

A Study on Traditional Method of Meal Consumption to Convenient Method of Meal Consumption

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Abstract: *Across the world, there has been a movement from traditional to modern eating, including a movement of traditional eating patterns from their origin culture to new cultures, and the emergence of new foods and eating behaviours. This trend toward modern eating is of particular significance because traditional eating has been related to positive health outcomes and sustainability. We are currently in the midst of a major change in what people eat and in the way they eat. Some of these changes have been described as a nutrition transition, which refers to a shift from diets high in complex carbohydrates and fibre towards more varied diets with a higher proportion of fats, saturated fats, and sugar. We are currently in the midst of a major change in what people eat and in the way they eat. Some of these changes have been described as a nutrition transition, which refers to a shift from diets high in complex carbohydrates and fiber towards more varied diets with a higher proportion of fats, saturated fats, and sugar. The changes partially result from the globalization and modernization of food and eating, for example, access to new technologies, modern supermarkets, food delivery apps and food marketing. Also, urbanization has separated a large part of the world's population from the direct production of foods, which has produced changes in eating behaviour. A study was conducted on shift of traditional way of eating to convenient way of eating in working women, and ; A 100 sample of working women were taken in various institutions and schools. A Well structured questionnaire was developed and direct interview was done. The collected data was tabulated and analysed statistically using One sample T-test and was significant at $p > 0.100$. The study concluded that there is an impact of working hours in using convenient method of meal preparation and other factors like social media effect, working days, busy in job, rise of food delivering apps plays an important role in switching to convenient method of meal consumption. The effect of convenient method meal consumption causes obesity and other cardiovascular diseases.*

Keywords: traditional to modern eating, nutrition transition, shift from diets, convenient method of meal consumption

1. Introduction

How the world eats is changing dramatically. A little under two decades ago, restaurant-quality meal delivery was still largely limited to foods such as pizza and Chinese. Nowadays, food delivery has become a global market worth more than \$150 billion, having more than tripled since 2017. The advent of appealing, user-friendly apps and tech-enabled driver networks, coupled with changing consumer expectations, has unlocked ready-to-eat food delivery as a major category. Lockdowns and physical-distancing requirements early on in the pandemic gave the category an enormous boost, with delivery becoming a lifeline for the hurting restaurant industry. Moving forward, it is poised to remain a permanent fixture in the dining landscape. Even as the food-delivery ecosystem continues to expand, its economic structure is still evolving. Considerations such as brand, real estate, operating efficiency, breadth of offerings, and changing consumer habits will determine which stakeholders win or lose as the industry develops. Potential regulatory constraints, including possible changes to how drivers are compensated, will figure into the reshuffling. And while the industry has experienced explosive growth during the global pandemic, delivery platforms, with few exceptions, have remained unprofitable. Employment creates time constraints from both the time spent working and the time spent commuting. These time constraints shift consumer demand from grocery store foods to restaurant meals. The shift to full-service restaurants is most notable when all adults in the household are employed. Households where all the adults are employed purchase 12 percent less

ready-to-eat food from grocery stores and 72 percent more food from full-service restaurants than households where not all adults are employed. Having children in the household also affects convenience food choices, both because parents select foods they believe their children will eat, and because parents spend time taking care of children and therefore have less time to prepare food. However, as the number of children in the household increases, they purchase more foods from grocery stores and less from restaurants.

The fast changing world and society have altered the structure of families and their lifestyles. Traditionally, while the men were at work, women stayed back and looked after their homes and cooked the food. Times are now changing and many women have to go to work, with the result that they have very little time for their families and homes. Fast foods and aerated drinks have become a part of the regular life and very little time is spent at the dining tables. This has resulted in terrible negative effects on the health of individuals, especially children. Burgers and fries have penetrated our lives like never before and replaced the more nutritious diets from our menus. While outside foods may seem to be tempting and convenient to those who do not have the time or desire to cook and eat their meals at home, hygiene and nutrition could be compromised when eating outside foods. These foods rich in fats and other harmful substances and are causing several side effects to the health of individuals in the form of diseases like diabetes, blood pressure and obesity, which have now become common in society. One of the most primary and important benefits of eating home cooked food is the fact that since the food is prepared personally, we know what has gone to prepare the food. Not

Volume 11 Issue 8, August 2022

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only does the consumption of calories, fats and sodium rise dramatically in outside foods, the vegetables required for daily nutritional needs are often missing. Even if veggies are consumed, the conventional preparations are not found at restaurants or food joints. Eating at home also reduces the urge to overeat since the portions are lot bigger at restaurants than at home.

When food is cooked at home, the ingredients which go in the food can be decided by keeping in mind the advantages and disadvantages in mind. for instance, it is necessary to have a balanced meal by including all the vital ingredients to provide the daily allowances of iron, calcium, vitamins, minerals, and all the other nutrients for a healthy life. However, in the last few years, we have noticed an interesting trend of business ideas that are revolutionizing the way we cook, and how much time we spend in the kitchen. These changes mean less time for food buying and preparation, which suggests a move that can be seen towards convenience foods such as ready meals. These women are interested in convenient options that will make the cooking process easier and faster. Indian households today welcome food with convenience in cooking and purchase. Convenience food industry is getting adapted to Indian type of requirements and is growing leaps and bounds in India. Convenience food is gaining acceptance primarily from Indian youth and younger generations. Greater individualism, wherein consumers are making decisions based on their individual preferences within families, this means a variety of products on the table rather than a single meal for everyone. Convenience food reduces the preparation time and to some extent even cooking time required. Hence, significant time can be saved where preparation from scratch for any meal can be avoided.

One major advantage of convenience food is that it can save you plenty of time. For instance, if you cook from scratch, you often have to spend a long time in the kitchen preparing your meal. However, by using convenience food instead, you can just put it in the microwave or in your oven and your meal will be ready in just a few minutes. Thus, if you don't have too much time due to a job where you have to work long hours every day, you might rely on convenience food instead of cooking by yourself due to the time constraints you have in your life right now. Moreover, high consumption of pre-prepared or pre-packaged dishes (hereafter referred to as ready-made meals) could be problematic. These ready-made meals can be consumed at fast-food restaurants or purchased and then eaten at home food sources including both fast foods and store-prepared foods significantly affect the daily energy intake People and hence their body weight increases.

2. Literature Survey

The modern era is witness to the new and innovative ways of food consumption viz. quick foods, processed foods, vitamins-enriched food and organically grown vegetables, as a result of which humankind is moving away from natural food. The author discusses few examples of changing trends in our food habits. This article focuses on the patterns of eating habits as a comparison of the nutritional healthy basis and the harmful effects of fast food and identifies the lifestyle trends that have emerged over a period of time.

People eat convenient food as they have other pressing obligation and it solves meal scheduling problems (Warde, 1999; Buckley et al., 2007) and perceived time pressure (McKenzie, 1986; Buckley et al., 2007). McKenzie (1986) reported that although working women contribute to financial enrichment of household, a situation of 'time poverty' may develop. This leads to less time available for household chores and meal preparation (De Boer et al., 2004). The demand for convenient food in the Great Britain has been fuelled by the increased female participation in the work-force (Senauer et al, 1991; Buckley et al ., 2007). The high stress level experienced among working women has resulted in greater use of convenient food (Gupta & Jenkins, 1985; McKen zie 1986; Buckley et al, 2007). Since providing meals and securing family health are traditionally been the responsibility of women (Redman, 1980; Buckley et al, 2007), their employment has reduced the time available for household work (Jacobsen, 1999; Suen, 1994; Buckley et al ., 2007). During weekdays, time would be one of the constraints in preparing food; hence convenient food would be the solution (Mintel, 2000).

However, what exactly is traditional and modern eating? Importantly, whereas changes in eating behavior are measurable, such as the intake of nutrients across time, what is considered traditional and modern eating mostly appears to be subject to a consensus agreement. Specifically, how much increase in a specific eating behavior over time is necessary to define this eating behavior as modern? What absolute level of a specific eating behavior then and now is necessary to call it traditional or modern? Hence, we believe that it is subject to human evaluation whether something is considered traditional or modern, and that this holds for both experts and lay people.

3. Methods / Approach

Selection of Area: A case study on traditional method of meal consumption in working women was carried out in different areas of Hyderabad.

Selection of Sample: A normal working women and non working women from institutions were taken into consideration for sample collection.

Duration of Study: A The study has been carried for a period about 2 months.

Collection of Data

Questionnaire: The questionnaire contains general information, anthropometric measurements, questions regarding job working hours, working members in a family , educational status, social media effect, advertisement, consumption of outside food in daily life, food delivery apps, any diseases they have, digestion problems. The questionnaire contains both open ended and close ended questions.

Data Analysis:

The collected data was analyzed statistically by implementing one sample T Test.

$$t = \frac{\bar{X} - \mu}{S/\sqrt{n}}$$

Where,

\bar{X} is the sample mean,

μ is the hypothesized population mean,

S is the standard deviation of the sample and

n is the number of observations in the sample.

4. Results and Discussion

Table 1: Distribution of Sample based on Outside Food Consumption

Category	Frequency	Percentage (%)
Weekly	64	64%
Monthly	32	32%
One time in a day	2	2%
daily	2	2%

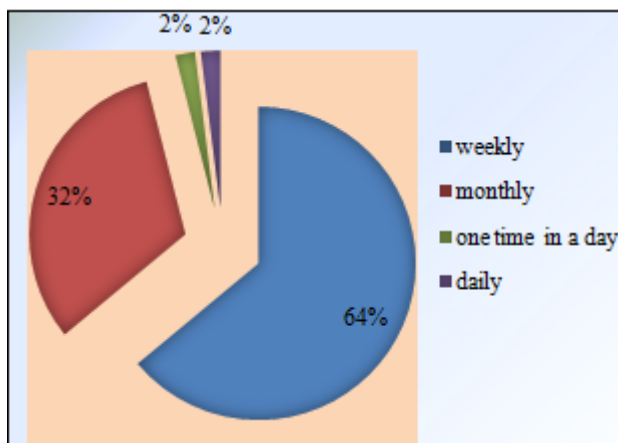


Table 2: Distribution of sample based on reason for using for food delivery apps

Category	Frequency	Percentage (%)
Its easy to get food from outside	33	33%
You cant cook	7	7%
You don't have time to cook	58	58%
You like outside food	2	2%

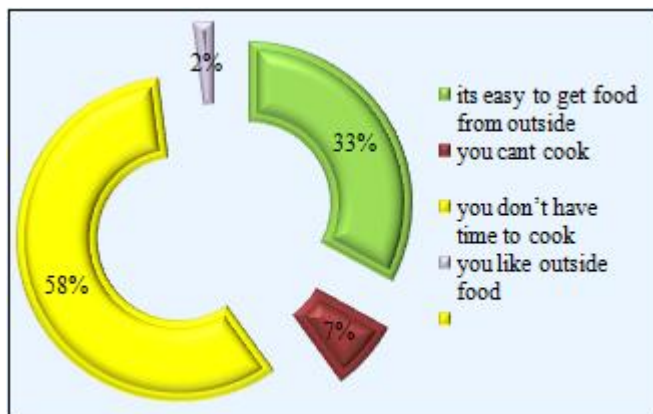
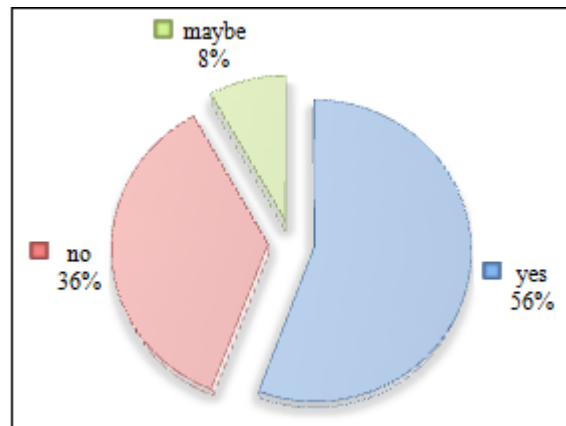


Table 3: Distribution of Sample Based on Digestion Problems occurring in People

Category	Frequency	Percentage (%)
Yes	55.7	55.7%
No	36.1	36.1%
maybe	8.2	8.2%



5. Conclusion

The study concluded that majority of the women opt for outside food frequently because the working women are usually busy or don't have time for cooking, and also because of much awareness and emerging trends of online food services which are very convenient to all women, they are using it more than traditional methods of food consumption pattern, and it was seen that from consuming outside food they are facing some digestive disorders due to the excess spices and oil which is added into it. The data was statistically analysed using one sample T test and is significant at ($p > 0.100$).

6. Future Scope

The survey can be done on women's perception on Ready to eat meals which are also emerging more because of advanced food technology.

Limitations: The sample size was small as the duration of the study was short.

Benefits: With this study we found that convenient method of meal consumption is becoming new normal in this era.

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