

Consumption pattern of snacks among working and non-working women

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ABSTRACT

Background: Snacks are an important part of our diet. Snacks provide energy in the middle of the day or when people exercise. A healthy snack between meals can also decrease hunger and keep people from overeating at meal time. Eating a healthy snack between meals prevents the body from switching into hunger mode. Snacks are important for all age groups. Due to the differences in culture, geographic locations, environment and climate, food items vary from society to society. **Aim:** The study was undertaken to assess the consumption pattern of snacks among working and non-working women in Jabalpur city. **Method:** The study included of 100 working and 100 non-working women from Jabalpur city were selected randomly to conduct survey work for identification of popular snacks consumed by the people to show the consumption pattern of fermented, ethnic, fried and baked snacks by working and non-working women. **Results:** The result of the study reveals that consumption of fermented snacks was highest for idli by working women and non-working women by 62% and 78% respectively. The study depicted that highest consumption pattern of ethnic snacks was observed for atta laddoo by working women and non-working women by 36% and 62% respectively. The study demonstrated that consumption of fried items was highest in namakpare among working (75%) and non-working women (68%) respectively. The study also reveals that the consumption of bakery items was found to be highest for biscuit among working (98%) and non-working women (80%) respectively.

1. Introduction

Snack is a portion of food, smaller than a regular meal, generally eaten between meals. Snacks come in a variety of forms including packed snack foods and other processed foods, as well as items made from fresh ingredients at home. Snacks are the food eaten in between meals has become an essential part of diets and lifestyle practices in all the countries, whether developed or developing (Gupta et al. 2015). Snacking is not just about children or youth. Snacking between meals is a usual existence in the day-to-day lives of most Indian consumers. Healthy snacks between meals increases focus and performance, both at school and work. The increasing urbanization, growth in number of double income households, and rising time poverty has resulted in changing consumption patterns, especially in the food category.

A healthy, well portioned snack between meals prevents from beating starvation mode, so that when people do eat again, their choices tend to be healthier. Snacks are important for energy and nutrients that it is essential throughout the day.

Good health is very much important for normal works in daily life and also for the professional works. Non-working women were engaged in their household's works. Each group of women had different life style and workloads for which they might have different fitness level as well as different health status. Woman plays an important role at home as well as in the society (Seerat, et al. 2016).

The large number of women in the workforce provided motivation for marketers to explore differences in the consumption patterns of nonworking and working women. The

basic evidence of most of the research was that role excess would occur among working women, which would bring about more convenience-oriented consumption behavior than with non-working women (Joag, et al. 1985).

Snacks is an important item of the people for all age groups as it is easily prepare and take less time and its available in all shops , stores, canteens and workplaces etc. and easy to eat. Food is very important for the survival of human being. Food provides the essential nutrition for the human being that is crucial. At present time people use snacks the reason for the change is the time factor. They do not have much time to prepare food at their home especially the working women. As society develops the economic activities also expand. Therefore, working women become busy and that discourages them to prepare food at their home. As such, the only alternative is to consume snacks that are prepared by others and self in short time duration and preferably light in nature (Revathy and Santhi et al. 2014).Hence, this study was designed to identify the common snacks consumption pattern in working and non-working women.

2. Materials and Methods

2.1 Locale of the study

The study was conducted in Jabalpur division.

2.2 Selection of sample

The sample included of 100 working and 100 non-working women from Jabalpur city were selected randomly to conduct survey work for identification of popular snacks consumed by the people.

2.3 Data collection tool

2.3.1 Development of survey proforma:

A pretest proforma was prepared to record the information regarding frequency of the consumption of various snacks items.

2.4 Identification of most popular snack items in different categories

On the basis of frequency consumption, the most popular snack items in different categories i.e. fermented, ethnic, fried and baked snacks were identified for commonly snacks consumed.

2.5 Data analysis

The analysis of data was done using the Microsoft Excel and SPSS version 16.0.

3. Results and Discussions

Snack food items are popular in all age groups as well as at different places. Therefore in the present study survey was conducted with a view to understand the most popular of fermented, ethnic, fried and bakery items presented in table 4.1, 4.2, 4.3 and 4.4.

Table 3.1

Average Consumption of fermented snacks by working women and Non-working

S. No.	Fermented snacks	Consumption among Working women (%)	Consumption among Non-working women (%)
1	IDLI	62	78
2	DHOKLA	54	60
3	DOSA	24	40
4	UTTAPAM	0	8
5	OTHER ITEMS (4)	2	2

Table 3.1 illustrates consumption of fermented products. Highest consumption was observed for idli by working women and non-working women by 62% and 78% respectively. Consumption of idli and dhokla was more among non-working women due to availability of time to prepare meal at home for the family. Some working women who were aware of nutritional value of food use fermented food which was easily available at institutions and canteens. Other fermented items were less popular with least consumption of uttapam and other items like vada, khaman, appe and anarsa.

Fig. 3.1

Showing consumption patterns of fermented snacks

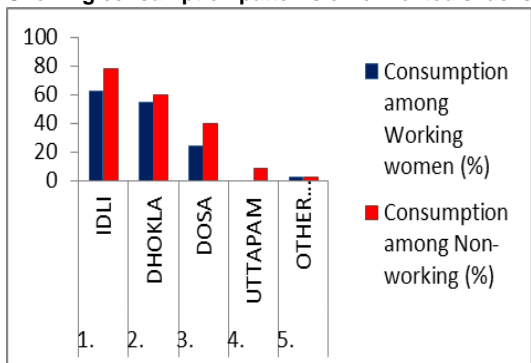


Table 3.2

Average Consumption of ethnic snacks by working and Non-working women

S. No.	Ethnic snacks	Consumption among Working women (%)	Consumption among Non-working women (%)
1.	Atta laddoo	36	62
2.	Besan laddoo	20	22
3.	Suji laddoo	16	20
4.	Besan bharfi	14	10
5.	Other items (35)	4	3

Table 3.2 showed that the average consumption of ethnic items. Data exhibited that the highest consumption was observed for atta laddoo by working women and non-working women by 36% and 62% respectively. The consumption of homemade atta laddoo was much higher in non-working women due to availability of time and their interest in making sweets for the family and children. Discussion with working women exposed that they have no time to prepare ethnic snacks at home. Besan laddoo was more consumed among non-working women by 22%. Suji laddoo and besan barfi was less consumed with other less popular items like coconut laddoo, groundnut barfi, gurr laddoo in daily snacking etc.

Fig. 3.2

Showing consumption patterns of ethnic snacks

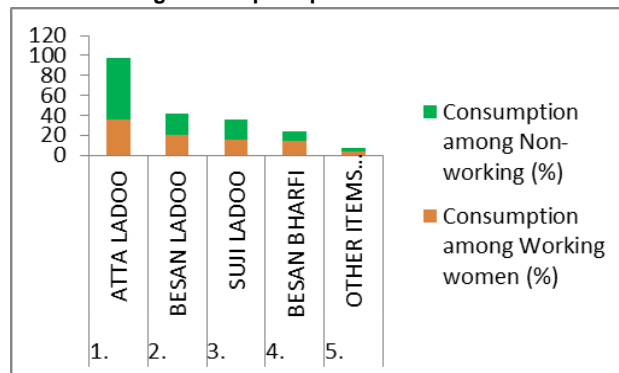


Table 3.3

Average Consumption of fried snacks by working women and Non-working

S. No.	Fried snacks	Consumption among Working women (%)	Consumption among Non-working women (%)
1.	Namakpare	75	68
2.	Chakoli	60	48
3.	Frymes	55	46
4.	Khurme	42	36
5.	Other items (35)	10	8

Data regarding the consumption of fried items are given in Table 3.3. Results revealed that the consumption of fried items was more among working women than non-working due to their easily availability at their work place, shops, institutions and canteens. Consumption of namakpare was highest in both group i.e. women working (75%) and non-working women

(68%) respectively compare to other fried items Second highest consuming fried items was chakoli among both working (60%) and non-working women (48%) respectively. Frymes and khurme are less popular and least consumption for other items like potato chips, samosa, fried poha, bhajia, namkeen sev etc. (8% to10%) respectively.

Fig. 3.3

Showing consumption patterns of fried snacks

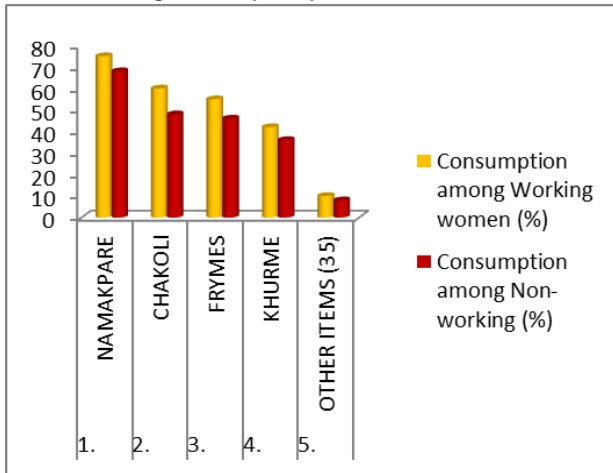


Table 3.4

Average Consumption of bakery snacks by working women and Non-working

S. No.	Bakery snacks	Consumption among Working women (%)	Consumption among Non-working women (%)
1.	Biscuits	98	80
2.	Toast	88	76
3.	Bread	84	36
4.	Cake	4	12
5.	Other item (4)	4	4

The data in Table 3.4 depicts the consumption of bakery items. Biscuit consumption was found to be highest among working (98%) and non-working women (80%) respectively.

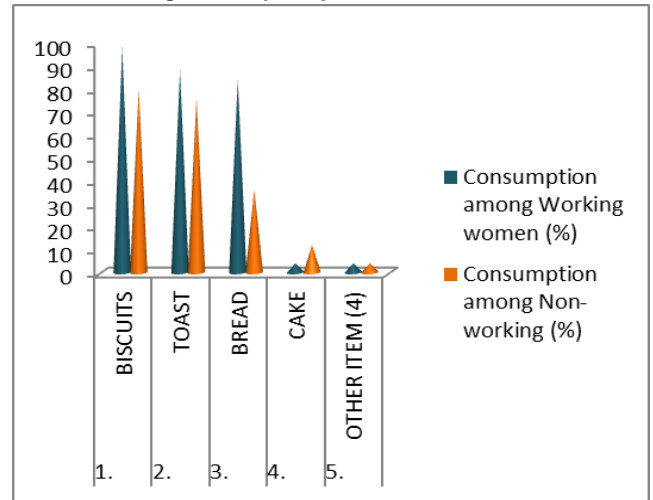
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This could be due to its easiness and convenience to use in day to day life. Working women showed more consumption of biscuits compare to non-working women due to their scarcity of time to prepare breakfast before going to their job. Discussion with non-working women revealed that their kids prefer bakery item in breakfast and snacks due to its good palatability. Toast consumption was noted to be secondly highest consuming snacks followed by bread and cake. Other bakery items include pav, nankhatai, buns and butter buttons.

Fig. 3.4

Showing consumption patterns of baked snacks



4. Conclusion

The results of the study shows that the working and non-working women both are using snacks in different categories like fermented, ethnic fried and baked snacks. The study reveals that working and non-working women have found very few differences in consumption patterns of snacks. The result of the study reveals that the consumption for fermented snacks is highest for idli, for ethnic snacks is highest for atta ladoo, for fried snacks is highest for namakpare and for baked snacks is highest for biscuits among working and non-working women respectively.

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