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Empowering the Nation through Nutrition



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### IMPORTANT ROLE OF PRIVATE MANUFACTURING COMPANIES TO SUPPLY NUTRITIOUS FOODS AS PER CONSUMERS CHANGING LIFESTYLES, BUYING HABITS & UPCOMING TRENDS

Swapan Banerjee

Department of Nutrition, Seacom Skills University, District - Birbhum, West Bengal, Pincode: 731236

#### Introduction:

There is an actual need for nutritious foods according to the changing lifestyles i.e. busy work schedule of an individual. Overall, because of our changing lifestyles, directly or indirectly we are changing our buying habits, choice of foods products but at the same time rethinking about proper nutrition & foods quality. Hence, this study is mainly to concern about the relationship of all these relevant factors in respect of local market & role of foods manufacturers on nutrition parameter based on rating scales through the basic perception & attitude of consumers.

#### Aims:

- 1) To draw an overview of the Indian foods manufacturers under private sectors in respect of consumer's changing lifestyles, choice of products, buying habits, purpose & upcoming trends in local markets.
- 2) To estimate & understand the buyer's attitude & perception on nutrition available in mostly sold functional/fortified foods produced & marketed by top & local foods companies.

#### Materials & Methods:

1. *Study design & Duration* : A survey study by purposive sampling method was used. The study was conducted for total 30 days & on each day 5 interviews (approximately 30-40 minutes per interview) were conducted to fill the pre-tested questionnaires from the respondents.

2. *Selection of samples* : In this survey study, 150 instant buyers who showed participation interest in 1st approach for interview among the age group 25 to 45 years (both the sexes) were enrolled. Interview & collection of data was taken at shop premises for top 10 most demanding & purchased foods products from 5 best & potential stationary shops.

3. *Geographical Area* : Kamarhati Municipality areas under North Kolkata zone were 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 above-mentioned tools & techniques, data collected through the questionnaires based on socio-demographic data, buying habits, personal choice of purchase, concept & perception of nutrition.

6. *Statistical-Methods* : The statistical analysis performed by SPSS version -16 as a tool.

#### Results:

##### 1. Graphic Scale

i) As per rating provided by respondents for concerned top 7 foods products under Graphic Scale were 100 (rounded figure) respondents showed 67% very high nutrition, 32 respondents as 21% medium, 15 as 10% average nutrition, 3 respondents showed 2 % non-nutritious. Rest 3 products were asked in interview but ignored due to insufficient nutrition or treated as junk foods as per the perceptions of the respondents.

ii) As per Pearson's Correlation, there were negative correlation with 'choice' to lifestyles ( $r = -.163$ ), buying ( $r = -.043$ ) & purpose ( $r = -.012$ ) but there were positive correlation with lifestyles 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.

#### Key Results Summary

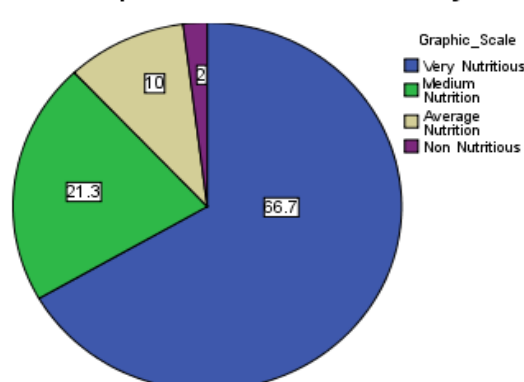
1. Under Graphic Scale, p values all are greater than 0.05 [Correlation is significant at the 0.05 level (2-tailed)]. So there was not so strong but mild level of significance with all variables included in the study.

2. Estimation & assessments by both the scales showed majority percentage of positive responses 67% & 69% & medium level 21% ,11% which altogether proved that consumers from local market are positive toward there purchased products on nutrition.

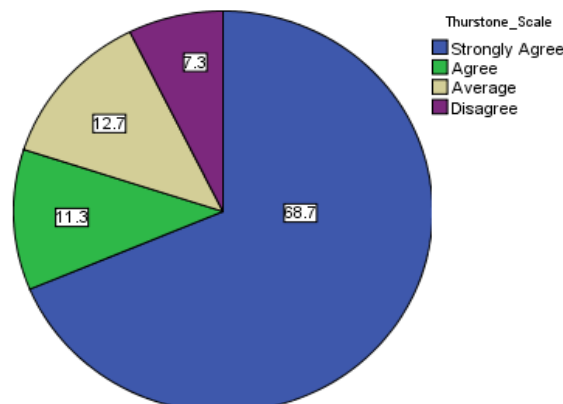
Analysis by Graphic Scale :

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

Graphic Scale -Nutrition Quality



Thurstone\_Scale



#### Conclusions

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

**Keywords:** consumers, nutrition, lifestyles, buying habits, foods manufacturers, rating, attitude.

**Conflict of Interest:** I have no conflicts of interest to report.