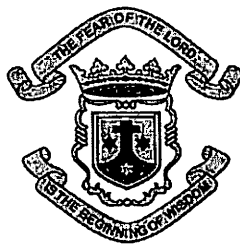


**A SOCIOLOGICAL STUDY ON THE CHANGING FOOD
HABITS AMONG COLLEGE STUDENTS**



BY

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MARCH 2014

Department of Sociology

St. Teresa's College

Ernakulam

PT 208

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Project report

Submitted to the Mahatma Gandhi University, Kottayam

in fulfillment of the requirements

for the award of Degree of Bachelor of Sociology

BY

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MARCH 2014

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DECLARATION

I, hereby, declare that the dissertation titled “ **A Sociological Study on the Changing Food Habits among College Students**” submitted by me for the award of the Degree of Bachelor of Arts in Sociology and is a record of work carried out by me under the guidance of Miss. Lebia Gladis N.P, Department of sociology, St. Teresa’s college Ernakulam. I further testify that this work was not partially or fully submitted by anybody else.



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CERTIFICATE

Certified that the dissertation titled “ **A Sociological Study on the Changing Food Habits among College Students**” done by **ELSHA T. V.** as a part of reformed curriculum for completing the Degree of Bachelor of Arts in Sociology from Mahatma Gandhi University, Kottayam, during 2011- 2014 at the Department of Sociology, St. Teresa’s College, Ernakulam was carried out under my guidance and supervision.

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ELSHA T. V.

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INTRODUCTION

CHAPTER 1

INTRODUCTION

We are creatures of habit. Over time, we develop patterns and routines to which we become accustomed. According to psychologist Abraham Maslow, humans have needs that are stacked in a pyramid hierarchy. The basic human needs at the bottom of the pyramid are basic physical requirements including the need for food, water, sleep and warmth. Once these lower-level needs have been met, then we move up to more psychological needs such as safety, love, esteem and self-actualisation.

The basic needs keep us alive. This is why daily habits revolve around patterns and routines that ensure that we get our critical supply of them. However, when things go wrong with our daily routines, we develop lifestyle illnesses and diseases. Lifestyle-induced illnesses are hard to cure because averting them means, often, we need to change habits we have become used to the point of mindless acceptance. As people now live longer, our unhealthy habits have more time to do damage, resulting in longer-term illnesses to which our diet and lifestyle are major contributing factors. When it comes to our diets, we develop an affinity and fondness for particular tastes, textures, combinations and volumes and even to how they make us feel afterwards. The physical nature of food incites reactions in our bodies that we get accustomed to. It is easy to use food to self medicate when we have other issues or ailments because they cause chemical reactions that seem to pacify an immediate need. That's exactly why life always seems better after a large bowl of pasta or a huge bucket of ice cream. If we use food in an unhealthy manner and combine that with lifestyle habits like lack of exercise, desk jobs and smoking, our health spirals out of control. Isn't it ironic that the very things that make us feel better in the short term actually make us worse over time? Meanwhile, healthier food options and exercise seem like punishment in the short term but cures us in the long term.

No matter where we are from, eating is one of the most personal experiences of life. Everyone finds enjoyment and comfort in eating foods associated with their early days and heritage, but personal sensations and perceptions on eating are merely a fraction of the global picture. Learning about other cultures, their values, and what they seek will enhance relationships between individuals throughout communities and the nation. Eating habits

provide a very conducive way for promoting mutual understanding between everyone. Eating is kind of an indoor sports, everybody plays it at least three times a day, and it's well valued while to make the game as pleasant as possible. Food is very much a part of a popular culture, beliefs, practices, and trends in a culture that affect its eating practices. Well-liked culture includes the ideas and objects created by a society, including commercial, political, media, and other systems, as well as the impact of these ideas and objects on society. Various religious injunctions, while stressing on the need to uplift oneself spiritually, prescribe that a beginning has to be made through certain simple habits and life styles, which are directly under our control. Right approach to food, which is sensible eating, is one of the means. Ages back, Socrates stated, "Many live to eat while I eat to live. " The Bible, through its injunction, "Man shall not live by bread alone" conveys the message that human intelligence, unlike animal...

People around the world are changing their diets because of soaring food prices, according to a new study. The majority of people in most countries surveyed by international aid agency Oxfam said they're no longer eating the same kind of food as they did two years ago, with 39 percent globally blaming rising food costs and another 33 percent citing health reasons. The poll also shows the effects of globalization on the world diet, with both pasta and pizza ranked among the top three favorite foods in many countries. "Our diets are changing fast and for too many people it is a change for the worst," said Jeremy Hobbs, Executive Director of Oxfam. "Huge numbers of people, especially in the world's poorest countries, are cutting back on the quantity or quality of the food they eat because of rising food prices." High and volatile food prices represent an increasingly large and unpredictable proportion of household income in developing countries, according to Abolreza Abbassian, an economist for the U.N.'s Food and Agriculture Organization (FAO). "People in poorer countries are already eating once a day, so when prices go up, people spend all their income on food," Abbassian told CNN. "They can't have more income, so the only thing they can do is eat less or more inferior food." Seventy-six percent of respondents in Kenya told Oxfam that they've changed their diets, with 79 percent blaming food prices. In Mexico, 65 percent of respondents changed diets, with more than half blaming prices as well. Seventy-six percent of respondents in Kenya told Oxfam that they've changed their diets, with 79 percent blaming food prices. In Mexico, 65 percent of respondents changed diets, with more than half blaming prices as well.

Indian Scenario

The globalised image of India as an inclusive, progressive and developing culture has influenced the present generation's attitude towards eating. It is evident from the cookbooks and other popular print media that this new culture of eating is here to stay. Their popularity is highlighted by their unabashed candour in the espousal of a lifestyle of plenty. Moral scruples regarding eating and spending on food cast aside, Indian English popular writings on food have embraced the culture of desiring for more. So long as India remains open to more socio-economic-cultural contact with the developed world, this genre of writing only gain more popularity as the social life of English will get stronger and more powerful. Food or '*annam*' is the basic necessity of life and existence and '*annam*' is "*aham*". We all need food to eat, to grow, to develop physically and mentally, to work at our optimal capacity, to build our defenses against infections, and maintain good health. Indian traditional diets are of immense variety and the diversified preparations not only offer the whole range of nutrients but also activate digestion and several physiological functions. Until a few years ago, we used to prefer natural foods over refined foods, and light foods (less oily) (*satvic*) over heavy foods. Our traditional meals were mostly plant based (as animal foods were expensive) with spices, and were cooked and eaten fresh at home. They were a combination of cereals, millets, pulses, and spices such as pepper, cumin, asafetida and coriander with curd and coconut satisfying our energy and protein requirements. Those who could afford had milk, yoghurt, eggs, and chicken with small amounts of animal meat adding to the protein requirement. Vegetables and fruits contribute to the intake of vitamins, minerals, and antioxidants required for supportive functions. We use traditional oils from groundnut, sesame, mustard, and ghee which are essential, in small quantities, to absorb fat soluble vitamins and contribute to several hormonal functions. Edible oil is an important source of fat in the Indian diet. Besides being a source of energy, it adds a special flavour and palatability to the food. The foods were balanced, diversified and freshly prepared but not stored.

Food habits, in general are culture specific, but in the last few decades dynamic changes have occurred due to the fast growing economy, a shift from traditional to modern technologies, globalization, industrialization, constant travels across the world, evolving tastes and increased demands for "fast" and processed foods throughout our country. We have a social divide and therefore, the consequences also vary widely. On the one hand, we have poverty and hunger causing under nutrition and related disorders while on the other hand, a

substantial increase in the intake of fats and refined foods such as white rice, Maida based items, sugars, and salt leading to over nutrition related disorders such as obesity.

The evolution of the current food habits and diets of Indians reflects the agriculture and industrial revolutions in the country. The world's worst recorded food disaster happened in 1943 in British-ruled India which is known as the Bengal famine. This was a time when India faced an acute shortage of food production and also gave low priority to food supply. After World War II, poverty and hunger were in abundance, and this resulted in various under nutrition related epidemic disorders such as protein-energy malnutrition and micronutrient deficiency disorders such as night blindness, pellagra, anemia, goiter, and rickets. Almost 60 years after the famine, some Indians still face these problems due to inadequate availability, inaccessibility and the lack of affordable "two square meals" a day in the disadvantaged segments of the population. The food imports, therefore, concentrated on cereal grains. Millets grown locally such as jowar, maize, bajra (pearl millet), finger millets (ragi) were grown along with legumes. Millets are the storehouses of macro and micronutrients. They have higher contents of calcium, iron, phosphorous, and magnesium than rice or wheat. They are also high in fibre, low in fat, and are gluten free. They have the potential to reduce blood cholesterol and sugar and are hence considered good for chronic diseases such as diabetes, heart disorders, etc. Traditionally, millets and wheat were unrefined, and rice was hand pounded and parboiled ensuring better retention of vitamins, minerals, fibre, and a host of useful phytonutrients such as antioxidants. As locally grown crops could not meet the growing population demand, there was a need for an agriculture revolution. The 'Green Revolution', promoted record grain output and ensured self sufficiency in cereal grains and reduced hunger. The green revolution mainly emphasized on cereal grains, especially wheat and rice, to reduce hunger. Food imports, therefore, concentrated on cereal grains. This resulted in a shift in the dietary patterns. Support prices given by the government in favour of rice and wheat production, further reduced millet and pulse productivity. The staple food of Indians soon shifted from millets to rice and wheat.

After the agriculture revolution, the wave of 'rapid industrialization' changed the scenario further. Due to the requirement for higher grain output and better shelf life, cereals were milled, polished, and processed. The intake of polished white rice and refined wheat flour eventually resulted in loss of fibre and micronutrients from our diets.

The White revolution by the National Dairy Development Board (NDDB) in the 1970s made milk and other dairy products easily available to the community. The usage of ghee, butter, *paneer*, and cheese enhanced the diet especially of the urban Indians. Milk by itself is a wholesome food and helps in building bones and is essential for growth and development. But again in the well-to-do communities, excess intake of milk products like ghee, cream, cheese and *paneer* – rich sources of saturated fatty acids – led to obesity and related heart diseases. The ‘Green Revolution’, promoted record grain output and ensured self sufficiency in cereal grains and reduced hunger. The green revolution mainly emphasized on cereal grains, especially wheat and rice, to reduce hunger. Food imports, therefore, concentrated on cereal grains. This resulted in a shift in the dietary patterns. Support prices given by the government in favour of rice and wheat production, further reduced millet and pulse productivity. The staple food of Indians soon shifted from millets to rice and wheat.

The change in the diet pattern related to fat intake in the population was not dependent on the white revolution alone, but was actually the result of the combined effect of the white and yellow revolutions. The ‘Yellow Revolution’ in oilseeds owes its success to a spectacular increase in output during 1998-99. It was at the same time that an oilseeds production thrust project was initiated by the government to accelerate the production of major oilseeds – groundnut, mustard, rapeseed, soybean, and sunflower. The quality of fat in terms of essential fatty acids and an appropriate ratio of omega 3 and omega 6 fatty acids (1:5) is very much essential to maintain good health. A community based study published recently in Chennai (2012) based on surveys carried out in the year 2006, showed that almost 63% of the Chennai population has shifted to sunflower oil from the traditional groundnut and sesame oil. Use of omega 6 PUFA-rich vegetable oils like sunflower/safflower oil can aggravate the risk of obesity and its consequences, particularly in the Asian-Indian population who habitually consumes a cereal staple diet consisting of refined grains with low intakes of omega 3 fats. The use of oils such as groundnut/sesame/mustard and even soybean or blends of oil seem to be a better option as it can ensure an optimal ratio of saturated, mono unsaturated, omega 3, and omega 6 fatty acids and reduce the risk of metabolic problems, a pre event that leads to diabetes and cardiovascular disorders.

The ‘Industrial Revolution’ added to the changing food patterns in the country by introducing bakery food items prepared from hydrogenated fats (*vanaspathi*) and trans fats – major culprits that cause cardiac disorders and insulin resistance. Higher production of sugarcane

and a rise in sugar industries led to the production of sugar confectionaries, candies, and sweetened aerated beverages resulting in the consumption of “empty” calories. Many processed and convenience foods, pickles, and *pappads*, now easily available, added to the salt intake thus increasing the occurrence of hypertension. While processed and convenience foods have entered the market targeting the youth with energy dense and salty foods, the intake of colourful green, yellow, and orange vegetables and fruits is becoming pitifully low due to their high prices, seasonality, and farm wastage. National surveys indicate the same, highlighting the need for a ‘Rainbow Revolution’ to enhance vegetable and fruit production. Our intake of these power packed items should ideally be around 500g/day/person.

The erosion of the “healthy diet” as an outcome of modernization and industrialization has led to the development of dietary supplements and functional foods. Functional foods are those that contain components (which may or may not be nutrients) that affect a limited number of functions in the body in a targeted way so as to have positive effects on health. They could also have a physiological effect that extends beyond the traditional nutritional effect. However, dietary diversification is the best approach as Nature knows what is best for mankind. Some of our traditional food items contain functional ingredients, which play a major role in the prevention of diseases and promotion of health. Pharmacological and technological advances cannot replace healthy diets and physical activity as the means to safeguard against both under and over nutrition. It would be worthwhile for us to consider going back to our traditional diets for controlling the modifiable risk factors (diet and physical activity) and tackling the emerging epidemic of chronic diseases. Even in the *Bhagvad Gita*, Lord Krishna has mentioned that foods which promote life, vitality, strength, happiness, and satisfaction, those which are succulent, nourishing, and pleasing to the heart are *satvic* in nature, and form the basis for a healthy life. Whole grains and grams, limited intake of refined foods, plenty of veggies and fruits, traditional/blend of oils, and freshly prepared foods are the cornerstones of health and well being. The tribe of non-vegetarians is growing. Eating out too has increased immensely and families are now purchasing food that was once home-cooked. Kids influence many diet-related decisions at home, pasta sauces and packaged soups have become a part of the Indian kitchen and the terms “clean” and “unclean” are actually used for levels of hygiene and have nothing to do with caste.

The impact of changes in food culture are immense. Better preservation of whole-milk has meant low availability of buttermilk in the villages; the new-age food packaging is non-bio-

degradable and diclofenac given to the cattle to counter the effect of oxytocin administered to milch cattle (it causes painful uterine contractions) has decimated large sections of the vulture population. "The use of these chemicals is intrinsic to the logic of the new technologies of industrialized agricultural production that seek economies of scale and speed in order to maximize profits. In the absence of effective food safety standards, factory and farm-owners are able to place profitability over health. Thus, while the consumption of higher-value foods may suggest that some Indians are eating better than ever, its impact on the environment and on health-that of plants, animals and humans-is proving to be more deleterious than ever,"

Recently, the eating habits and lifestyle of children has drastically changed from those of previous generation and is a major concern in many countries today causing negative effects primarily on health. Poor eating habits and sedentary lifestyle caused by the continuous evolution of high technology are some of the contributing factors on the increasing health problems worldwide. In this essay, I will discuss the above-mentioned issue and the danger it brings along.

With regards to eating habits, providing health and nutritious foods to the children are the parents' primary responsibility. In the case of children in the past for example, if only one parent is working to provide for the financial needs of the family, the other parent would have ample time to prepare and select appropriate nutritious foods belonging to the food groups go, glow and grow such as rice, meat, milk and vegetables and pay the required attention the children need. The parents act as a role model by showing to their kids that they too, eat healthy foods and making sure they eat balanced diet. Also, they promote active lifestyle by spending a lot of time outdoors such as having picnics and engaging to sports as a form of exercise, this making their lives less sedentary.

However, living in a busy and highly sophisticated community greatly affects the interest of the children today, For instance, due to the fast-paced life, specifically in the key cities of the country; parents are too busy to prepare home-cooked foods. Fast food chain has been the solution to that problem. Parents resort to buying foods instead of personally cooking healthy meals at home. Although these establishments make our lives easier, what we are not aware of is that these unhealthy foods can raise the risk for cardiovascular diseases such as atherosclerosis, hypertension and stroke. Another is the influence of technology. Devices such as cellular phones, TV, computer and other consoles has taken the attention of these youngsters instead of focusing on educational activities which can be a huge boost to their

formative years. The children unknowingly becoming antisocial develop violent behaviors and a sedentary lifestyle by engaging to these kinds of activities, instead of developing their psychosocial and cognitive skills through frequent interaction with different people and utilizing their problem-solving strategies at an early age.

Food Habit in Kerala

These are the times of changing food habits. To eat out means to have something exotic that one does not find in one's own kitchen. The number of such exotic kitchens in the new restaurants being opened in the cities is an indicator of what the people are looking for or what makes the youth's palate tickle. The changing tastes and patterns have actually started reflecting in the health of the population. There has been a mushrooming of many eating joints. While the city joints seem fully crowded all the time, the semi-urban areas are not far behind in emulating these. Eating out at least once a week has become an accepted standard, said cardiologist Jaideep Menon, practicing in Angamaly. Even in the semi-urban areas, the people have come to make it a habit. If the number of cows or oxen or pigs slaughtered during the week days is about 7-8, the weekends see a three times rise, said Dr. Menon. This was an observation made during the population-based study in Angamaly taken up by a group of doctors. Recent statistics have indicated that non-communicable diseases account for 26 per cent of the total diseases in the State, said nutrition consultant Mumtaz Khalid Ismail. Obesity in women has gone up with the State becoming one of the front runners in this regard along with Punjab and Delhi, she added. Nutritional value of the fast foods available in most restaurants is rather doubtful, she said. While the restaurants may serve vegetables, when diced in mayonnaise, it becomes loaded in calories. While the grilled chicken may not be harmful, the pita bread that covers shawarma does not have any nutritional value, said Ms. Khalid Ismail.

On food circles what makes Kerala different from the rest of the country (India) is its love for non-vegetarian dishes. While the neighboring Tamil Nadu and Karnataka are the hot choice of veggies, the spice loving Malayalees prefers non-veg foods. The Kerala population consists of three major religions such as Hinduism, Islam and Christianity. The majority Hindus mostly favoured vegetarian food till recently. But due to the co-existence with the Muslims and Christians, their food choice has turned to non-veg dishes. They always had a love for fishes. But the shift to meat is thanks to their living together with other religious

groups, who are so fond of Chicken, Mutton and Beef items. When a society comprising of multy religious groups, it is but natural and appreciable. When Muslims mostly favored Beef, the choice of Christians was Beef and Pork. They also consumed large quantities of fishes. The Keralites' main meal is rice with two curries preferably one veg and one non veg. Though traditionally Malayalees preferred fish thanks to the large coastal line Kerala has. But the present status of the food culture shows that Malayalees has now turned towards meat, especially Chicken. If the food choices of Keralites go in the current way and pace, 'Chicken Biriyani' can be named as Keralites' national food soon.

Apart from the record for the largest **consumption of Alcohol**, Kerala is also on the run for yet another title- *The land of largest chicken eaters!* The farmers in Tamil Nadu and karnataka are making hundreds of thousands of bucks daily through the sale of chicken and eggs to Kerala. After chicken, the most sought after item is Beef. Muslims are the great fans of Beef. Religiously looking, it can be seen that Hindus prefer Chicken, Muslims love beef and Christians take Pork. It is not an hard and fast rule but a general observation only. Muslims never take pork as it is religiously forbidden for them. Similarly religious-conscious Hindus normally avoid beef items. One thing is very clear that the hot and spicy flavor of non vegetarian dishes of Kerala is sure to start a fire in your stomach. The foodie in you would fully be satisfied when you pay a visit to this lovely land known as "The God's Own Country".

Change in food habits is another influence of modernism in Kerala culture. Traditional food items were replaced by artificial modern items. We are being attracted to foreign dishes. The practice of cooking is almost disappearing from modern families. In cities and towns mobile catering centres are flourishing in large numbers. Dishes prepared by them are rich in flavour and artificial colours which are dangerous to body health. Frying and roasting of preserved boiled items in used cooking oil also adversely affect body health. Most of the modern dishes are the by-products of the changed food habit of the people.

Everything is running in high speed, people do not have time for cooking, don't has the desire and patience to stay longer in the kitchen, and they don't have the willing to prepare their own food. Old generation still prefer to cook their own food unlike young people who prefer to eat fast food because they don't want to spend long time cooking and the desire for the cooking. The modern life shapes our eating habits and makes us like slave following its speed. It's not hard to find fast food restaurant they are everywhere and every corner. Fast

food consumption cause damages to the social and economic life of the country and leads to many health problems such as obesity and heart diseases according to many studies. Also, many nutrition experts from different countries have already declared the epidemic character of fast food. The rapid process of globalization and modern life influence our eating's habits and gives opportunity to fast food restaurants to grow and flourish. Fast food seems to become very common everywhere, though some positive aspect of the fast food in easy to prepare, available in many places, and it is a substantial meal. But in other hand, we can estimate that its negative aspects are more important and bigger. I think it is easy to understand that fast food is one of phenomenon that is going to be accepted by people. We are going to see the process of disappearance of the traditional culture with the development of fast food restaurants in all countries all over the world.

In these days, people have more health problems that are related with the new eating habits and fast food consumption. Despite some advantages of fast food the harm caused by fast food does not outweigh its benefit. I think that people should consider the negative fact of fast food consumption and the benefits of preparing their own food at home. It's unfair that the traditional food which arrive to us from generation to generation we are going to replace it with junk food that will harm us more than benefit us. It's unfortunate to lose the cooking tradition and eating homemade food prepared by our mothers together around the table. I am sure that all of us must think over this problem and try to find the appropriate solution to save our cultures, our traditional foods, and more importantly our health. So we should take action immediately to preserve traditional food and encourage people to prepare their own dishes, so they can stay healthy and live longer. Even though fast food is cheap, convenient, yummy and available in every corner in our cities, but that does not mean that our health is cheaper than the fast food that we eat.

Need and Significance of the study

Recently, the eating habits and lifestyle of youth has drastically changed from those of previous generation and is a major concern in many countries today causing negative effects primarily on health. Poor eating habits and sedentary lifestyle caused by the continuous evolution of high technology are some of the contributing factors on the increasing health problems worldwide. We need to discuss seriously, how and why today's generation of food preference and lifestyle has changed. The parents should inculcate to the minds of their

children the habit of eating healthy foods and its benefits and organize activities to be done to stay healthy and fit. The rapid process of globalization and modern life influence our eating's habits and gives opportunity to fast food restaurants to grow and flourish. This study aims at the changing food habits among the college students. Looking into the impact of changing food habits among youth and the seriousness of this issue the study is relevant. Hence the study is undertaken.



REVIEW OF LITERATURE

CHAPTER II

REVIEW OF LITERATURE

According to one study, published in the Journal of the Academy of Nutrition and Dietetics (formerly American Dietetic Association), only about 20 percent of Americans who were asked why they ate fast food said they thought it was healthy and nutritious. Still, the popularity of fast food remains as high as ever. It's an attractive choice compared to other kinds of food, including home cooked meals, because it's convenient, inexpensive, - Also, many of the ingredients in fast food (as in almost all processed foods) have been identified as addictive. Salt, fat and sugar are hard to wean oneself from once a taste for them has been established. For many of us, undoing all that would require changing our entire food environment according to Dr. Simone French, director of the Obesity Prevention Center at the University of Minnesota.

According to **Michaela desousey** in his studies on "**food habits**" explains that food production and consumption typically fell under the purview of research on health, agrarian studies, development sociology, agricultural economy, or social environment, and globalization trade, labor, power, capital, culture, and technological innovation. It also maps out what we eat, how we produce and procure food, who benefits, with whom we eat, what we think about food, and how food fits with contemporary social life.

According to **Murcott (1983) and Beardsworth and Keil (1997)** in his studies on "**Food habits**" explains microsociological subfields, such as gender and interactionist perspectives, and focus on the social and cultural meanings of everyday food experiences.

According to **Warde (1997)** in his title "**changing trends in food practices**" examine cultural theories of taste and consumption.

According to **Maurer and Sobal (1995) and McIntosh (1996)** in his studies on "**changing food habits**" explains that filter food issues through the lenses of social constructionism and social problems.

According to **Caplan (1997)** in his title **"Food, health and identity Highlights social organization, forces, and mechanisms within the food system"** (with an empirical focus on Great Britain) from production to consumption. Chapters stress relationships with age/gender, family, class, health and body image, anxiety over food scares and safety, and related policy issues.

According to **Coveney, John** in his title **"food, morals and meaning"**: The pleasure and anxiety of eating explain the food practices in the British context. Contributes to knowledge of health-related aspects of food and social identity.

According to **McIntosh, w. Alex** in his title **"sociologies of food and nutrition"** explain A valuable compilation of issues of food and nutrition from a social constructionist/social problems perspective. The study highlights the quantity of food people eat or to which they have access, problems associated with the qualities of these foods (such as concerns over contamination or meat eating), and issues related to the food industry and government policies.

According to **Murcott, Anne** in his title **"The sociology of food and eating"** focused on nutrition as a social fact, meaning a community-based concept or value that constrains behavior. Emphasis is on nutrition's relationship to class and social change at the macro level of the state (using World Bank and United Nations data). The conclusion attends to theoretical questions in studying food and nutrition as social problems.

According to **Warde, Alan** in his title **"consumption, food and taste: culinary antinomies and commodity culture"** explains that Offers an introductory essay that discusses the sociological significance of researching large-scale food production separately from food and eating. Useful empirical chapters on research conducted in Great Britain on vegetarianism, agribusiness and industry, household and family, the morality of diet and food choices, food during pregnancy, men's cooking, working-class mothers' views on food and health, and wedding meals.

According to **Keryn Means**, in her studies on the title **'Change in eating habits'** says, My doctor warned me before we left for China the first time that my son's appetite might go down when we first arrived. She was right. All Dek wanted was milk at first. It did pick up after a few days. Milk was his comfort food. The same thing happened when we got home.

Back to a steady diet of milk with a few berries and bread thrown in. If I hadn't known, I might have panicked. Since then, we have experience a similar change in eating habits when flying cross country and going to Hawaii too. Thankfully I had a heads up. However, Dek did pick up Roseola shortly after we got back from China. He got an extremely high fever and only would drink milk. Hardly any water. I knew his diet might change, but this seemed extreme. I called my doctor right away. Happily it was a common childhood virus that worked itself out within a few days. Our most recent sojourn to Asia ended without any medical drama, just a few days of milk and bread while he readjusted. Always, always call your doctor if you think your child is not behaving within the normal range though. I am not a doctor and you know your child.

Mr. Pratichee Kapoor, associate vice president –food service and agriculture, writes in; '**food habits and changing eating out trends**', Food in East India is spicy with a fair mix of vegetarian and non-vegetarian dishes in the cuisine with staple items being rice, fish, meats like pork & beef – a little different from the rest of India, with most inhabitants being regular non-vegetarians. Proximity to coast line and plenty of rains make fresh fish and rice a favored combination. While food in this region has had a variety of influences including Chinese, Italian and Continental Snacks, however fresh food cooked at home or street food outside home still rule this region. Taste preferences have been slow to change here partly because people are passionate about their own type of food and also because these cities have never been top of mind for organized Indian and International chains when drawing up entry & expansion plans.

According to **Kumar Suresh Singh** [1996] in his studies on '**People of India-Tripura**' explains that this book presents an ethnographic profile of all communities which made Tripura their home, of their history and migration ecology and food habits, social organization, religion, economy and occupation, and impact of change and development.

According to **Sunil Kunnoth** (2012) in his studies on "**The food habits of Kerala**" explains that: On food circles what makes Kerala different from the rest of the country (India) is its love for non-vegetarian dishes. While the neighboring Tamil Nadu and Karnataka are the hot choice of veggies, the spice loving Malayalees prefers non-veg foods. Kerala was well noted for its rich stock of spices such as Grampoo, Cardamom, Pepper, Turmeric, Ginger, etc for centuries. Merchants across the globe came here lured by the abundant presence of these

spices. Vasco de Gama first landed here way back in 1498 at Kappad in Kozhikode. This also heralded the beginning of European invasion to India. All these travelers came for the purpose of establishing trade relation with Kerala.

In an article about “**food and food habits Kerala**” (2010) a website “**Kerala information**” describes Food is an important indicator of a region’s history. The diversity that one sees today in Kerala food evolved from its past, when profound historical and social events influenced the diet of the inhabitants. The various people, who invaded, colonized, traded with or settled in this area, all left their indelible mark on Kerala cuisine that, in course of time, evolved into one with an identity of its own. One that is remarkable for its simplicity, taste and range.

According to **Adamyia Shyam** (2014) in an article called “**food habits of India and UK**” explains eating habits People in India consider a healthy breakfast, or nashta, important. They generally prefer to drink tea or coffee with the first meal of the day. North Indian people prefer roti, parathas, and a vegetable dish, accompanied by achar (pickles) and some curd; people of western India, dhokla and milk; South Indians, idlis and dosas, generally accompanied by various chutneys. Lunch in India usually consists of a main dish of rice in the south and east and rotis made from whole wheat in the northern and western parts of India. It typically includes two or three kinds of vegetables. Lunch may be accompanied by items such as kulcha, nan, or parathas. Curd and two or three sweets are also included in the main course. Paan (betel leaves), which aid digestion, are often eaten after lunch in parts of India. India families will gather for "evening breakfast" to talk, drink tea, and eat snacks. Dinner is considered the main meal of the day, and the whole family gathers for the occasion.



METHODOLOGY

CHAPTER III

METHODOLOGY

Research in common parlance refers to a search for knowledge, a scientific and systematic search for pertinent information. In fact, research is an art of scientific investigation. Methodology denotes systematic logical study of the general principle guiding sociological investigation. It also deals about the overall typology of the research design experimental, descriptive, survey; case study of the historical study is specified. Further the method or methods to be adopted for collection of data - observation, interviewing are specified. Methodology is the science of proper modes and orders of procedure. By the proper use of methodology wastage of time, effort, money can be averted and efficiency and dignity of research can be used.

The purpose of the study is to examine the changing food habits among the college students. Here the researcher made an attempt to find out the socio economic conditions of the college students, their preference of food and the awareness about the changing of food habits and the health problems due to this.

Statement of the problem

'Eat healthy and live healthy' is one of the essential requirements for long life. Unfortunately today's world has been adapted to a system of consumption of food which has several adverse effects on health. Lifestyle changes has compelled in so much that one has so little time to really think what we are eating is right Globalization and urbanization have greatly affected one's eating habit and forced many people to consume fancy and high caloric food. This study made a humble attempt to begin with a Sociological Study on the Changing Food Habits among College Students.

Objectives of the Study

General Objective:

To find out changing food habits among college students

Specific Objectives:

1. To find out the socio economic profile of the college students

2. To examine the preference of food among college students
3. To find out the awareness among college students about the health problems due to changing food habits.

Clarification of Concepts:

Food habits: According to Oxford Learner's Dictionary habit is something that you do often and almost without thinking. In this study food habits is the food that you eat often and regularly.

Variables

Variables are the characteristics that can vary its value. Variables chosen for the study are age, sex, course, family, locality, religion, marital status and occupation and Annual income of the parents.

Research Design

This study tries to describe the preferences of food and awareness about the changing food habits and the health problems among college students. Thus the research used in this study is descriptive.

Pilot Study

A Pilot study was conducted to understand whether the study is possible. The researcher visited the colleges to get the permission to conduct the study and gathered the necessary information.

Universe

College students from two colleges, Maharajas and Sacred Heart in Ernakulum were the universe.

Sample & Method of Sampling

From the list received from both Maharajas and Sacred Heart College, 30 respondents were taken respectively at random using simple random sampling.

Tool of data collection

The tool used in this study is questionnaire it include both closed and open ended questions

Pretest

A pretest was conducted with five respondents to test the tool before finalizing it and could make necessary changes in it.

Data Collection

The study focused was on the college students. Data collection was done in both Maharajas and Sacred Heart colleges. One day was spent for each college to collect the data keeping their time table and schedule. The students were very cooperative during the data collection.

Data analysis and Interpretation

The collected data was edited, coded, tabulated and the interpreted. The findings are given based on this analysis.



ANALYSIS & INTERPRETATION

CHAPTER IV
ANALYSIS AND INTERPRETATIONS

Table No: 4. 1

DISTRIBUTION BASED ON SEX

Particulars	No. Of respondents	Percentage
Male	30	50
Female	30	50
TOTAL	60	100%

The table No.1 shows that 50%of the male as well as females were the respondents.

Table No: 4. 2

DISTRIBUTION BASED ON FAMILY

Particulars	No. Of Respondents	Percentage
Nuclear family	52	87
Joint family	8	13
TOTAL	60	100%

This table shows that while 87% of the respondents were from nuclear family and only 13% of the respondents were from joint family.

Table No: 4. 3

DISTRIBUTION BASED ON LOCALITY

Particulars	No. of respondents	Percentage
Rural	34	57
Urban	26	43
TOTAL	60	100%

Table No. 3 shows that 57% of the respondents were from rural area and 43% from urban area

Table No: 4. 4

DISTRIBUTION BASED ON MARITAL STATUS

Particulars	No .Of respondents	Percentage
Married	3	5
Unmarried	57	95
TOTAL	60	100%

This table indicates that 95% of the respondents were unmarried and 5%of the respondents were married.

Table No: 4.5

DISTRIBUTION BASED ON THE NO. OF TIMES RESPONDENTS EAT A DAY

Particulars	No .Of respondents	Percentage
1	0	0
2	5	8
3	25	42
4	30	50
TOTAL	60	100%

This table reveals that while 50% of the respondents eat four times a day, 42% of the respondents eat 3 times, and 8% 2 times

Table No: 4. 6

MOST IMPORTANT MEAL OF A DAY

Particulars	No .Of respondents	Percentage
Breakfast	15	25
Lunch	25	42
Teatime	5	8
Dinner	15	25
TOTAL	60	100%

From this table it is found that while 42% of the respondents consider lunch as an important meal, 25 % breakfast 25% dinner, and 8% tea.

Table No: 4. 7

FIXED TIME FOR MEALS

Particulars	No .Of respondents	Percentage
Yes	43	72
No	17	28
TOTAL	60	100%

The above table indicates that while 72% of the respondents have a fixed time for meals, 28% of the respondents do not have.

Table No: 4. 8

RESPONDENTS WHO SKIP MEALS

Particulars	No .Of respondents	Percentage
Yes	49	82
No	11	18
TOTAL	60	100%

It was found that 82% of the respondents do skip the meals and 18% of the respondents do not skip the meals.

Table No: 4. 9

TYPE OF MEAL RESPONDENTS SKIP

Particulars	No .Of respondents	Percentage
Breakfast	15	36
Lunch	10	24
Teatime	5	12
Dinner	12	28
TOTAL	42	100%

The study shows that while 36% of the respondents skip breakfast, 28% dinner and 24% lunch.

Table No: 4. 10

BREAKFAST RESPONDENTS EAT USUALLY

Particulars	N o. Of respondents	Percentage
Bred & Butter	5	8
Idly	3	5
DOSA	13	22
Putt	20	33
Any other	19	32
TOTAL	60	100%

The table indicates that 33% of the respondents consider putt as their usual breakfast, 22% dosa, 8% bread & butter and 5% Idaly. I was also seen that 32% of the respondents were not interested in these items.

Table No: 4. 11

FAST FOOD PREFERENCE

Particulars	No .Of respondents	Percentage
Yes	41	68
No	19	32
TOTAL	60	100%

The above table shows that 68% of the respondents do like fast food and 32% do not.

Table No: 4. 12

TYPE OF FASTFOOD PREFERRED

Particulars	No .Of respondents	Percentage
Pizza	10	23
Kebab	1	2
Hamburger	1	2
K F C	5	12
Bakery items	20	47
Any other	6	14
TOTAL	43	100%

The table reveals that 47% consider bakery items as fast food, 23% pizza, 14% other items 12% KFC, 2% Kebab and 2%hamburger

Table No: 4.13

NO.OF TIMES FAST FOOD TAKEN

Particulars	No .Of respondents	Percentage
Very often	10	17
Often	10	17
Rarely	25	42
Very rarely	5	8
Nil	10	16
TOTAL	60	100%

This table shows that 42% of the respondents rarely have fast food while 17% very often, 17% often, 8% very rarely and 16% do not have fast food.

Table No: 4.14

MONEY SPEND FOR FOOD PER WEEK

Particulars	No .Of respondents	Percentage
Less than 100	30	50
200-300	20	33
More than 500	10	17
TOTAL	60	100%

The study reveals that 50% of the respondents spend money less than 100 in a week, 33% of them spend between 200-300 and 17% more than 500.

Table No: 4.15

INFLUENCE OF FAST FOOD AMONG REPENDENTS

Particulars	No .Of respondents	Percentage
Yes	50	83
No	10	17
TOTAL	60	100%

The table shows that while 83% of the respondents say that fast food is influential among youth, 17% of them would say that fast food is not influential among youth.

Table No: 4.16

INFLUENTIAL FACTORS TO HAVE FAST FOOD

Particulars	No .Of respondents	Percentage
Taste	36	72
Quality	3	6
Variety	10	20
Status	1	2
TOTAL	50	100%

The table indicates that 72% of the respondents consider taste as the influential factor to prefer fast food, 20% consider variety, 6% quality and 2% status. The study reveals that it is not the quality that matters but the taste that matters among youth in the preference of fast food.

Table No: 4.17

FAST FOOD IS EXPENSIVE OR NOT

Particulars	No .Of respondents	Percentage
Yes	45	75
No	15	25
TOTAL	60	100%

It was found that 75% of the respondents said that fast food is expensive and 25% suggested that not expensive.

Table No: 4.18

RESPONDENTS WHO EAT FRUITS AND VEGETABLES

Particulars	No .Of respondents	Percentage
Yes	59	98
No	1	2
TOTAL	60	100%

The study shows that 98% of the respondents eat fruit and vegetables and only 2% do not eat.

Table No: 4.19

RESPONDENTS WHO EAT OUT

Particulars	No .Of respondents	Percentage
Yes	45	75
No	15	25
TOTAL	60	100%

The above table shows that 75% of the respondents were who eat out and 25% were who do not eat out.

Table No: 4.20

PREFERENCE OF PLACE TO EAT OUT

Particulars	No .Of respondents	Percentage
Restaurant	20	44
Canteen	20	44
Any other	5	12
TOTAL	45	100%

The table reveals that while 44% of the respondents prefer canteen to eat out and also 44% of them prefer restaurant and 12% prefer any other place.

Table No: 4.21

NO.OF TIMES THE RESPONDENTS EAT WITH FAMILY

Particulars	No .Of respondents	Percentage
Very often	22	37
Often	20	33
Rarely	15	25
Very rarely	2	3
Nil	1	2
TOTAL	60	100%

The study shows that while 37% of the respondents very often eat with their family, 33 % often, 25% rarely, 3% very rarely and 2% do not eat.

Table No: 4.22

CONCERN ABOUT DAILY CALORIES INTAKE

Particulars	No .Of respondents	Percentage
Yes	30	50
No	30	50
TOTAL	60	100%

This table indicates that while 50% of the respondents were concerned about the daily calories in take before choose something to eat and on the other hand 50 % were not.

Table No: 4.23

RESPONDENTS ON DIET

Particulars	No .Of respondents	Percentage
Yes	15	25
No	45	75
TOTAL	60	100%

The table indicates that 75% of the respondents do not diet and 25% diet.

Table No: 4.24

RESPONDENTS WHO TRY NEW VARIETIES OF FOOD

Particulars	No .Of respondents	Percentage
Yes	52	87
No	8	13
TOTAL	60	100%

It was found that 87% of the respondents like to try new food, 13% of the respondents do not like to try new food.

Table No: 4.25

FREQUENCY WITH WHICH RESPONDENTS TRY FOR NEW FOOD

Particulars	No .Of respondents	Percentage
Very often	20	38
Often	12	23
Rarely	15	29
Nil	5	10
TOTAL	52	100%

The table shows that while 38% of the respondents like to try new food very often, 23% often, 29% rarely, and 10% of the respondents do not try for new food.

Table No: 4.26

FOODS RESPONDENTS CONSIDER HEALTHY

Particulars	No .Of respondents	Percentage
Vegetable	22	37
Fruits	30	50
Meat	5	8
Fish	5	5
TOTAL	60	100%

While 50% of the respondents consider fruits as healthy food, 37% of them vegetable, 8% meat and 5% fish.

Table No: 4. 27

FOODS THAT ARE CONSIDERED UNHEALTHY

Particulars	No .Of respondents	Percentage
Fast food	19	32
Food from restaurant	30	50
Any other	11	18
TOTAL	60	100%

The study indicates that while 50%of respondents consider food from restaurant as unhealthy, 32% of them consider fast food and 18% other items.

Table No: 4.28

CHOICE OF FOOD INFLUENCED BY ADVERTISEMENT

Particulars	No .Of respondents	Percentage
Yes	33	55
No	27	45
TOTAL	60	100%

It shows that 55% of the respondent's choice of food is influenced by advertisement and 45% of the respondent's choice of food is not influenced by advertisement.

Table No: 4.29

SATISFACTION OF RESPONDENTS WITH EXISTING EATING HABITS

Particulars	No .Of respondents	Percentage
Highly satisfied	4	7
Satisfied	32	53
Moderate	11	18
Unsatisfied	10	17
Highly unsatisfied	3	5
TOTAL	60	100%

This table indicates that while 53% of the respondents are satisfied with their existing eating food habits, 18% Moderate, 17% unsatisfied, 7% highly satisfied and 5% highly unsatisfied.

Table No: 4. 30

CHANGES IN LIFE STYLE CHANGE THE FOOD HABITS

Particulars	No .Of respondents	Percentage
Yes	37	62
No	23	38
TOTAL	60	100%

It was found that While 62% of the respondents had the opinion that change in life style, change their food habits, on the other hand 38% do not agree to it.

Table No: 4.31

CHANGE IN FOOD HABITS LEADS TO HEALTH PROBLEMS

Particulars	No .Of respondents	Percentage
Yes	46	77
No	14	23
TOTAL	60	100%

The study shows that while 77% of the respondents feel that change in food habits leads to health problems and on other hand 23% do not.

Table No: 4.33

HEALTH PROBLEMS CAUSED DUE TO CHANGE IN FOOD HABITS

Particulars	No .Of respondents	Percentage
Diabetes	10	17
Obesity	20	33
Cholesterol	25	42
Blood pressure	5	8
TOTAL	60	100%

The table reveals that while 42% of the respondents consider cholesterol as one of the health problem due to change in food habits, 33% obesity, 17% diabetics, and 8% blood pressure.

Table No: 4.34

WHETHER THE RESPONDENTS LIKE TO BRING SOME CHANGES IN THE FOOD HABITS

Particulars	No .Of respondents	Percentage
Yes	43	72
No	17	28
TOTAL	60	100%

The table shows that while 72% of the respondents like to bring some changes in their food habits, 28% do not

Table No: 4.35

RESPONDENTS PREFER EXPENSIVE OR AVERAGE FOOD

Particulars	No .Of respondents	Percentage
Expensive Food	6	10
Average Food	54	90
TOTAL	60	100%

The study shows that 90% of respondents prefer average food and only 10% prefer expensive food



FINDINGS AND CONCLUSIONS

CHAPTER V

FINDINGS AND CONCLUSION

Over the last century, eating habits time have changed dramatically. Our diets have been influenced by all kinds of factors: by the technologies in our kitchens, by the modes of transport supplying our shops, by the media and the government and by trade and migration. The eating habits of our parents, grandparents and great-grandparents would be completely unrecognisable to many of us today. Our experiences of shopping and cooking have been transformed as have our attitudes towards health, table manners, 'foreign' foods, waste and choice. The study has tried to analyse the various aspects of changing food habits among college students. This chapter includes the findings of the study which deals with personal profile of the respondents, the preference of food among college students and the awareness among them about the health problems due to the changing food habits.

Personal Profile

The first objective of the study deals with the socio economic profile of the respondents and from the analysis the findings and conclusion have been made. With regard to personal profile the male respondents were 50% and female respondents also were 50% .87% of the respondents were from nuclear family and only 13% of the respondents were from joint family. The respondents from rural area were 57% and 43% from urban area. The respondents who are unmarried were 95% and 5%of the respondents were married.

Preferences of food

Based on the second objective of the study the preferences of food among college students were analysed. With regard to number of meals taken by the respondents in a day, it was found that while 50% of the respondents eat four times a day, 42% of the respondents eat 3 times, and 8% 2 times. While 42% of the respondents consider lunch as an important meal, 25 % breakfast 25% dinner, and 8% tea. While 72% of the respondents have a fixed time for meals, 28% of the respondents do not have a fixed time. It was found that 82% of the respondents do skip the meals and 18% of the respondents do not skip the meals. The study shows that while 36% of the respondents skip breakfast, 28% dinner and 24% lunch. While

33% of the respondents consider putt as their usual breakfast, 22% dosa, 8% bread & butter and 5% Idaly. It was also seen that 32% of the respondents were not interested in these items.

The study reveals that 68% of the respondents prefer fast food and 32% do not. With regard to type of fast food considered by the respondents were, 47% consider bakery items as fast food, 23% pizza, 14% other items 12% KFC, 2% Kebab and 2%hamburger. The respondents who rarely have fast food were 42% while17% very often, 17% often, 8% very rarely and 16% do not have fast food. The study reveals that 50% of the respondents spend money for food less than 100 in a week, 33% of them spend between 200-300 and 17% more than 500.It was found that While 83% of the respondents said that fast food is influential among youth, 17% of them would said that fast food is not influential among youth. The respondents who consider taste as the influential factor to prefer fast food were 72%, 20% consider variety, 6% quality and 2% status. The study reveals that it is not the quality that matters but the taste that matters among youth in the preference of fast food. It was found that 75% of the respondents said that fast food is expensive and 25% suggested that not expensive.

The study shows that 98% of the respondents eat fruit and vegetables and only 2% do not eat. The respondents who eat out were 75% and 25% were who do not eat out. The respondents who prefer canteen to eat out were 44% and also 44% of them prefer restaurant and 12% prefer any other place. The study shows that while 37% of the respondents very often eat with their family, 33 % often, 25% rarely, 3% very rarely and 2% do not eat with their family. It was found that while 50% of the respondents were concerned about the daily calories in take before choose something to eat and on the other hand 50 % were not. The respondents do not diet were 75% and 25% diet. It was found that 87% of the respondents like to try new varieties of food, 13% of the respondents do not like to try new food. The respondents who prefer to try for new food very often were 38%, 23% often, 29% rarely, and 10% of the respondents do not try for new food.

The respondents consider fruits as healthy food were 50%, 37% of them vegetable, 8% meat and 5% fish. The study indicates that while 50%of respondents consider food from restaurant as unhealthy, 32% of them consider fast food and 18% other items. The respondent's whose choice of food is influenced by advertisement were 55% and 45% of the respondent's choice of food was not influenced by advertisement. The respondents who are satisfied with their existing eating food habits were 53%, 18% Moderate, 17% unsatisfied, 7% highly satisfied

and 5% highly unsatisfied. The respondents who had the opinion that change in life style, change their food habits were 62% and 38% do not agree to it.

Awareness about Health Problems

The third objective deals with awareness among college students about the health problems due to the changing food habits. It was analysed and found that the respondents who feel that change in food habits leads to health problems were 77% and 23% do not. The respondents who are aware of the health problems were 75% and 25% of them are not aware. The respondents who consider cholesterol as one of the health problem due to change in food habits were 42%, 33% obesity, 17% diabetics, and 8% blood pressure. The respondents who like to bring some changes in their food habits were 72%, 28% do not. The study shows that the respondents who prefer average food were 90% and those who prefer expensive food were only 10%.

Suggestions

- To improve the changing food habits, eat more fruits and vegetables and try to avoid fast food.
- Maintain the existing food habits than going behind the new brand
- Look for quality food than quantity
- Preference for healthy food
- Try to keep a good and healthy diet and the timing
- Strive for a steady health by avoiding junk food
- Avoid choosing the food that are influenced by advertisement
- Give preference for home made food and try to have it at home than from out.



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APPENDIX

A Sociological Study on the Changing Food Habits among College Students

Questionnaire

1. Name:
2. Age:
3. Sex : Male Female
4. Family: Nuclear Family Joint Family Extended Family
5. Marital Status: Married Unmarried
6. Locality: Rural Urban
7. Occupation of the Parent:
8. Annual Income of Parent:
9. Course:
10. How Many times do you usually eat every day?
1 2 3 4
11. Which is the most important meal for you in a day ?
Breakfast Lunch Tea Time Dinner
12. Do you have a fixed time for your meals?
Yes No
13. Do you ever skip meals?
Yes No
14. If yes, which meal?
Breakfast Lunch Tea Time Dinner
15. What do you usually eat for breakfast?
Bread and Butter Idly Dosa Puttu Any Other
16. What is your most typical and popular meal in your family?
.....

17. Do you like fast food?

Yes No

18. If Yes, What kind of fast Food?

Pizza Kebab Hamburger KFC Bakery Items Any Other

19. How often you have fast food?

Very Often Often Rarely Very Rarely Nil

20. How much money do you spend for your food in a week?

Less Than 100 200 - 300 More Than 500

21. Do you feel that fast food is very influential among youth?

Yes No

22. If Yes, What are the influential factors prefer to have fast food?

Taste Quality Variety Status Convenience

23. Do you think that fast food is expensive?

Yes No

24. Do you prefer expensive food or average food?

Expensive Food Average Food

Substantiate?
.....

25. Do you eat fruits and vegetables?

Yes No

26. Do you eat out?

Yes No

27. If yes, where do you eat out?

Restaurant Canteen Any Other

28. How often you eat with your family?

Very Often Often Rarely Very Rarely Nil

29. Are you concerned about your daily calories in take when you choose something to eat?

Yes No

30. Have you ever been on diet?

Yes No

31. Do you like to try new food?

Yes No

32. If yes, how far?

Very Often Often Rarely Very Rarely Nil

33. Which are the foods you consider healthy?

Vegetables Fruits Meat Egg Fish

34. Which are the foods you consider unhealthy?

Fast food Food from restaurant Any other

35. What is your favourite food?

.....

36. Is your choice of food influenced by advertisement?

Yes No

37. Are you satisfied with your existing eating habits?

Highly satisfied Satisfied Moderate Unsatisfied Highly unsatisfied

38. Do you think that changes in life style change your food habits?

Yes No

39. If yes, how?

40. Do you feel that change in food habits will lead to health problems?

Yes No

41. Are you aware of the health problems due to change in food habits?

Yes No

42. If yes, what are the health problems caused due to change in food habits?

Diabetes Obesity Cholesterol blood pressure

43. Do you like to bring some changes in your food habits?

Yes No

44. Give your suggestions to improve the changing food habits among youth?