

A Study on the Existence of Alloxan and Consumer behaviour of Maida Consumption among College Students in Chennai

J. Vinodha Evangeline

Assistant Professor, Nutrition Department, SRM Institute of Hotel Management, SRM Institute of Science and Technology, Kattankulathur, Tamil nadu, India

Abstract: Maida is used extensively in Indian cooking, for making fast foods, and baking breads, cakes, cookies and pastries and also in the preparation of dessert items. Hence maida consumption will be high among all the people thereby leading to major health risks associated with diabetes and other chronic diseases. To assess the consumer consumption level of Maida. **Objectives:** To emphasize on the ill effects of consumption and replacement of Maida. To study about the ALLOXAN chemical existence in Maida. **Method:** Questionnaire was prepared to collect data from the college students to assess their knowledge, awareness and practice of Maida flour among them. **Results:** Twenty three percent of the respondents have a habit of consuming Maida product daily. On comparison of 50 respondents, one forth percent of them has the habit of consuming Maida products daily which may cause various health Problems to them. Hence this study was conducted to ignite the minds of present generations about the ill effects of consumption of Maida since intake of fast foods and baked goods will be high among college students.

Keywords: Maida, Alloxan, Chemical, Baking products, Junk foods, Diseases, Food industry, Replacement of maida

1. Objectives

- 1) To assess the consumer consumption level of Maida.
- 2) To emphasize on the ill effects of consumption and replacement of Maida.
- 3) To study about the ALLOXAN chemical existence in Maida.

2. Materials and Methods

The present study was planned to obtain the general information such as sociodemographic profile, knowledge, awareness, and practices of consumption of Maida flour among college students in Chennai. This study is an exploratory research in which questionnaire is prepared to collect data from the college students to assess their knowledge, awareness and practice of Maida flour among them.

Formerly a need for survival, food has evolved into a luxurious and comforting good. The ecological, social, psychological, economic, and biological effects brought about by the recent significant changes in the food and food industry is disastrous (Ganga, S, 2020)

Criteria for sample selection:

Fifty college students were selected residing in Chennai. Willingness to participate in the study.

Work plan of the study:

Consumer perception.
Knowledge, awareness and practice.

Questionnaires and design:

A questionnaire were prepared to assess knowledge, awareness and practice about the Maida including open and closed ended questions with multiple choices.

3. Results

Table 1: Snacking between meal

Response	Respondents	Percentage
Yes	25	55.5%
No	20	44.5%

Majority (56%) of the respondents have a habit of nibbling between the meals. most probably they will prefer eating snacks such as Samosa, Noodles, Burger and Sandwiches which is made with maida flour.

The increasing demand for modern foods particularly junk foods, fried foods and pastries to face major health problems such as diabetes mellitus, obesity, hypertension, cardio vascular diseases (Evangeline, J 2020)

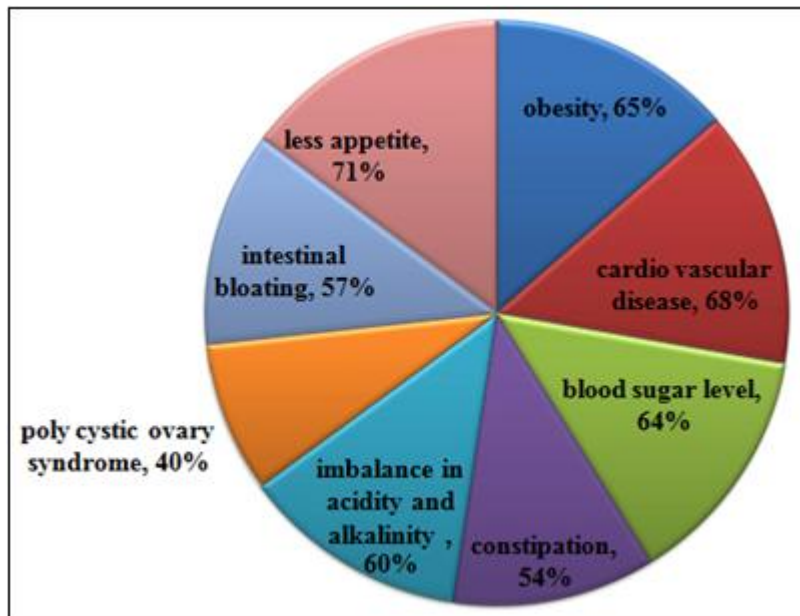


Figure 1: Awareness against Diseases

Twenty three percent of the respondents have a habit of consuming Maida product daily. On comparison of 50 respondents, one fourth percent of them has the habit of consuming Maida products daily which may cause various health Problems to them. In Indian cooking most of the food products are prepared with Maida as a base thereby leading to high intake of Maida among college students.

India has already the highest number of diabetes patient in the world and study by World Health Organization reveals that, in India the number of people with type - 2 diabetes is estimated to rise from 19 to 57 million an increase of 195% by 2025. Consumption of millets is declining nowadays due to lack of awareness on nutritional properties and addiction to junk food. (Karthick, 2022)

Replacement of Maida

To improve health and fertility it is directed to refrain from white flour and its products. The substitutes are:

- 1) Ragi flour is gluten free and is recommended for lactose intolerant. It is a good alternative for diabetics.
- 2) Soy flour is another choice which is a combination of protein, vitamin D, iron, calcium, zinc, manganese, B vitamins folate and vitamin K.
- 3) Bajra flour is packed with energy and it is widely used in winters. It is packed with amino acids and antioxidants and beneficial for regulating blood sugar levels, blood pressure and heart related diseases.

4. Summary

The study explored the existence of Maida products consumers to whom Maida products is highly appealing.

The project revealed that young generation is not solicitude about their consumption pattern. Their priorities are tuned to taste, innovation, and attractiveness. Government should take necessary steps towards the processing method and to stop whole use of Maida product since it is been a threat for being several years to all age group of people. And while there are many suitable alternatives to Maida flour on the

market right now, because Maida flour is so affordable, it is not fed to society.

Younger generations need to learn the right information regarding their eating habits, whether it comes from society or their parents. It is crucial to instill knowledge in them. And as people age, the repercussions on their health become more obvious and harmful.

Because maida flour itself harms women's reproductive organs, they should take good care of their health. Younger generation need to be fully informed about these harmful dietary ingredients because they will make up the core of the next generation.

Acknowledgement

I would like to thank Aravind. N for his generous support in data collection.

References

- [1] Ganga, S., Mathiyoli, P. M., & Naachimuthu, K. P. (2020). Dark side of the white flour - Maida. *Indian Journal of Health & Wellbeing*, 11.
- [2] Evangeline, J Vinodha & Himayun, Syed. (2020). To assess the sensory characteristics of bamboo rice cheese cake among college students.05.05 - 08.
- [3] Karthick, Mr & Evangeline, J Vinodha. (2022). Development & Sensory Evaluation Of Proso Millet Incorporated In Biryani. *Journal of Healthcare Engineering*.9. a286 - a292.