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A Study of Eating Behaviour and Food Culture in Phagwara

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Abstract

Eating Behaviour refers to why and how people eat, which foods they eat, and with whom they eat, as well as the ways people obtain, store, use, and discard food. Food culture refers to the practices, attitudes and beliefs as well as the networks, distribution, and consumption of food. The citizens of Phagwara have transformed their in eating behaviour and food culture from the last many years. People were not desired to go out to eat, they always preferred their home food only, but now the trend has changed. The eating behaviour and food culture of every people has different to each other but the requirements of nutrients and energy is most important to everyone. It may be different due to differences in age, gender and physical activity level. The aim of this study is to analyse eating behaviour and food culture in the city of Phagwara. The population of Phagwara are belongs to different communities, culture, religious, agriculture, economic, environmental, and political factors all influence people's eating behaviour and food culture.

Keywords. *Eating behaviour, Food culture, Food relationship, Phagwara*

1. Introduction

Globally trends of urbanisation involve increasing proportion of the city "Phagwara" and their population. Urbanisation has generated changing in the city's environment, to cater increasing the demand of food by urban population. Therefore, it increases the food market, food outlets, and street food and also introduced the Western, Chinese, Mexican, and Italian along with advanced Indian cuisines in the city (Abraham, 2018).

Phagwara is a city and the Municipal Corporation with area of 20 km^2 (approx.) in Kapurthala district of Punjab State, India. The city lies on the National Highway 44 and located 124 kilometres (77 mi) away from Chandigarh and 20 kilometres (12 mi) away from Jalandhar361 kilometres (224 mi) from Delhi. Phagwara is located at feet of lower Himalayan range and is a gateway to the Himalayas. It is typically a plain area. It is on land between Beas and Satluj rivers and is a typical Doaba city. It has an average elevation of 767 feet (234 m).

In the same context, food as the basic need for human survival is also affected likewise. Increasing demand for food is not only parallel with the increasing urban population but also involve changing eating behaviour and food culture. Phagwara is famous city in Punjab and also holding national fest during celebrations for Sikh Gurus purav, Guru Ravidas Jayanti, Hindu, Muslim and other community's fest which involve a big crowd of hundred thousand.

The avenue is at open space and the place changes between cities every year. Hence, eating- out has become a culture and cooked food industries are profiting on the new development (Ma, 2017).

1.1 Food Culture

Meals are social constructions that differ across cultures and one of the particular ways we remember various cultures is through their food. Who hears 'Italian food' and doesn't think of pasta, or American food and hamburgers, or Mexican food and tortillas, or Indian food and curries, France and croissants? Each community or country's cuisine reflects its history, lifestyle and beliefs. The national cuisines incarnate the dietary wisdom of populations and their respective cultures' the proverb, 'You are what you eat' epitomizes the idea of food and identity and the process of choosing and consuming food encompasses psychological, social, economic, cultural, and biological factors, all of which play a role in the cultivation of identity surrounding consumption of food (Nielsen, 2002).

1.2 Eating Behaviour

The eating behaviour is a "normal behaviour related to eating habits, selecting foods that we eat; culinary preparations and quantities of ingestion". Eating well according to your choice can become an eating behaviour. The rational for that is, that the way individual eats determine her/his health status.

All humans eat to survive. They also eat to express appreciation, for a sense of belonging, as part of family customs, and for self-realization. People eat according to learned behaviours regarding etiquette, meal and snack patterns, acceptable foods, food combinations, and portion sizes. Etiquette refers to acceptable behaviours.

A meal is usually defined as the consumption of two or more foods in a structured setting at a set time. Snacks consist of a small amount of food or beverage eaten between meals. A common eating pattern is three meals (breakfast, lunch, and dinner) per day, with snacks between meals. The components of a meal vary across cultures, but generally include grains, such as rice or noodles; meat or a meat substitute, such as fish, beans, or tofu; and accompaniments, such as vegetables. Various food guides provide suggestions on foods to eat, portion sizes, and daily intake. However, personal preferences, habits, family customs, and social setting largely determine what a person consumes.

In each culture, there are both acceptable and unacceptable foods, though this is not determined by whether or not something is edible. For example, alligators exist in many parts of the world, but they are unacceptable as food by many persons. Likewise, horses, turtles, and dogs are eaten (and even considered a delicacy) in some cultures, though they are unacceptable food sources in other cultures. There are also rules concerning with whom it is appropriate to eat. For example, doctors in a health facility may eat in areas separate from patients or clients.

Humans acquire, store, and discard food using a variety of methods. People may grow, fish, or hunt some of their food, or they may purchase most of it from supermarkets or specialty stores. If there is limited access to energy sources, people may store small amounts of foods and get most of what they eat on a day-to-day basis. In homes with abundant space and energy, however, people purchase food in bulk and store it in freezers, refrigerators, and pantries. In either case, there must also be proper disposal facilities to avoid environmental and health problems.

1.3 Food Relationship

There is more of a connection between food and culture on a larger scale, food is an

important part of culture. Traditional cuisine is passed down from one generation to the next. It also operates as an expression of cultural identity.

People also connect to their cultural or ethnic group through similar food patterns. Immigrants often use food as a means of retaining their cultural identity. People from different cultural backgrounds eat different foods. The ingredients, methods of preparation, preservation techniques, and types of food eaten at different meals vary among cultures. The areas in which families live— and where their ancestors originated—influence food likes and dislikes. These food preferences result in patterns of food choices within a cultural or regional group.

2. Review of Literature

Abraham, (2018) cited that individual consumers need to be more aware and educated about their individual dietary needs, and devise their dietary strategies for food choice according to their health. In this context, the supportive role of families, teachers, and governments in making individuals, especially the younger generation, more educated about health and nutrition can make a significant difference in the improvement of community health worldwide.

Ali, (2017) eating out is not the not the trend in Malaysia, new advancement has transformed the urban peoples to go out for eat. Populations are increasing day by day, food market size also increasing due to high demand of the urban citizens. Hence, educating the public of healthy eating, together with social responsibility among food entrepreneurs and good governance by every local authority are important factors for quality of life in urban communities.

Balieiro, L. C. (2014) cited that drivers had a higher risk and prevalence of being obesity or overweight and had increased WC compared with day workers. Night workers also showed a higher proportion of inappropriate food intake than did day workers. Nevertheless, the dietary intakes of both day and night drivers were inadequate in several respects, results which demonstrate the need for advice and lifestyle-intervention programs in these workers.

Hernandez, (2016) cited that night eating in Korean adolescents was accompanied by delayed eating behaviour, increased breakfast skipping, and lower diet quality, as evidenced by higher energy intake from snacks, higher energy intake from fat, and lower dietary diversity. Parental night eating and being male appeared to be factors that significantly increased odds of night eating. Although male adolescents had higher odds of night eating, only female adolescents showed a significant positive relationship between night eating and BMI z-scores. Nevertheless, night eating did not appear to increase the risk of being overweight or obese among adolescents.

Shah, (2018) according to this study one third of college students have over weighted due to their eating habit, even the students are well aware about the side effect of fast food and the benefits of nutritious food. Overall young age students to need balance diet which helps to maintain physical and mental health.

2.1 Objectives

1. To identify the eating behaviour and food culture of the local residents of Phagwara.
2. Ascertain the food culture of Phagwara city in relation to age, education, occupation, and religion.

3.To identify the awareness of local residents toward traditional food.

3. Research Methodology

The study will provide the information and preference about eating behaviour and food culture of Phagwara. 52 samples were selected from Phagwara for the purpose of this study.

4. Data Analysis and Interpretation

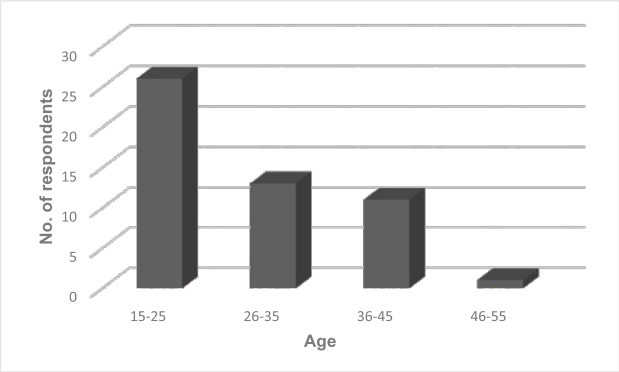

Figure -4.1: Age Analysis of Respondents

Figure- 4.1 shows the above analysis that out of 52 respondents, 26 respondents are belong to 15-25, 13 are 26-35, 11 are lies in 36-35, 1 is lies between 46-55 of age, and 1 has left to filled the information.

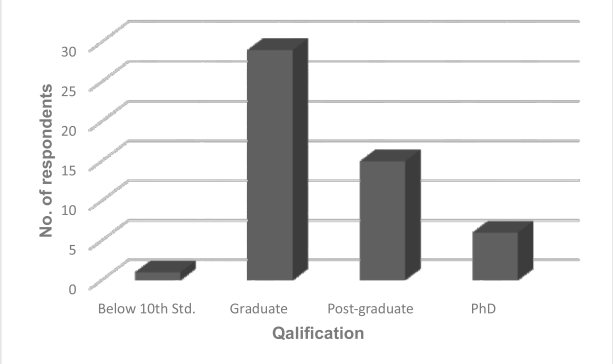

Figure -4.2: Qualification Analysis of Respondent

The above analysis (Figure-4.2) shows that out of 52 respondents, 1 is under-metric, 29 are graduates, 15 are post graduate, 6 are PhD and 1 has left blank the column.

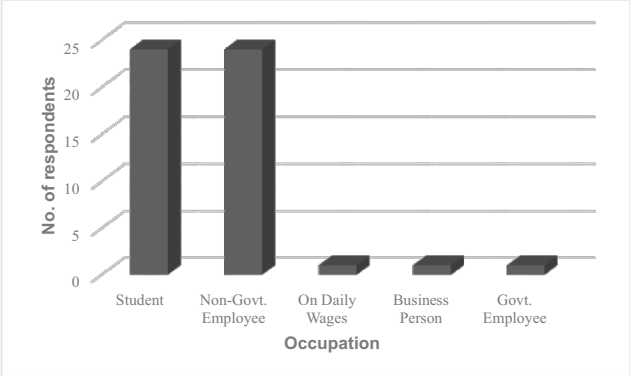

Figure -4.3: Occupation Analysis of Respondents

The analysis (Figure-4.3) of data shows that out of total 52 respondents, 24 are students, 24 are private employees, 1 are Govt. employees and 1 is daily wages,1is belong to businessman, none of the respondents from the farmer and 1 is left to filled the information.

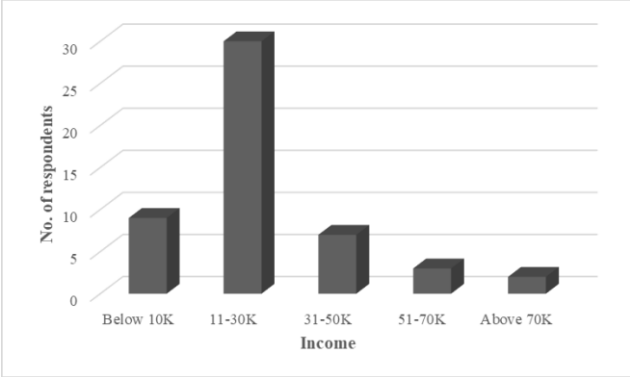

Figure -4.4: Income Analysis of Respondents

Figure-4.4, Graphical chart shows the Income of the 52 respondents, 8respondents have less than 10K per month, 30are lies in between 11-30K, 7 are lies in 31-50K, 3 are lies in 51-70K and 0nly 2 respondents are lies in between over 70K per month income.

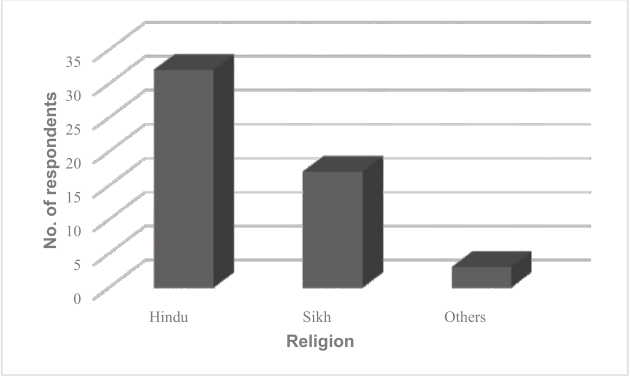

Figure-4.5: Religion Analysis of Respondents

The analysis (figure -4.5) shows that out of total 52 respondents, 32 are from Hindu religion, 17 are from Sikh religion, 2 are from other religion and 1 is left to fill the information.

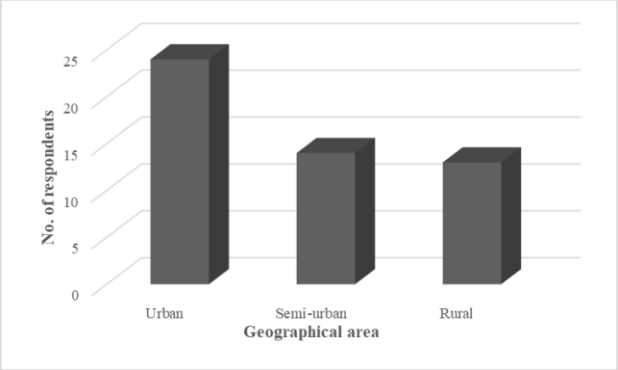

Figure-4.6: Geographical Area Analysis of Respondent

The above chart (Figure-4.6) reveals that out of total 52 respondents, 24 belongs to Urban areas, 14 belongs to semi-urban areas and 13 are belongs to rural areas and 1 has left to fill the

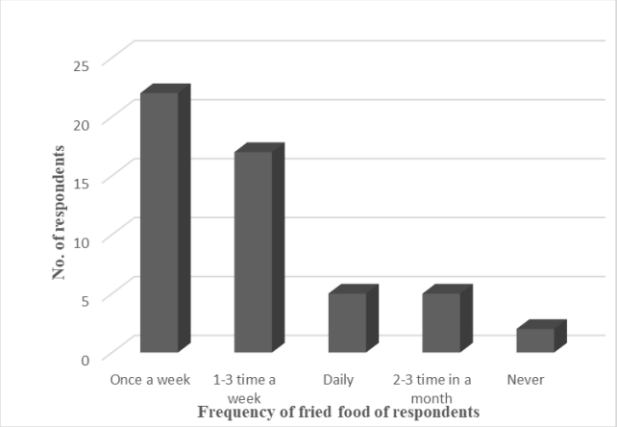

Figure-4.7: Frequency of Fried Food Intake of Respondents

The analysis (Figure-4.7) shows that out of total 52 respondents, 22 are often to eat fried food once a week, 17 are often to 1-3 time a week, 5 are often to eat daily, 5 are often 2-3 times in a month , 2 are never often to eat fried food and 1 is left to fill the information.

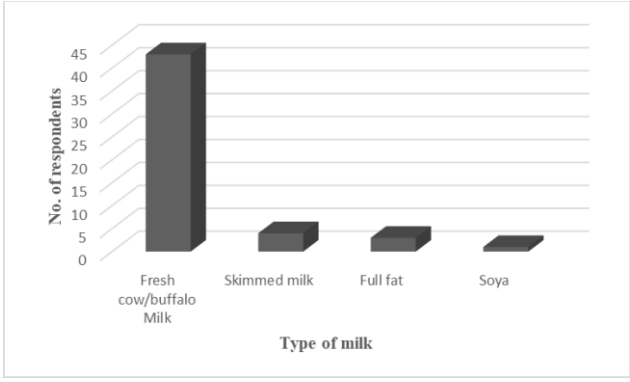

Figure-4.8: Analysis of the Type of Milk used by Respondents

Above figure (Figure-4.8) shows the graphical representation of the views of the respondents regarding the question that what type of milk do you use most often, out of 52 respondents, 43 are often to use fresh milk from cow and buffalo, 4 are skimmed milk, 3 are often to use full fat and 1 is often to use soya milk.

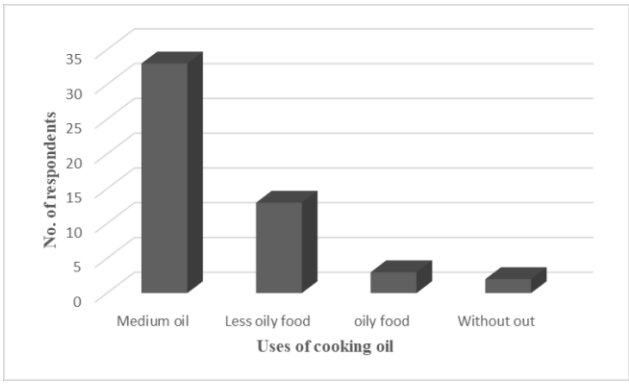

Figure-4.9: Analysis of Cooking Oil used by the Respondents

The above chart (Figure-4.9) indicates that out of total 52 respondents, 33 are like medium oily food, 13 are like less oily food, 3 are like oily food, 2 are like without oil and 1 left to fill.

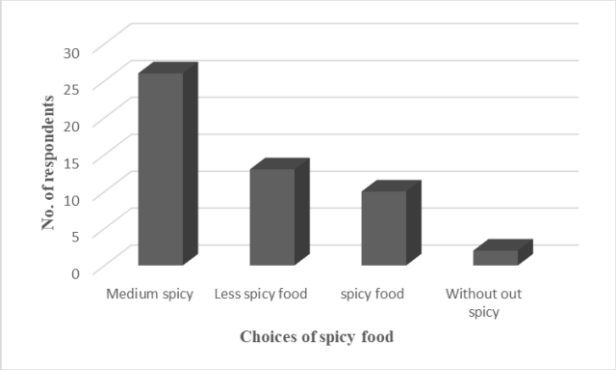

Figure-4.10: Analysis for Spicy Food Choices of Respondents

The above chart (Figure-4.10) indicates that out of total 52 respondents, 26 are like medium spicy food, 13 are like less very spicy food, 10 are like less spicy food, 2 are like without spicy food and 1 respondent has left to fill the information.

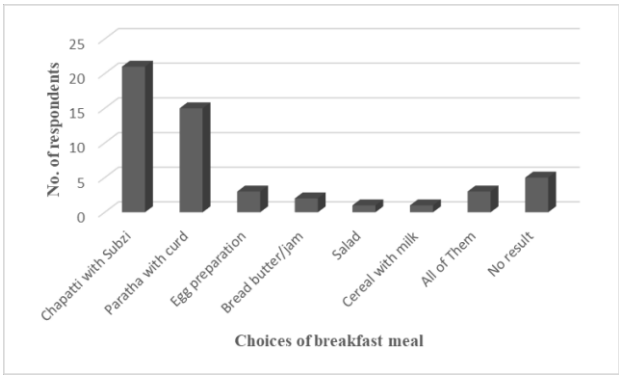

Figure-4.11: Choice Analysis for Breakfast Meal of Respondents

After my study, the above graphical chart (Figure-4.11)reveals that out of total 52 respondents, 21 are often to eat for breakfast with chapatti with subzi, 15 are like paratha with curd, 3 are like to use egg preparation, 2 are like to use bread butter or jam, 1 is like to use only salad, 1 is like to use cereal with milk, 3 are like to use all of them and 6 are left to fill the information.

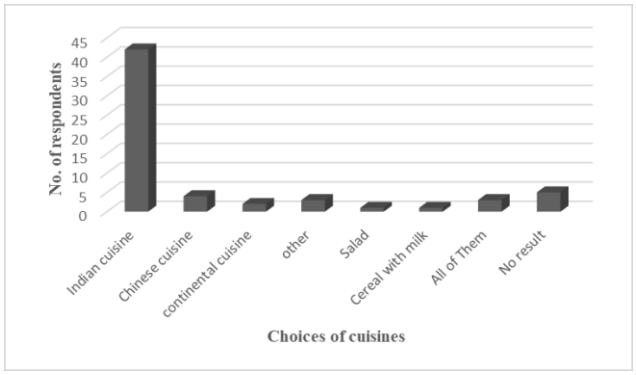

Figure-4.12: Choice Analysis for Different Cuisines of Respondents

Figure-4.12, shows that out of 52 respondents, 42 respondents are like to preferred Indian food, 4 are like to use Chinese food, 2 are like to use continental, 3 are like to use other cuisine and 1 has not filled the information.

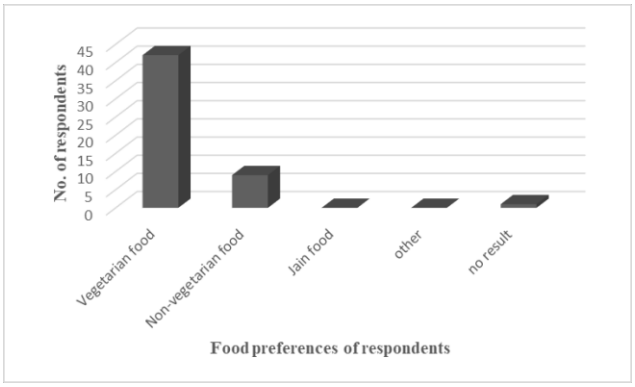

Figure-4.13: Food Preference Analysis of Respondents

Above graphical chart (Figure-4.13) reveals that out of 52 respondents, 42 are food usually eat for main meal of the day is vegetarian food, 9 are used to prefer non veg. food and 1 has not filled the information.

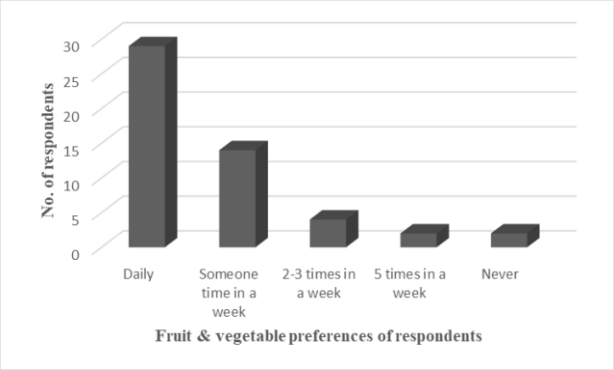

Figure-4.14: Analysis of Fruit and Vegetable Preferences of Respondents

Figure-4.14, Graphical chart shows the different behaviour of eating fruits and vegetable out of 52 respondents, 29 are like to eat every day,14 are sometime, 4 are 2-3 time a day, 2 are 5 times a day, 1is never like to eat, 1 respondent never like to eat and 2 respondents have not filled the information.

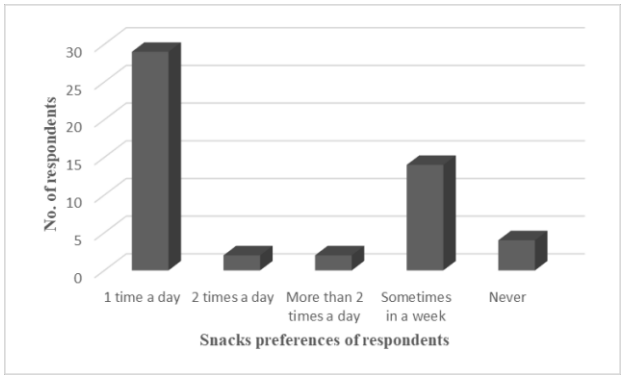

Figure-4.15: Snacks Preference Analysis of Respondents

Figure-4.15, Graphical chart shows that how many like to eat snacks between meals from out of 52 respondents, 29 are like to eat once a day,14 are sometime in a week, 4 are never like to eat, and 2respondents has not filled the information.

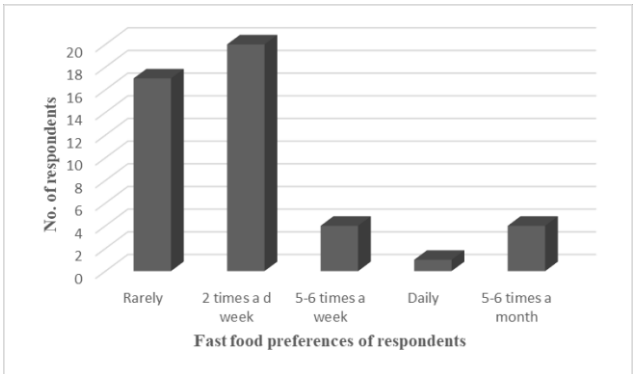

Figure-4.16: Fast Food Preference Analysis of Respondents

Figure-4.16 shows that out of 52 respondents are how many times they like to eat fast food, 17 are preferred rarely, 20 are 2-3 times a week, 4 are 5-6 times a week, 1 is preferred daily, 4 are in 5-6 times a month, 5 are never like to eat fast food and 1 respondent has not filled the information.

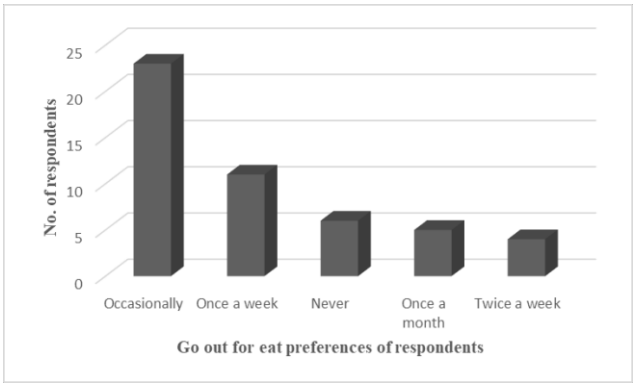

Figure-4.17: Go out for Eat Preference Analysis of Respondents

Figure-4.17, Graphical chart shows that out of 52 respondent are how many times they like to go out for main meal, 23 are preferred occasionally, 11are once a week, 6 are never like to go out, 5 are preferred once a month, 4 are in twice a week, 2 are like to eat out for main meal every day and 1 respondent has not filled the information.

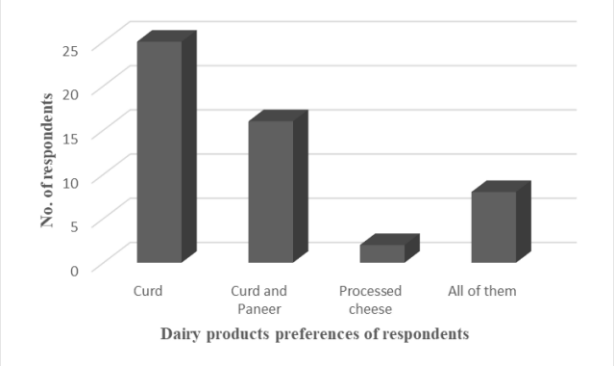

Figure-4.18: Dairy Products Preference Analysis of Respondents

Above graphical chart (Figure-4.18) reveals that out of 52 respondents, 25 are food usually preferred curd regularly in their routine life, 16 are used to preferred Curd and Paneer, 2are like use processed cheese, 8 are preferred all of them and 1 has not filled the information.

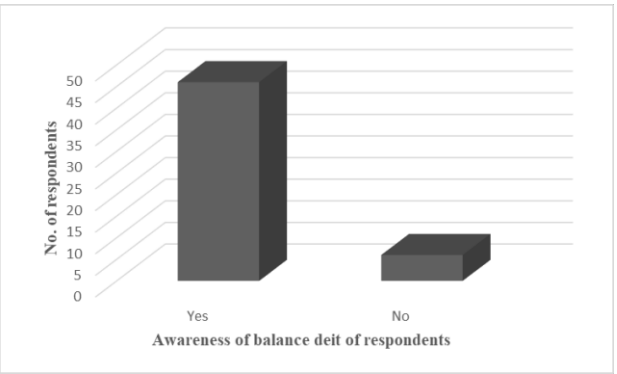

Figure-4.19: Awareness Analysis of Balance Diet of Respondents

Figure-4.19, Graphical chart shows that out of 52 respondent show many are aware about balanced diet, 46 are completely aware, 5 are literally not aware and 1 respondent has not filled the information.

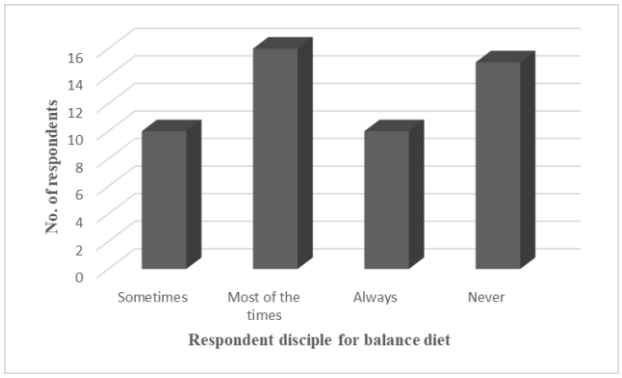

Figure-4.20: Respondent Disciple Analysis for Balance Diet

The above chart (Figure-4.20) indicates that out of total 52 respondents, 22 are often to follow the balanced diet,16 are follow most of the time, 10 are follow always, 3 are never follow and 1 respondent has left to fill the information.

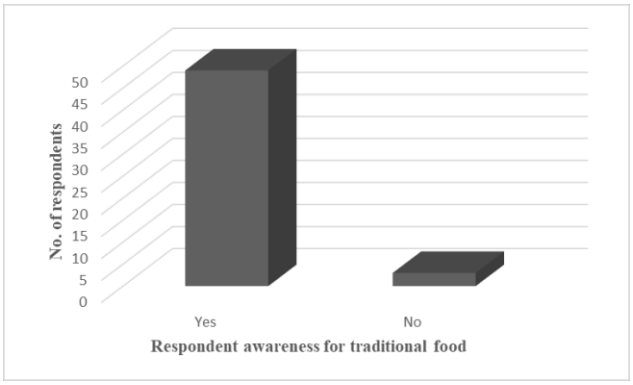

Figure-4.21: Respondent Awareness Analysis for Traditional Food

Figure-4.21, Graphical chart shows that out of 52 respondent show many are aware about traditional food, 49 are completely aware, 1 are literally don't aware and 2 respondents has not filled the information.

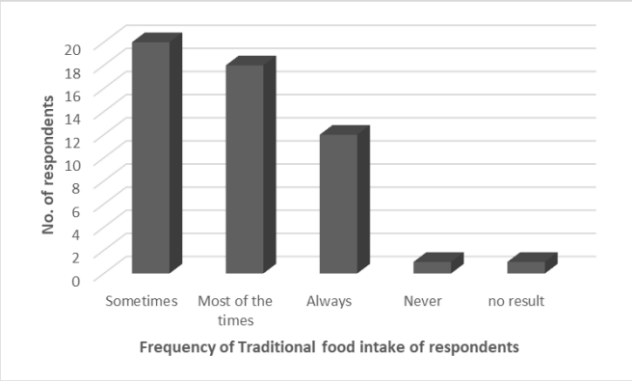

Figure-4.22: Frequency of Traditional Food Intake Analysis of Respondents

Figure-4.22, Graphical chart shows that out of 52 respondents how many eat traditional food, 20 are sometimes, 18 are most of the time, 12 are always, 1 is never like to eat traditional food and 1 respondent has not filled the information.

5. Conclusion

From the results and findings, it can be concluded that:

- People of Phagwara prefer Indian food and are fully aware about traditional food.
- Cow or buffalo milk, curd and medium oil food and medium spicy food are the preferences of people of Phagwara.
- Paratha with curd is the preference of Phagwara people in their breakfast and they also prefer daily intake of fruits and vegetables.
- People of Phagwara are aware of their balanced diet but percentage of people following balanced diet is low and they take fast food two to three times a week.

Hence, eating behaviour and food culture in Phagwara is traditional Indian but they need to follow a balanced diet.

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