

# International Journal of Innovative Research in Science, Engineering and Technology

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## Role of Food Companies to Supply Nutritious Foods as per Buyers Changing Lifestyles, Buying Habits and the Recent Trends

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**ABSTRACT:** In the global grocery market, 39.7% of consumers are concerned about new brands to buy as per 2018 data. Out of that, 23.4% of buyers are for the food market. Some of the working persons are in transition to have ready meals available mostly outside of their offices. So, there is an actual requirement for safe foods according to the changing lifestyles and buying habits of an individual. The study conducted to review Indian foods manufactures under the private sectors in respect of the consumer's choice, lifestyles, buying habits and recent trends. Further, to estimate and understand the buyer's attitude on nutrition available in mostly sold functional/fortified foods produced from top & local companies. Materials & methods: In this survey study, 150 instant buyers among the age group 25 to 45 years (both the sexes) enrolled to collect data on top 10 most demanding and purchased food products from 5 best stationery shops located in the part of north Kolkata. The study duration was 30 days & on each day, five interviews conducted to fill the pre-tested questionnaires. For data analysis & findings, SPSS version-16 was used. Results: As per rating provided by respondents for concerning food products under graphic Scale were 67% very high nutrition, 21% medium, 10% average nutrition, 2 % of non-nutritious. Similarly, under attitude scale 69% high nutritious foods, 11% medium nutrition, 13% average & 7% non-nutritious foods. Conclusion & recommendation: There is a positive correlation between nutrition available in the products from reputed private manufacturing companies and changing lifestyles, buying habits. Further, there is a consistent demand and growth in the local markets because of the consumer's choice and recent trend.

**KEYWORDS:** Foods Consumers, Manufacturer, Nutrition, Quality, Lifestyles, Buying habits

### I. INTRODUCTION

Foods are mandatory to all, whether essential for daily life or as dietary supplements for gym people. To make our daily meals, staple foods like cereals, pulses are imperative. In addition to that, a significant percentage of young people are buying foods or dietary supplements to get extra protein to compensate or manage their protein level. So, in the global market, various consumers are there starting from rice, pulses till the pregnancy or baby foods. The primary concern is the manufacturing quality to all of them <sup>[1]</sup>. To ensure that, there are country wise regulation bodies to control foods manufacturing, proper distribution and total safety. Recently due to some food safety issues, the Indian Government is also taking appropriate measure to revise the policies like other countries and showing more interests to invest in the agricultural segment. Undoubtedly, food companies, mainly who are manufacturers in India under private sectors, are considered more seriously <sup>[2]</sup>. As per recent market, people intended to buy through online mode from e-commerce websites like Amazon, Flipkart. That is due to the fast lifestyles of every earning member, including those patients suffering from obesity or thyroid disorders or diabetes-like health issues. They all need to find out low-calorie ready foods rather than high-calorie dense foods. That is also applicable for adults as well students who need low fat, low carbohydrate-based foods but 1<sup>st</sup> class protein, both for vegan or non-vegan people. All these are possible due to technologies which have provided us social media platform to understand, assess, verify towards the right selection of nutritious food through the Scale of attitude <sup>[3]</sup>. While talking about the Indian food market and nutritious meals for

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vegan or non-vegan people living in various parts of the country, rural business is most important to discuss<sup>[4]</sup>. The rural or semi-urban small entrepreneurs from lower middle class or other lower-income group countries most dependent on the agricultural industry like cereal farming, poultry or cattle farming. The Government of India is trying to boost up their enthusiasm through more financial benefits to deliver more organic foods and animal foods like eggs, chicken, fishes etc. as per local or regional demand area wise<sup>[5]</sup>. Urban areas majorly based on small and large scale industries, including food manufacturing and marketing as per buyers need and habits of buying and the recent trends. This food sector serves as an essential link between agriculture and industrial to help 120 million Indian people which in turn also strengthen the economy. That means high-quality output but low waste materials. Protection rules are strictly applicable to the environment, food quality and safety, management of channel marketing till reaching the customer's place. As a whole, the entire quality chain system from farm to fork<sup>[6]</sup>. Therefore, the genuine part is that consumers are less interested in facing risks in terms of food and medicines (drugs) and therefore 'think first' before purchasing; because the ultimate objective is good health by proper nutrition<sup>[5-7]</sup>.

People all across the world are more serious and cautious about health hazards and as a consequence, health issues like diabetes, thyroid and other endocrine disorders, chronic kidney or liver disorders including alcoholic or non-alcoholic fatty liver diseases NAFLD<sup>[7]</sup>. As per literature surveys reports, functional & fortification foods are significantly helpful for psychiatric patients. Bulimia is such an eating disorder already spread widely all across the world. Those who are having eating disorders must go with periodical counselling to control foods craving. For them, selective and safe foods only recommended<sup>[8,9]</sup>. In this study, functional foods are mainly as nutraceuticals which are same as dietary supplements. Researchers are basically on the reduction of the risk of cancer and other heart diseases through boosting up the immune system by reducing TGL, LDL levels<sup>[10-12]</sup>.

Therefore, and dietary practices in addition to yoga, are essential factors to fight against tumor, HIV, anemia or other low immunity health issues. Recent data shows that the majority of the fortified or organic foods manufactured by the best food makers under private sector are suitable for lifestyle disorders, including heart diseases and all types of cancer<sup>[13-16]</sup>.

## II. METHODOLOGY

1. Study design: A survey study by the purposive sampling method used. The survey conducted for 30 days & on each day five interviews (approximately 30-40 minutes per interview) undertaken to collect the pre-tested questionnaires duly filled by the respondents.
2. Selection of samples: In this survey study, 150 instant buyers who showed participation interest in the 1st approach for an interview among the age group 25 to 45 years (both the sexes) enrolled. Interview & collection of data was taken at the shop premises for top 10 most demanding & purchased food products from 5 best & potential stationery shops.
3. Geographical Area: Kamarhati Municipality areas under North Kolkata zone considered for selection of samples.
4. Tools & Techniques: i) Interviews through pre-tested semi-structured questionnaires ii) Rating Scale – Graphic Scale iii) Attitude Scale- 'equal-appearing intervals' (Thurstone Scale).
5. Data Collection: Using the tools as mentioned above & techniques, data collected through the questionnaires based on sociodemographic data, buying habits, personal choice of purchase, the concept & perception of nutrition.
6. Statistical-Methods: SPSS version -16 applied as statistical analysis.

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## III.RESULT

1.Graphic Scale:i) As per rating provided by respondents for concerning top 7 food products under Graphic Scale were 100 (rounded figure). As per study results,100\*respondents showed 67% very high nutrition, 32 respondents as 21% medium, 15 as 10% average nutrition, 3 nos.Respondents showed 2 % non-nutritious. Rest 3 products were asked in an interview but ignored due to insufficient nutrition or treated as junk foods as per perceptions of the respondents. ii) As per Pearson’s Correlation, there were negative correlations with ‘choice’ to lifestyles ( $r = -.163$ ), buying ( $r = -.043$ ) & purpose ( $r = -.012$ ) but there were positive correlations with lifestyle to buying habits ( $r = .106$ ) & purpose ( $r = .079$  &  $.018$ ).

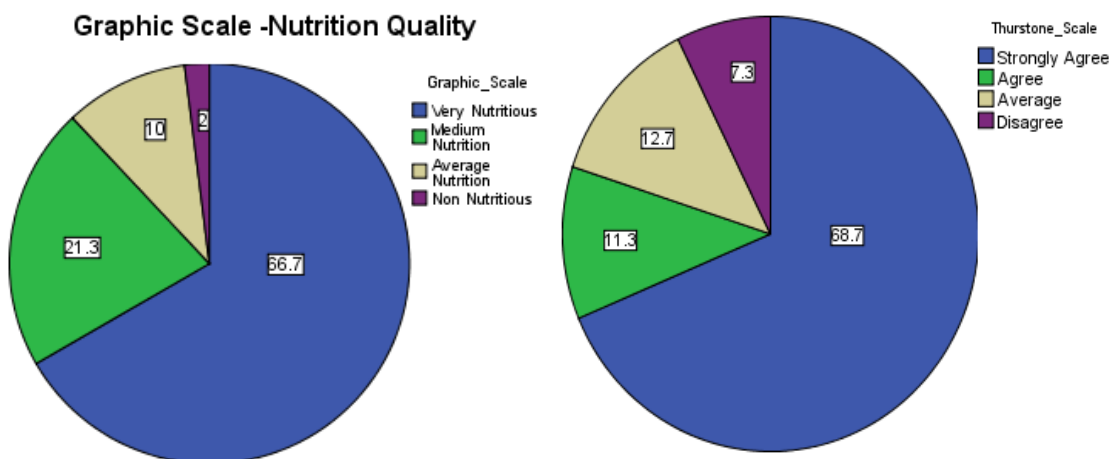
2.Thurstone Scale (Attitude assessments):Similarly, under Attitude Scale, 103 respondents showed 69% high nutritious foods, 17 nos.11% medium nutrition, 19 nos.13% average & 11 nos. Respondents showed 7% non-nutritious foods.

Fig.-1.

N=150

Fig.-2. Thurston Scale - Consumer’s Attitude on Nutrition;

N=150



Analysis by Graphic Scale: N= 100\*

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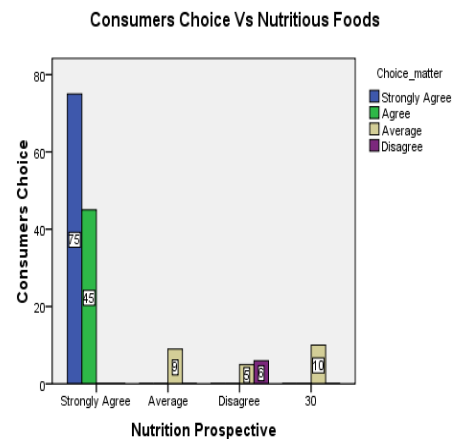
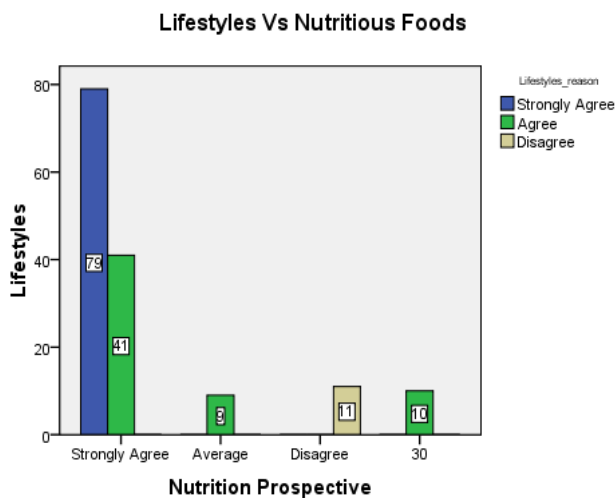
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**Table -1.** Nutrition Perceptions by Consumers Based on Factors

		Choice	Lifestyles	Buying habits
<b>Very Nutritious</b>	Mean	8.18	10.23	16.11
	N	100	100	100
	Std. Deviation	.386	.566	.952
<b>Medium Nutrition</b>	Mean	8.19	10.25	15.72
	N	32	32	32
	Std. Deviation	.397	.508	1.143
<b>Average Nutrition</b>	Mean	8.20	10.00	16.47
	N	15	15	15
	Std. Deviation	.414	.000	.640
<b>Non-Nutritious</b>	Mean	8.00	10.67	15.67
	N	3	3	3
	Std. Deviation	.000	.577	.577
<b>Total</b>	Mean	8.18	10.22	16.05
	N	150	150	150
	Std. Deviation	.385	.529	.982
	Std. Deviation	.000	.577	.577

**Fig.-3.**

**Fig.-4.**



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Fig.-5.

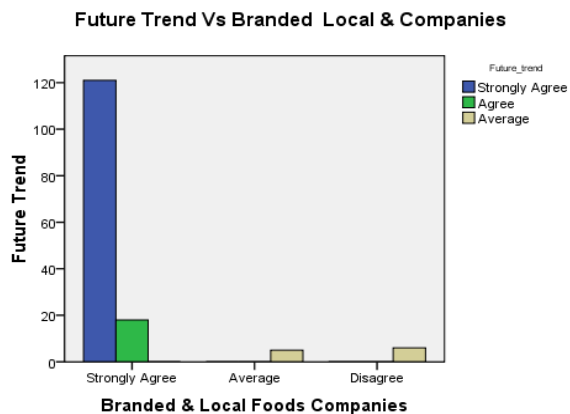


Fig.-6.

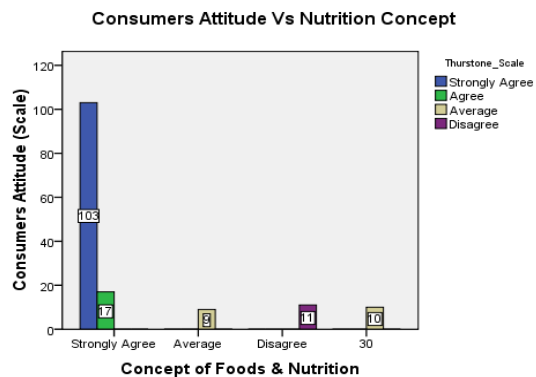


Table-2. Correlation: Choice vs Lifestyles, vs Buying habits vs Purpose

		Choice	Lifestyles	Buying habits	Purpose
<b>Choice</b>	Pearson Correlation	1	-.163*	-.043	-.012
	Sig. (2-tailed)		.047	.599	.881
	N	150	150	150	150
<b>Lifestyles</b>	Pearson Correlation	-.163*	1	.106	.079
	Sig. (2-tailed)	.047		.195	.338
	N	150	150	150	150
<b>Buying habits</b>	Pearson Correlation	-.043	.106	1	.018
	Sig. (2-tailed)	.599	.195		.827
	N	150	150	150	150
<b>Purpose</b>	Pearson Correlation	-.012	.079	.018	1
	Sig. (2-tailed)	.881	.338	.827	
	N	150	150	150	150

\*. Significance- 0.05 level (2-tailed).

### Key Findings:

- i) Under Graphic Scale, p values all were higher than 0.05 [Correlation is significant at the 0.05 level (2-tailed)]. So there was not the healthy but mild level of significance with all variables included in the study.
- ii) Estimation & assessments by both the scales showed the majority percentage of positive responses 67% and 69% & medium level 21% and 11%. Hence, the study altogether proved that consumers from the local market were positive toward their purchased products based on the concept of essential nutrition.

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## IV.DISCUSSION

There is an actual need for nutritious foods according to changing lifestyles, i.e. busy work schedule of an individual. Because of our changing lifestyles, directly or indirectly we are changing our buying habits, the choice of food products. However, at the same time, some people are also rethinking about proper nutrition & foods quality<sup>[15]</sup>. It is observable that the inclusion of participants who had habits of purchasing functional or fortified foods considered for the study. There are some selected popular foods concerned here:

- i) Oats from Kellogg's, PepsiCo, Patanjali,
- ii) Cornflakes from Kellogg, Patanjali,
- iii) Biscuits from Britannia, ITC,
- iv) Ready dairy foods including chocolates from Nestle, Amul,
- v) Health drinks (Horlicks, Complan) from GSK, Heinz,
- vi) Glucon-D, Glucose-D from Heinz & Dabur
- vii) Protinex, Ensure from Danone & Abbott respectively.

Further, there was a consideration of category 'other' 3rd & 4th company, as the local players with good growth. Hence, this study is mainly to concern about the relationship of all these relevant factors in respect of local market & role of food manufacturers on nutrition parameter based on the rating scales measured basic perception & attitude of consumers.

## V.CONCLUSION

Indian food manufacturers under private sectors are growing in total & at every local market level due to good quality & assured nutrition. That is mild to moderately correlated with lifestyles, buying habits, need/purpose except the consumer's 'choice' which may not affect. Further, consumers are from the local city market always aware of nutrition. Hence their attitude on manufacturers & concerning food products are mostly satisfactory as the study showed average 84% 'agree' score in total.

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