AS STUDY ON CHANGING FOOD CONSUMPTION PATTERN AMONG YOUTH IN MUMBAI

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Abstract: The aim of this research is to study the food consumption pattern of the youth in Mumbai city. Food consumption pattern is studied in relation to their demographic factors with respect to gender, family size and occupational status of mother. Food is an important representation of all ethnic groups. Youth in our country constitutes a critical input and a vast human resource, characterized by innovative approaches, idealism, and development oriented positive attitudes. Many factors impact a person's food choice, from age to culture, from income level to tradition, from location of residence to health knowledge, and the list goes on. The impact of age factor on food consumption cannot be understated. So, the present study is conducted to understand the food consumption pattern among the age group of 17-21. Predominantly this is the age group of college going students.

Several studies have been conducted on changing food consumption pattern of the youngsters. Majority of these research focuses on finding the changing trend in relation to fast food industry. But no study has been conducted of this changing trend in relation to working mother and family pattern. So, the present study discusses these factors.

Eating behaviour of young people has been increasingly investigated in recent years and made observations that many are having a poor diet. Young people are easily influenced by their peers, advertisements etc. Their food habits and meal patterns are also influenced by the socio-economic conditions of the family. Snacking and breakfast skipping are frequent in young youth. It is recognized that those who develop healthy eating habits early in life are likely to maintain them into adulthood and have a healthy life ahead.

Keywords: Food Consumption Pattern, Youth, Working Mothers.

1.   **Introduction:** In human life, food plays a major role as it is must for survival. Food is shared with families and friends. Food is often made as a central part of group celebrations. People shops for it, cook it, read about it, talk about it, and sometimes worry about it. In the world, socio demographic changes are driving the growth of food intake due to the rise of dual income.

Youth in our country constitutes a critical input and a vast human resource, characterized by innovative approaches, idealism, and development oriented positive attitudes. Youth represent our nation's best resource. The dynamic energy, creative activity and adventures spirit of youth have provided the sinews for the existence of the society from time immemorial. A nation's progress is on the firm feet of youth. World Health Organization has defined adolescence as a period between 10-19 years. Adolescence is a period of transition from childhood to adulthood. These are formative years during which maximum amount of physical, psychological and behavioral changes take place. Today, every fifth person in India is an adolescent (10-19 years) and every third is a young person (10-24 years). Investing in this segment of population is the best way to leverage the nation's competitive advantage, its demographic dividend. Many college going students still fall within the adolescent age group and show some common unhealthy eating patterns such as meal skipping, eating away from home, snacking and fast food consumption. At present in India due to increased urbanization and various other factors, there is a drastic change in the dietary patterns of college students and young adults.

Many factors impact a person's food choice, from age to culture, from income level to tradition, from location of residence to health knowledge, and the list goes on. The impact of age factor on food consumption cannot be understated.

So, the present study is conducted to understand the food consumption pattern among the age group of 17-21. Predominantly this is the age group of college going students. Eating behaviour of young people has become increasingly investigated in recent years and made observations that many are having a poor diet. Young people are easily influenced by their peers, advertisements etc. Their food habits and meal patterns are also influenced by the socio-economic conditions of the family. Snacking and breakfast skipping are frequent in young youth. It is recognized that those who develop healthy eating habits early in life are likely to maintain them into adulthood and have a healthy life ahead.

2.   *Review of Literature:*

Robert Guang Tian, Tami Boyce, Pamela Henry, and Pratik Shrivastava1 (2002), in their researchexamines how gender, along with consumer perception, attitude, and reference groups, can influence consumer behavior in the specific food service site of a college cafeteria. The findings revealed that, male and female students behave differently in the cafeteria, and their image of the cafeteria affects their behavior. Consumption behavior is altered due to the positive and negative images of the cafeteria that the students have in their minds. It was suggested that college cafeteria management can implement the concepts of consumer perception, reference groups, and consumer attitude to understand and respond to the consumption behaviors of students and change the image what students have of the cafeteria.

T. Perera and T. Madhujith (2012), studied . Dietary habits of young adults are in limelight, as this group is in transition from adolescence to adulthood and are potential to influence the health status of next generation. The study explored the fruit and vegetable consumption behavior of undergraduate students. It was found that the most frequently consumed fruits and vegetables by the study cohort are banana, papaya, mango, oranges and pineapple, and beans, dhal, carrot, potato, leeks, pumpkin, and *Gotukola* and *Mukunuwenna, respectively*. The mean fruit and vegetable consumption per day remains 267 g which is far less than the WHO recommendations. Most of the students have a fair knowledge on some of the basic aspects such as health benefits of fruits and vegetables, effect of cooking and handling method on quality, among others. However, most of the students were unaware of the recommended quantity to be consumed. The faculty of study, academic year and religion did not affect the quantity of fruits and vegetables consumed while gender, income, taboos had a significant effect.

Abha Gupta and Deepak K Mishra (2014), in their study explored food consumption pattern across selected social and economic groups and identified food consumption regions in India. Paper also tries to show determinants of food item wise consumption pattern in rural India. It was found that consumption of different food items varies among socio-economic groups and regions. Persons with better incomes, belonging to 'higher' social class, having small families and working as self-employed show higher intake of almost all food items and exhibit diet diversity which make them nutritionally more secure and healthy whereas other socio-economic groups such as those with lower income, large households have a poorer diet in comparison to the national average and even to the other groups. In an 'optimistic' interpretation, the trends of declining cereal or food grain consumption, even among the lower consumption expenditure classes, are often interpreted as the outcome of changes in tastes and preferences and increasing incomes. These variations caused by different factors may lead to inequality in nutrition and resultant health behavior across different groups. It was suggested from the results that socio-economic and regional factors are necessary to devise food policies with a focus on increasing access of marginalized sections and regions of society. These diverse determinants of food consumption patterns and the social and regional context of food production and consumption ought to be taken into consideration in food policy, particularly in the context of large countries like India.

Narayan B. Prabhu M. (2015), carried a study on eating out in India. The paper learnt the fast food consumption behavior of university students. The results revealed that most students prefer burgers,

pizzas and rolls, while male students prefer fizzy drinks, fresh juice and milk shakes as beverages. Female students tend to prefer fresh juice, coffee and mock-tails, especially on weekends, while with their friends. Both male and female gave similar priority for factors deemed to be important in directing them to an item, such as quality of the product, timeliness of service and a reasonable price, while some differences exist in aspects related to cleanliness and hygiene, and brand image. Factors such as industrialization, a greater opening to western culture, advertisement and mass effect of social media, no time for preparing food at home, urbanization and rapid development of the fast food industry, are the main factors which have led to the growth of fast food all over the world. Time, taste, cleanliness, hygiene and money are the main factors which have influenced students to opt for having fast food items. Student's behavior is changing according to their tastes and preferences among the food items they select.

Iqra Ismail (2016), in theirstudy aimed at improving the understanding of fast food trend among university girls. The research was conducted to analyze the trend of fast food consumption by studding respondent's fast food preferences, their consumption pattern, and their monthly fast food expenditure. It was found that the most preferred fast food item among university girls was burger. The main reason for their fast food consumption was convenience. The overall results showed that university girls' perception regarding the unhealthfulness of fast food does not necessarily affect their frequency of fast food consumption. The overall results showed that university girls' perceptions regarding fast food do not necessarily affect their frequency of fast food consumption.

3.   **Research Methodology:** This research is carried on in two stages. During first stage the research is of exploratory nature. During second stage descriptive research is conducted by applying survey method. The tool used for data collection is a questionnaire, which covered the demographic profile of consumers, details about purchase patterns, and various factors considered for understanding consumption pattern among college going students.

3.1   Objectives of the research
- To understand the food consumption pattern among college going students based on demographic factors – gender, family type and mother as working woman.
- To identify the reasons behind changing consumption pattern among college going students

3.2   Stated Hypothesis:
H1 Outside food products are preferred by college going students compared to homemade food
H2 There is a significant relationship between working mothers and consumption of outside food by college going students

3.3   Data Collection Tools: Questionnaire based method was implemented for primary data collection. Structured questionnaire was prepared, and responses were collected from college going students at undergraduate level. The standard questionnaire was prepared consisting 30 questions. It included a variety of multiple choice, open ended and close ended questions. Primary data is being collected using "Google Survey form" and using internet as a medium.
Secondary data is collected from journal articles, books and web resources.

3.4   Sample of the Study: Convenience sampling is used as a method of sampling. The responses were collected from 213 college students at undergraduate level studding in different colleges of Central Mumbai. The sample consists of 83 male students and 130 female students.

Table 3.5.a : Gender wise Composition of Sample (College Going Students)	
Male students	83
Female students	130
Total	**213**

3.5   Data Analysis Tools: Data extracted from questionnaires is analyzed in accordance with demographic factor gender. Correlation analysis is used to understand the relation between the variables affecting the consumption pattern. Qualitative variables were compared using non-parametric test. Chi-square test was applied to test the hypothesis. All data were analyzed by using SPSS software. P-value ≤ 0.05 was considered as statistically significant association.

3.6   Limitation of the Study
- The use of convenience sampling might have affected the generalizability of the present findings as the study sample may not be representative of all the college going students in Mumbai.
- The respondents are only from the central Mumbai colleges affiliated to Mumbai University perusing graduation in commerce.
- The research investigation is limited to a specific sample size which is 213 college going students.

4.   Analysis and Interpretation
**4.1   Outcome Of Secondary Data:**
- Overall food consumption pattern has changed drastically over the years mainly because of globalization, technological advancements, changing lifestyles etc.
- The trend of eating out among young generation is increasing over the years due to many reasons like easy availability, wide variety, taste, convenience, etc.
- Major component of food consumption among young generation is fast food.
- Nutritional value is not given much importance by the young generation in their food consumption.
- Expenditure on food is increasing in India with the increase in income and standard of living.
- Multinational corporations play a very important role in the food consumption pattern of the young generation.

4.2   Descriptive analysis of the primary data:
4.2.1   Respondent's Profile
a)   **Gender:** Gender is a very important variable in any demographic study. As present study focuses on food consumption pattern of college going students, detailed demographic study based on gender needs to be conducted. Males and females generally differ greatly in terms of food consumption habits and patterns that are components of culture; these differences comprise an important area for the study of consumer behavior (Asp 1999; Chang 1977; Doern and Kates 1998).
Referring to Table 3.6.a, Out of 213 respondents, male students were 83 (39%) and female students were 130 (61%).

Fig. 4.2.1.a - Male and Female Ratio
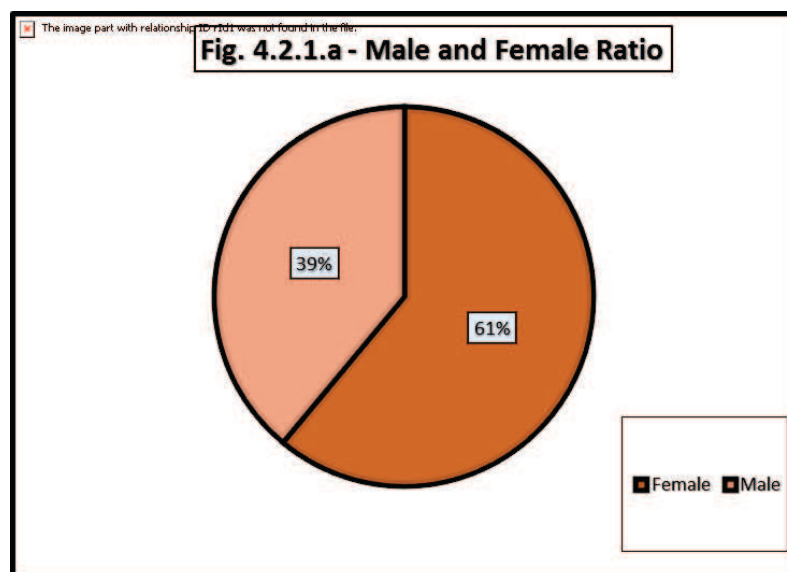
b)   **Type Of Family:** Out of 213 respondents, 180 (85%) students were from nuclear family and 33 (15%) students were from joint family. This shows the trend of current society where majority of people are living in a nuclear family. Less number of families are observed with joint set up. Many of the families are living in nuclear set up as they stay away from their parents for the employment purpose.

Fig. 4.2.1 b - Type of Family

Joint
15%

Nuclear
85%
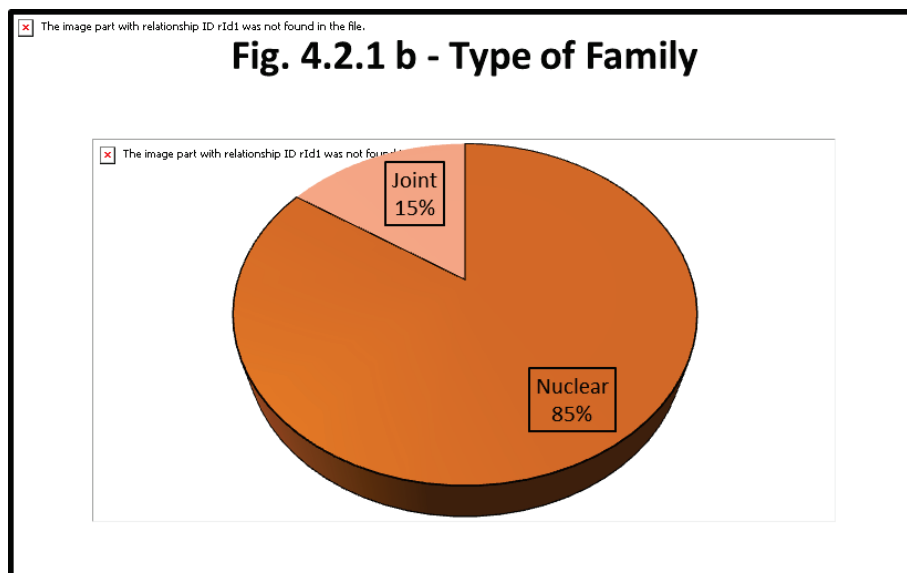
c)   **Mother As A Working Woman:** Out of 213 respondents, 175 (82%) student's mother is not working whereas 38 (18%) student's mother is working. The present occupational status of women especially in metro cities like Mumbai is much better. Many of the women are now working. They need to play both the roles – taking care of family and employment as well.

In present study, even though the proportion of working mothers is (38) lesser than non-working mothers (175) still, the number of working women in the country is growing over the years. As the present study is focusing mainly on food consumption pattern of college going students, 'mother' becomes the most important factor to decide it.

Fig. 4.2.1c - Mother as a Working Woman

18%

82%

☐ Working Mother
☐ Non-Working Mother
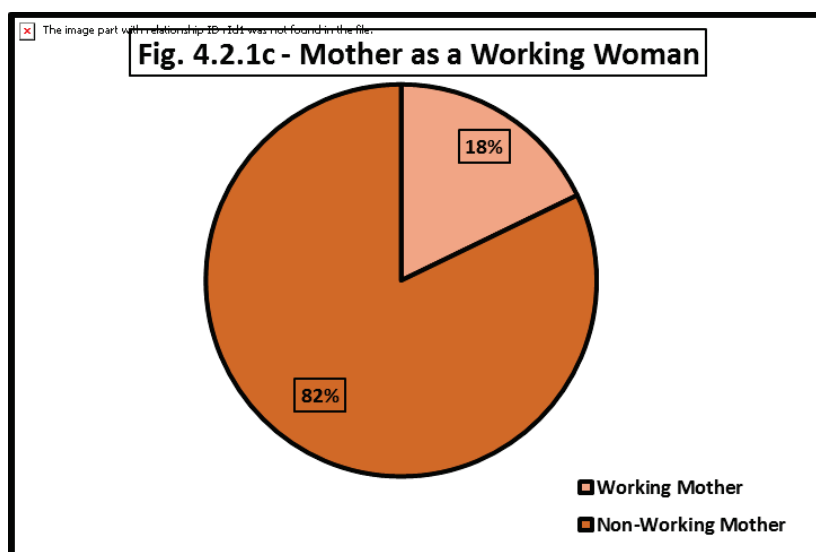
4.3   Verification Of Objectives: With the help of the primary data collected, the determined research objectives of the study are verified as follows:

4.3.1   To Understand The Food Consumption Pattern Of College Going Students Based On Demographic Factors – Gender, Family Type And Working Mother: Demographic factors have a great impact on the food consumption pattern. While studding the food consumption pattern it is must to analyze the demographic factors. So, the data was collected from respondents about changing food consumption pattern in relation to the demographic factors like gender, family type, family size and occupational status of their mothers.

a)   Gender as a demographic factor

Table 4.3.1.a.i : Food consumption frequency in the entire day		Gender	
Food consumption frequency in the entire day		Male	Female
Once	Count	2	0
	%	2.4%	0.0%
Twice	Count	27	46
	%	32.5%	35.4%
Thrice	Count	36	57
	%	43.4%	43.8%
Four Times	Count	9	24
	%	10.8%	18.5%
More than Four Times	Count	9	3
	%	10.8%	2.3%
Total	Count	83	130
	%	100.0%	100.0%

From the above table it is observed that maximum frequency of consuming the food is thrice in the entire day by both male as well as female students. So, it can be found that most of the colleges going students consume food thrice in a day.

Table 4.3.1.a.ii : The most important meal in a day		Gender	
The most important meal in a day		Male	Female
Breakfast	Count	14	23
	%	16.9%	17.7%
Lunch	Count	24	23
	%	28.9%	17.7%
Dinner	Count	26	31
	%	31.3%	23.8%
Afternoon tea	Count	0	2
	%	0.0%	1.5%
All of them	Count	19	51
	%	22.9%	39.2%
Total	Count	83	130
	%	100.0%	100.0%

According to male students, the most important meal in a day is lunch and dinner. Whereas according to female students all the food covering breakfast, lunch, dinner, afternoon tea consumed throughout the day is important. So, it can be found that lunch and dinner are given the most priority by the students in food consumption.

Table 4.3.1.a.iii : Satisfaction with existing eating habits			
Satisfaction with existing eating habits		Gender	
		Male	Female
Very satisfied	Count	16	30
	%	19.3%	23.1%
Satisfied	Count	54	83
	%	65.1%	63.8%
Not satisfied	Count	13	17
	%	15.7%	13.1%
Total	Count	83	130
	%	100.0%	100.0%

Most of the male and female students are satisfied with their existing food habits. This is very interesting to know that most of the students are satisfied with the existing eating habits. Though it is not necessary that their eating habits are healthy or not.

Table 4.3.1.a.iv : Frequency of eating out			
Frequency of eating outside		Gender	
		Male	Female
Everyday	Count	18	27
	%	21.7%	20.8%
Once a week	Count	20	46
	%	24.1%	35.4%
Twice a week	Count	22	30
	%	26.5%	23.1%
Once a month	Count	18	24
	%	21.7%	18.5%
Never	Count	5	3
	%	6.0%	2.3%
Total	Count	83	130
	%	100.0%	100.0%

Most of the Male students say that they eat once or twice a week outside whereas female students eat outside once a week. From the Table 5 one can found that the proportion of eating outside food is more among male students than female students. At the same time, the number of students eating outside food is minimum i.e. only 8 students (5 male and 3 female) out of 213 of total number of students.

b)   Family Type As A Demographic Factor:
c)

Table 4.3.1.b.i : Satisfaction with Existing Eating Habits			
Satisfaction with your existing eating habits		Family Type	
		Nuclear	Joint
Very satisfied	Count	40	6
	%	22.2%	18.2%
Satisfied	Count	112	25
	%	62.2%	75.8%
Not satisfied	Count	28	2
	%	15.6%	6.1%
Total	Count	180	33
	%	100.0%	100.0%

From the above table it is understood that both the types of students belonging to nuclear as well as joint family type are satisfied with their existing eating habits. This result supports the finding of Table 4.3.1.a.iii.

Table 4.3.1.b.ii : Frequency of eating outside food		Family Type	
Frequency of eating outside food		Nuclear	Joint
Everyday	Count	35	10
	%	19.4%	30.3%
Once a week	Count	58	8
	%	32.2%	24.2%
Twice a week	Count	46	6
	%	25.6%	18.2%
Once a month	Count	34	8
	%	18.9%	24.2%
Never	Count	7	1
	%	3.9%	3.0%
Total	Count	180	33
	%	100.0%	100.0%

From the above table it is observed that the proportion of eating outside food is more among the students from the nuclear family compared to the students from joint family. This may be because of more people in joint family indirectly promoting the home cooked food. Also even if mother is working in joint family still someone else is available in house to provide home cooked food to the students.

d)   Working Mother As A Demographic Factor:

Table 4.3.1.c.i : Food consumption frequency in the entire day		working mother	
Food consumption frequency in the entire day		Yes	No
Once	Count	1	1
	%	2.6%	.6%
Twice	Count	15	58
	%	39.5%	33.1%
Thrice	Count	12	81
	%	31.6%	46.3%
Four Times	Count	5	28
	%	13.2%	16.0%
More than Four Times	Count	5	7
	%	13.2%	4.0%
Total	Count	38	175
	%	100.0%	100.0%

From the above table it is very interesting to know that the students whose mother is working consume food twice in a day whereas the students whose mother is not working consume food thrice in the entire day. This may be because of lack of time available with the working mother to be spent on cooking. As these working mothers are spending their most of the time in fulfilling their office duties it may not be possible for them to spend enough time on cooking. This may affect the food consumption pattern of the students.

Table 4.3.1.c.ii : Satisfaction with existing eating habits		Working mother	
Satisfaction with existing eating habits		Yes	No
Very satisfied	Count	9	37
	%	23.7%	21.1%
Satisfied	Count	24	113
	%	63.2%	64.6%
Not satisfied	Count	5	25
	%	13.2%	14.3%
Total	Count	38	175
	%	100.0%	100.0%

Both the types of students either having working mother or non-working mother are satisfies with their present eating habits. This result supports the finding of Table 4.3.1.a.iii and Table 4.3.1.b.i.

Table 4.3.1.c.iii : Frequency of eating outside food		working mother	
Frequency of eating outside food		Yes	No
Everyday	Count	14	31
	%	36.8%	17.7%
Once a week	Count	7	59
	%	18.4%	33.7%
Twice a week	Count	7	45
	%	18.4%	25.7%
Once a month	Count	6	36
	%	15.8%	20.6%
Never	Count	4	4
	%	10.5%	2.3%
Total	Count	38	175
	%	100.0%	100.0%

From the above table it is observed that, 36.8% (14 out of 38) of the students whose mother is a working woman prefer eating outside food everyday whereas only 17.7% (31 out of 175) of the students eat outside food every day. This result supports the finding of Table 4.3.1.c.i where it is said that working mother may not spend equal time on cooking like non-working mother.

Table 4.3.1.c.iv : Mostly go for outside food for		Working mother	
Mostly go for outside food for:		Yes	No
Breakfast	Count	10	66
	%	26.3%	37.7%
Lunch	Count	14	39
	%	36.8%	22.3%
Dinner	Count	14	70
	%	36.8%	40.0%
Total	Count	38	175
	%	100.0%	100.0%

From the above table it can be observed that the students whose mother is a working woman, they go for outside food for Lunch as well as Dinner, whereas those whose mother is not a working woman, they go for outside food only for dinner. It may be going out for food may be a family outing. Where mother is a working woman it is possible that this family outing is possible for dinner when she is free from her job. Whereas in case of the students having non-working mothers, family outing can be for both lunch as well as dinner.

So, it can be concluded that demographic factors like gender, type of the family and occupational status of mother have a major impact on the food consumption pattern among college going students.

4.3.2 To Identify The Reasons Behind Changing Consumption Pattern Among College Going Students: To understand the changing consumption pattern among college going students the parameters which are already discussed in the earlier objectives are discussed further. The major variables found are increasing trend of fast food consumption and monthly pocket money. So, these two factors are discussed in detail as follows:

a) **Changing Food Consumption Pattern With Respect To Increase In Fast Food Consumption:** Fast food consumption is mainly preferred by the young students due to some

important factors. These factors are listed for the research purpose as quick service, good taste, variety offered, environment in which they are served and as a place to spend time with family and friends.

To verify this correlation analysis is used. Correlation is a mutual relationship or connection between two or more things. It tries to find out interdependence of variable quantities. Correlation coefficients are used to assess the strength and direction of the linear relationships between pairs of variables.

As the data for the selected variables is not normally distributed a non-parametric test Spearman's correlation coefficient technique is used for the analysis.

| Table 4.3.3.a : Changing Food Consumption Pattern With Respect To Increase In Fast Food Consumption						
		They're quick (service)	I like the taste	Offers a variety	I like the environment	Spending time with the friends and family
They're quick (service)	Correlation Coefficient	1.000	0.249	0.281	0.305	0.198
	Sig. (2-tailed)		.000	.000	.000	.004
	N	213	213	213	213	213
I like the taste	Correlation Coefficient	0.249	1.000	0.569	0.284	0.151
	Sig. (2-tailed)	.000		.000	.000	.027
	N	213	213	213	213	213
Offers a variety	Correlation Coefficient	0.281	0.569	1.000	0.191	0.194
	Sig. (2-tailed)	.000	.000		.005	.004
	N	213	213	213	213	213
I like the environment	Correlation Coefficient	0.305	0.284	0.191	1.000	0.325
	Sig. (2-tailed)	.000	.000	.005		.000
	N	213	213	213	213	213
Spending time with the friends and family	Correlation Coefficient	0.198	0.151	0.194	0.325	1.000
	Sig. (2-tailed)	.004	.027	.004	.000	
	N	213	213	213	213	213

Different variables contributing increasing fast food consumption are corelated for the analysis. It was found out that there is strongest correlation of 0.569 exist in the taste of outside food and the different variety offered.

b)   **Changing Food Consumption Pattern With Respect To Monthly Pocket Money Received:**
Pocket money is an amount of money given to a child by its parents, typically on a regular basis. This money is spent by the children to meet their regular expenses. One of the major components of this spending is on food. Hence while studding the food consumption pattern of the college going students, pocket money is considered as an important variable. For the present study pocket money received by students on monthly basis is taken into considertion.

Out of 213 respondents, 125 students get < ⬚ 1000 as monthly pocket money, 53 students get between ⬚ 1001-2000, 13 students get between ⬚ 2001-3000, 8 students get between ⬚ 3001-4000, 7 students get between ⬚ 4001-5000 and remaining 7students get more than ⬚ 5000 as monthly pocket money.

Fig.4.3.3.b - Monthly Pocket Money
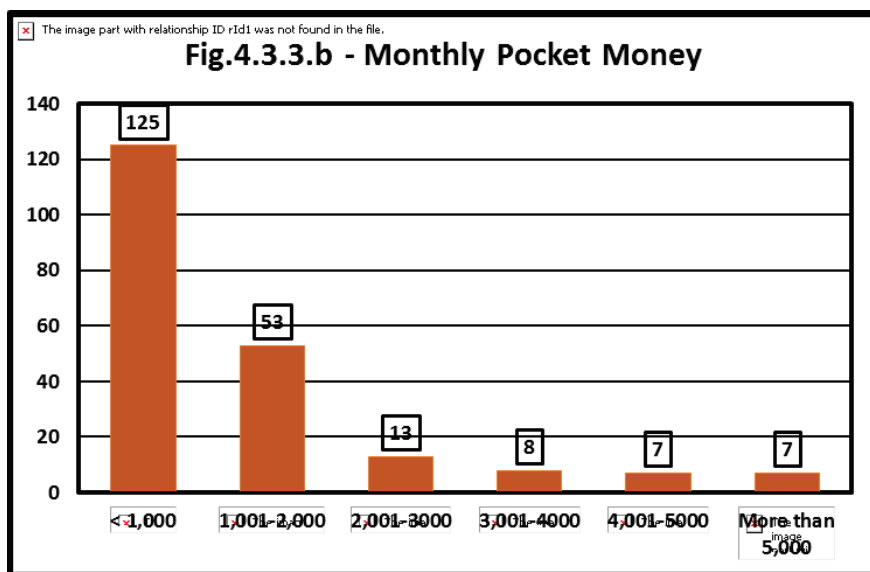
Generally, the college going students spend their pocket money more on outside food. Many occasions like birthdays are celebrated by eating outside. Moreover, it is observed that the size of monthly pocket money is increasing over the years may be due to increasing standard of living, both the parent working etc. Hence, the analysis tries to study the trend of eating out with respect to monthly pocket money received by the college going students.

Cross tabulation technique is used to draw the observations. Cross tabulation is an instrument that helps to understand the relationship between two variables. Cross tabulation is used with categorical data. Categorical data is data or variables that are separated into different categories that are mutually exclusive from one another. The data collected through questionnaire on monthly spending on outside food and monthly pocket money used are categorical data.

In the below table one can observe the relation between student's monthly pocket money and the amount spent by them on outside food. It shows that the monthly pocket money is sufficient to spend it on outside food, thus resulting into preference to outside food.

So, it can be concluded that, fast food consumption forms an integral part of food consumption pattern among college gong students due to its taste and different variety offered. Also, it is seen that monthly pocket money received by the college going students is enough to spend on the outside food.

Table 4.3.3.b : Changing food consumption pattern with respect to monthly pocket money received							
Monthly spending on outside food		Monthly Pocket Money					
		<1000	1001-2000	2001-3000	3001-4000	4001-5000	More than 5001
Less than 500	Count	103	23	0	1	0	0
	%	82.4%	43.4%	0.0%	12.5%	0.0%	0.0%
501-1500	Count	19	27	9	3	1	2
	%	15.2%	50.9%	69.2%	37.5%	14.3%	28.6%
1501-2500	Count	2	2	3	1	5	2
	%	1.6%	3.8%	23.1%	12.5%	71.4%	28.6%
2501-3500	Count	0	0	1	3	0	0
	%	0.0%	0.0%	7.7%	37.5%	0.0%	0.0%
3501-	Count	1	0	0	0	1	3

4500	%	.8%	0.0%	0.0%	0.0%	14.3%	42.9%
More than 4500	Count	0	1	0	0	0	0
	%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%
Total	Count	125	53	13	8	7	7
	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

4.4 Inferential Analysis

4.4.1 Outside Food Products Are Preferred By College Going Students Compared To Homemade Food:

H_o: Outside food products are not preferred by college going students compared to homemade food.
H_1: Outside food products are preferred by college going students compared to homemade food.

Chi-Square test is used as a statistical tool, as the cross tabulation of variables is done. It is used to determine whether there is a significant relationship between two categorical variables i.e. preference to outside food and homemade food.

Chi-Square Test			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.801	8	.032

Since the significance (p-value) = .032 < 0.05, hence in this case H_o is rejected. It means that the stated hypothesis that outside food products are preferred by college going students compared to homemade food is accepted.

4.4.2 There Is A Significant Relationship Between Working Mothers And Consumption Of Outside Food By College Going Students:

H_o: There is no significant relationship between working mothers and consumption of outside food by college going students.
H_1: There is a significant relationship between working mothers and consumption of outside food by college going students.

Chi-Square test is used as a statistical tool, as the cross tabulation of variables is done. It is used to determine whether there is a significant relationship between two categorical variables i.e. preference to outside food and occupational status of mother.

Test Statistics: Pearson Chi-Square			
	Value	Df	Asymp. Sig. (2-sided)
The frequency of eating outside food	14.45	4	.006
Mostly go for outside food for	3.874	2	.144
Grouping Variable: Is your mother a working woman?			

Since the Significance (p-value) for "The frequency of eating outside food" with mother as working women = 0.006< 0.05, hence in this case H_o is rejected and can be said that there is a significant relationship between working mothers and consumption of outside food by college going students.
Whereas Significance (p-value) for "Mostly for outside food for:" with Parents Monthly Income = 0.144>0.05, hence H_o is not rejected and can be said that there is no significant relationship between working mothers and consumption of outside food by college going students.

5. *Conclusion and Recommendations:*
5.1 Findings of the study

- It is found that most of the college going students consumes food thrice in a day which indicates a healthy diet pattern. (Table 4.3.1.a.i and Table 4.3.1.c.i)
- This is very interesting to know that most of the students are satisfied with the existing eating habits. Though it is not necessary that their eating habits are healthy or not. (Table 4.3.1.a.iii, Table 4.3.1.b.i and Table 4.3.1.c.ii)
- The study reveals that the trend of eating outside food is increasing over a period. (Table 4.3.1.a.iv)
- From the study it is found that the proportion of eating outside food is more among the students from the nuclear family compared to the students from joint family. This may be because of more people in joint family indirectly promoting the home cooked food. Also, even if mother is working in joint family still someone else is available in house to provide home cooked food to the students. (Table 4.3.1.b.ii)
- It is very interesting to know from the research that the students whose mother is working consume food twice in a day whereas the students whose mother is not working consume food thrice in the entire day. This may be because of lack of time available with the working mother to be spent on cooking. As these working mothers are spending their most of the time in fulfilling their office duties it may not be possible for them to spend enough time on cooking. This may affect the food consumption pattern of the students. (Table 4.3.1.c.i)
- It is found from this study that college life has an impact on the food consumption pattern. (Table 4.3.2.a)

5.2   Conclusion: Extensive social, political, economic, and environmental changes have occurred in the past decades. Many families have both the parents working, time is passing and even bringing drastic changes in the eating habits and thereby food consumption pattern among college going students.

From the study it is found that as the youngsters start going to college, they prefer outside food. It means after entering college life their eating habits change. They enjoy outside food rather than homemade food. Good taste and wide variety of outside food are also the reasons behind changing consumption pattern among college going students.

Another interesting result revealed by the research is that as working mothers has a direct impact on the food consumption pattern of the college going students. As the number of working women in the coming years in India will be increasing, food consumption pattern of the entire family will be changing. It means that status of women in terms of employment will be a determining factor on the changing food consumption pattern in India.

5.3   Recommendations
- Results from food consumption patterns showed that 15.7% of male students and 13.1% of female students are not satisfied with their eating habits. Therefore, it is recommended that awareness on healthy eating habits must be created among college going students.
- 43% of the respondents said that their eating habits have changed a lot after starting with the college education. So, it is recommended that at this stage the students need to be encouraged for healthy food choices. Moreover, healthy eating habits can be a part of their curriculum which will result into 'better food environment'.
- As fast food is becoming popular among college going students, government has to issue certain norms to this industry to maintain minimum level of healthiness in it.

6.   Scope for further Study
- As it is a well-known fact that younger generation are the most targeted consumers for the fast food marketers. So, it is important to recognize that how and why the youth make their consumption choices of fast food. The further research can be conducted in this direction.
- Moreover, other researchers can also use the results of this study for any further health related studies of college going students conducted in future.

- Comparative research work can be conducted for working and non-working women. As occupational status of the women has a large impact on the food consumption pattern of the entire families.
- As the result shows that most of the students are satisfied with their existing eating habits, further research can be undertaken to know whether these eating habits are healthy enough or not. This research can be undertaken by food experts like dietitians, food scientists etc.
- Similar study can be conducted in other cities.
- Similar study can be conducted for other focus groups.

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