

CHANGING FOOD HABITS OF CONSUMERS THROUGH MEDIA**Parul Chauhan**

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Abstract

In this research paper will study the changing behaviour of consumers. Now a days people are being foodie and want to try new dishes and recipes. Currently there are many food programmes, food channels television also there are many food magazines and on Sundays newspaper also have special editions for food . Updated version of hospitality if consumer buy microwave , oven , griller or any electronic items company partly provide their consumers with food books items to encourage people to try new food wether it is vegetarian or non-vegetarian.after the analysis and interpretation data we found that media does have a hand in changing of food habits of people because food is necessary item for all of us.

Key words- Food habits, media, Changing behavior, health, disease

1.1 INTRODUCTION

The term eating habits or food habits refer to why and how people eat which foods they eat and with whom they eat, as well as the ways people obtain, store, use and discard food. The food you eat can affect your health and your risk for certain diseases. To eat healthier food you may need to change some of your daily habits. We should also may need to change something in your environment, like our homes or the place for work.¹

The food you eat can effect your health and risk for certain diseases and associated with health issues which will call for solution to unhealthy influence of television and food advertisements. To eat healthier food you may need to change some of your daily habits and also need to change something in your environment like homes or places of work

Food contributes to the creation of people's livessocially, economically, politically, morally and nutritionally in powerful but often subtle ways.

Food has been the core of holiday'scelebrations, family gathering and religious ritual for thousand years. Mostly we eat alone , food always connects us to other people that prepare and sell our food and the other member of our food culture who eat the same thing .² When we share food on social media we are deliberately inviting other people to participate in our eating experience becoming more aware of the fact that we never truly eat alone.

Over the last century eating habits in India have changed dramatically. Our diets have been influenced by various kinds of factors- by technologies in our kitchen, various items supplying to our shops, by the media and the government, through migration and also the newspapers. The eating habits of our ancestors would be unrecognizable to many of our eating habits today.

Eating has, throughout history and one of the most prominent social revolutions in recent times is the boom of media. Now a day there are many food programs, food channels, food blogs, food groups and food forum are numerous. Mostly function as means to share

¹ Problem of changing food habits – a report

² India's changing kitchens have modernized food habits.

recipes.³ Depending on the subject matter they vary according to both how food and eating is presented and portrayed.

Thus, there is no secret technology has changed society behaviours especially our meal time behaviours. Media in particular, has changed the way we see perceive, interact try and actually eat our food.

Globalization has changed different aspects of the Indian society in the last two decades, including the food habits of the Indian people⁴. Now a day especially the young people prefer burgers, hot dogs, fried chickens, momos etc.

The changing scenario has not only helped the food and beverage industry strengthen its position in the Indian markets, but also created job opportunities for a huge number of people. It has allowed producers to get the right price for their food grains. Country like India which is heavily dependent on the agriculture sector is the ideal place for food and beverage industry to boom.⁵

1.2 LITERATURE REVIEW

⁶Madhvapaty,H.Dasgupta,A.(2015).study of lifestyle trends on changing food habits of Indian consumers. Rajasthan(ajmer)

According to this report the changes happen in recent years shows how Indian consumers are attracted towards fast food and there are many reason why people go out to eat and how income also help consumers for consming fast food.

The problem of changing food habits report of the committee on food habits 1941-1943

According to these report food habits of consumer behaviours depends on the people's income how and how much they would like to spend on the fooding actually now a days taste and preferences also matter to consumer.

50 years of food India: changing eating habits of a rapidly changing nation – by LUCY PLUMMER

According to the report of FAOSTAT Indians are consuming more fast food but this is not bad news are they now live long and there is consumption of dairy and plants products.

How India's changing kitchens have modernized food habits

How kitchen are get modern and use of news electronically appliances and new spices and also how consumers taste and preferences are changed. Now a days school also organize food competitions this also generate new taste among children.

Globalization and food impact on missing food culture

³ Food and social media – a complicated relationship – Christopher holmberg

⁴ Globalization and food-impact consisting food culture

⁵ Globalization and food – impact consisting food culture

⁶<https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&ved=0ahUKEwjLmLLcg7HXAhVJNl8KHfjOChEQFggsMAA&url=http%3A%2F%2Fiosrjournals.org%2Fiosr-jestft%2Fpapers%2Fvol9-issue1%2FVersion-2%2FC09121622.pdf&usg=AOvVaw1nF4-xtZr1eliUbAu0o5U7>. Retrieved on 15 october.

Globalization has also helped in changing food habits of consumers and thus focused on missing food culture and its cover countries like east and South East Asia, North East India, North America.

Food and social media – a complicated relationship – by CHRISTOPHER HOLMBERG

In this blog of food tells the relationship between food and social media and how we try to make new dishes in our kitchens and after that click photos and put them on social media therefore this attract the consumers to taste new dishes.

1.3 STATEMENT OF THE PROBLEMS

The food we eat gives our bodies the information and the materials they need to function properly at a time our metabolic⁷ processes suffer and our health decline.

The concern over increasing rates of obesity and associated health issues have led to calls for solutions to the potentially unhealthy influence of television and food advertising on children's diets.⁸

As people eat when they take photos of their meals, possibly because they're more mindful of what they are eating. It seems obvious that social media is helping us develop better health habits, becoming more conscious of what we are scarfing down, and learning less.⁹

Access to media can make us realize that food is fuel that it's a source of nutrients that can cause us to gain weight or alternatively it can make us realize that food is much more than calories.¹⁰

Food shortages are the most significant cause of malnutrition in many parts of India. Consuming junk food or fast food on a regular basis leads to many health hazards¹¹. Fast food is a kind of addictive in spite of knowing that it is unhealthy,¹² most of people get hooked on it and continue consuming it an uncontrolled way. Fast food have all good tastes except that it is not nutritionally balanced and therefore unhealthy in the long run if consumed on a regular basis leads to various disorders which may be fatal at times.¹³

1.4 OBJECTIVES

Food habits in general are related to socio-cultural background, religious, beliefs, and customs or on the individual taste.

So, the objectives are undertaken are as follow:-

- 1 To study the food habits of the consumers.
- 2 To study the effectiveness of food programs and social media.
- 3 To study about consumers did have awareness about fast food consumption.

1.5 HYPOTHESIS

HYPOTHESIS 1: food channels and social media change the concept of eating habits of consumers

Null hypothesis = media helps in changing the food habits

⁸ The problem of changing food habit – a report

⁹ Changing eating habits of a rapidly nation by lucy plummer

¹⁰ <https://www.google.co.in/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ved=0ahUKEwipj5qL2bHXAhWKM Y8KHSQSAacQFghEMAQ&url=https%3A%2F%2Fwww.food.gov.uk%2Fsites%2Fdefault%2Ffiles%2Four-food-future-lit-review.pdf&usg=AOvVaw3mzSm3SVlwimqQbEofl-U>.retrieved on 22 october

¹¹ Food standards agency by Andrew darnton

¹² Food standard agency by Andrew darnton

¹³ Eating out behaviour of individuals : a case study

Alternative hypothesis = media does not helps in changing the food habits

1.6 RESEARCH METHODOLOGY

Research Type- descriptive research

Analysis method- triangulation analysis method

Research area- Delhi NCR

The research is primary in nature as it is aimed at changing food habits of consumers

SAMPLE size- according research Topic Researcher select the cluster sampling.

SAMPLE GEOGRAPHY- 2 cities – Noida (sector 62 and sector 66) and Delhi NCR (Malviya Nagar and sheikh sarai)

SAMPLE SIZE – 100 respondents each

Data collection technique- questionnaire

Tools- questionnaire and electronically through mailsand interview

Types of data- primary-

Secondary- newspaper, magazine, research paper, blogs

Time design-

Literature review- 1 month

Data collection- 1 month

Data analysis- 15 day

Report writing- 15 writing

Data collection,analysis and interpretation

Hypothesis testing- Correlation test

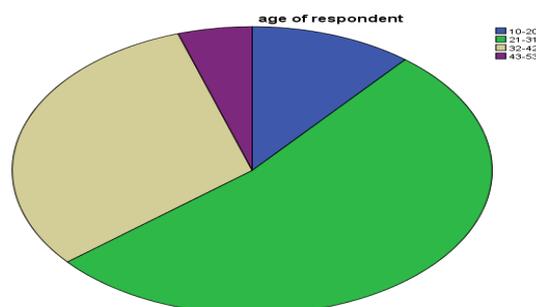
DATA ANALYSIS AND INTERPRETATION

Gender of respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	44	44.0	44.0	44.0
Valid Female	56	56.0	56.0	100.0
Total	100	100.0	100.0	

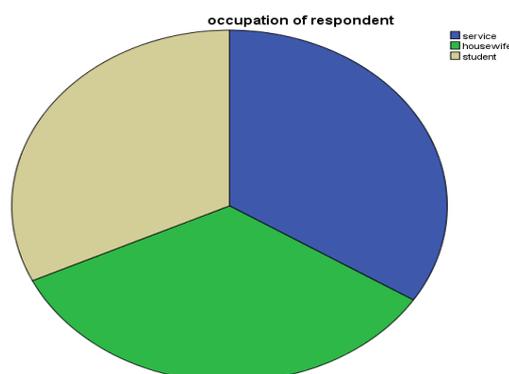
According to gender of respondent there are more females than male. According to above data percentage of females is 56% and male are 44%

Age of Respondent



According to above chart and tables it is clear that people from age 21-31 years old are more exercised to change their eating habits. The age group 21-31 percentage is 53%

Occupation of respondent



According to above presented table of data it showed that housewives and service people (teachers , engineers, gym trainers, business and many other jobs) are people who are constantly change their eating habits on regularly basis as if they likely to be more concerned about foods or might be attracted towards the different types of variations of food . According to table it shows that service and housewives with 34%.

CORRELATIONS

Correlations

		describe eating habits as healthy	healthy food people prefer
describe eating habits as healthy	Pearson Correlation	1	-.086
	Sig. (2-tailed)		.392
	N	100	100
healthy food people prefer	Pearson Correlation	-.086	1
	Sig. (2-tailed)	.392	
	N	100	100

According to above table it mentions that there is negative relationship between the people described eating habits as healthy and what healthy food people prefer

Correlations

		like to change eating habits	is tastiest food bad for health
like to change eating habits	Pearson Correlation	1	.049
	Sig. (2-tailed)		.626
	N	100	100
is tastiest food bad for health	Pearson Correlation	.049	1
	Sig. (2-tailed)	.626	
	N	100	100

According to above data in table shows that there is positive relationship between people are willing to change their eating habits and although tasty food is bad for health

Correlations

		cuisines people like most	usal preparation of food
cuisines people like most	Pearson Correlation	1	-.051
	Sig. (2-tailed)		.615
	N	99	99
usal preparation of food	Pearson Correlation	-.051	1
	Sig. (2-tailed)	.615	
	N	99	100

According to above table shows that there is negative relationship between people like different types of cuisines and on another hand usual preparation of food they daily made and eat.

Correlations

		important meal in a day	satisfied with existing eating habits
important meal in a day	Pearson Correlation	1	-.009
	Sig. (2-tailed)		.926
	N	100	100
satisfied with existing eating habits	Pearson Correlation	-.009	1
	Sig. (2-tailed)	.926	
	N	100	100

Accordingly the above data presented tell us that there is negative relationship between the important meal in a day whether it is breakfast ,lunch or dinner and with that of satisfied with existing eating habits.

Correlations

		healthy food people prefer	information about fast food
healthy food people prefer	Pearson Correlation	1	.005
	Sig. (2-tailed)		.957
	N	100	100
information about fast food	Pearson Correlation	.005	1
	Sig. (2-tailed)	.957	
	N	100	100

According to above table shows that there is a positive relationship between people prefer healthy food to eat and other hand from people are getting information about food is healthy or not.

Correlations

		satisfied with existing eating habits	describe eating habits as healthy
satisfied with existing eating habits	Pearson Correlation	1	.485**
	Sig. (2-tailed)		.000
	N	100	100
describe eating habits as healthy	Pearson Correlation	.485**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to the above table shows that truly there is perfect positive relationship exist between people are satisfied with existing eating habits and the people described there eating habits as healthy.

Correlations

		beverages people drink daily	regularly eat cakes, chocolates, sweets or biscuits
beverages people drink daily	Pearson Correlation	1	-.061
	Sig. (2-tailed)		.548
	N	100	100
regularly eat cakes, chocolates, sweets or biscuits	Pearson Correlation	-.061	1
	Sig. (2-tailed)	.548	
	N	100	100

According to the above table shown tell us that there is negative relationship between the people regularly drink different kind of beverages and regular eating of cakes, chocolates, sweets and biscuits

Correlations

		age of respondent	gender of respondent
age of respondent	Pearson Correlation	1	.227*
	Sig. (2-tailed)		.023
	N	100	100
gender of respondent	Pearson Correlation	.227*	1
	Sig. (2-tailed)	.023	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

According to the above table shown that tell us that there is 95% level of significance the there is positive relationship between age of respondent like what are they eating and gender of respondent that males and females are both concern about eating habits.

Correlations

		age of respondent	regularly eat cakes,chocolates,sweets or bisciuts
age of respondent	Pearson Correlation	1	.267**
	Sig. (2-tailed)		.007
	N	100	100
regularly eat cakes,chocolates,sweets or bisciuts	Pearson Correlation	.267**	1
	Sig. (2-tailed)	.007	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

According to above data presented mentions that yes there is positive relationship with age of people is concerned for having chocolates , cakes , sweets , and biscuits on regular basis.

Correlations

		consider most while purchase of fast food	information about fast food
consider most while purchase of fast food	Pearson Correlation	1	.114
	Sig. (2-tailed)		.263
	N	99	99
information about fast food	Pearson Correlation	.114	1
	Sig. (2-tailed)	.263	
	N	99	100

According to the above table presented shows that there is positive relationship between people consider many things while they purchase the fast food and other side from where they are getting information about the fast food.

1.7 CONCLUSION

This experiment deals with that what people eat and what are the changes in consumers eating habits. The food eating behaviours is determined by the dynamics of the food situation which includes channels, food shows, and foods blogs. Our diets have also changed through advanced technologies in our kitchen, also our income play role in changing our eating habits. Thus, globalization also important for changing consumers taste and preferences. Media also play significant role as it attracts the consumers by attractive display of dishes in newspapers, magazines, food channels.

After the analysis and interpretation data we found that media does have a hand in changing of food habits of people because food is necessary item for all of us. Thus on the other hand

some where we can able to see the significant positive relationship within independent and the dependent variables . As media play vital role for shaping new food habits within its consumers and delicious food also attract consumers so definiately no one could resist himself without eating it.

1.8 REFERENCES

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