of traditional snacks 44.8% strongly agree. The respondents give preference for traditional sacks 35.2% agree. Fast food is not good for health 54.8% of the respondent's strongly agree.

Chart I

Explains the traditional food nutritional values

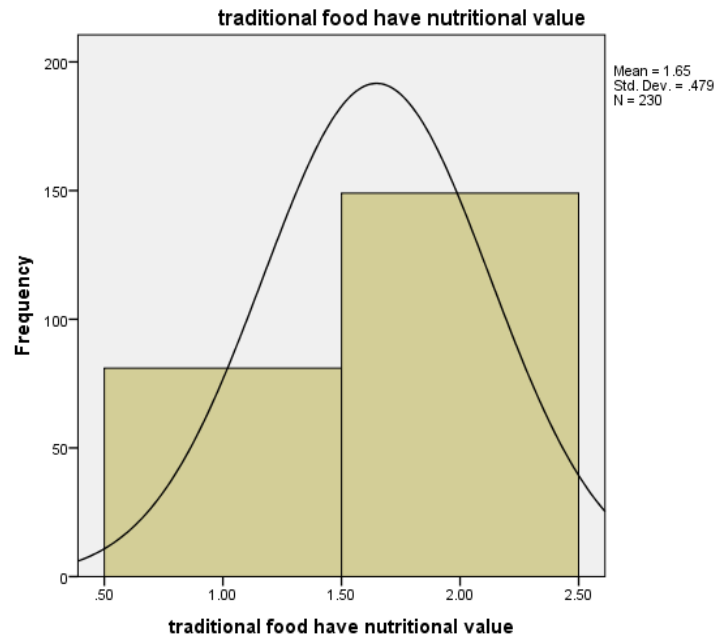


Table 1

## Demographic information of the respondents

Demographic information	n	%
<b>Gender (n=230)</b>		
Male	89	38.7%
Female	141	61.3%
<b>Age group</b>		
>20	33	14.3%
21-30	156	67.8%
31-40	31	13.5%
41-50	8	3.5%
<51	2	.9%
<b>Education</b>		
School level	27	11.7%

Diploma/technical	58	25.2%
Under graduate	131	57.0%
Post graduate	9	3.9%
Professional education	5	2.2%
<u>Geographical area</u>		
Urban	177	77.0%
Rural	53	23.0%
<u>Income</u>		
>10000	61	26.5%
10001-20000	114	49.6%
20001-30000	44	19.1%
<30000	11	4.8%

Table 2

Eating habits of traditional foods	n	%
<u>Preparation of traditional food</u>		
Every day	21	9.1
Once a week	67	29.1
Weekly twice	24	10.4
Monthly once	55	23.9
Very rare	63	27.4
<u>Traditional foods has nutritional value</u>		
Agree	81	35.2
Strongly agree	149	64.8
<u>Preference of traditional snacks of peanut barfi, murku ,athirasam</u>		

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Agree	58	25.2
Strongly agree	103	44.8
Neither agrees nor disagrees	29	12.6
Disagree	15	6.5
Strongly disagree	25	10.9

Fast food is not good for health

Agree	104	45.2
Strongly agree	126	54.8

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**Chi-square Test**

Likert scale	Observed N	Expected N	Residual
Agree	81	115.0	-34.0
Strongly agree	149	115.0	34.0
<b>Total</b>	<b>230</b>		

**Test statistics**

Analysis	Gender	Traditional food have nutritional value
Chi-square	11.757	20.104
Difference	1	1
Asymp.sig	.001	0.000



9.0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequencies is 115.0 therefore calculated values is less than critical value H0 is accepted.

## Conclusions

Respondents give more preference for a taste of the food in the future the consumer must be aware of the nutritional food and also concentrate on food preparation most of them give preference for outside food because the respondents have no time for preparing food so it cause the risk of unhealthy food for their eating habits. Each and every country has its own traditional food culture according to their country climate condition or seasonal availability of food in India food is based on the culture of the region basically north Indian food and south Indian food. North Indian food wheat chapatti, channa dhal, curd, vegetable curries, non, paratha and south Indian food is rice, sambar, idli, doosai, varieties of chutney in traditional food is based on ragi, cholam, thenai, vargu, the snacks which made up of rice and jaggery is good for health.

The respondents like traditional food and also know the nutritional value of the food but in the mean time the junk food is taken for just for fun and enjoyment then it becomes regular eating habits and spoil the health. The respondents strongly agree that junk food and beverages are not good for health. Most of the house making traditional food is gone western culture affects the eating habits.

Today most of the people eat junk food and beverages it is not good for health lot of preservatives and food color is added for the attraction of the consumer because many health problem relates to food mostly youngsters and children facing more health problem of sugar, blood pressure, cardiovascular disease now most of them has less immunity power teaching food safety education in school level and college students it is necessary to make healthy and wealthy environment.

**Reference**

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