
Understanding the Food Factors for Food Choices among Working Young Adults in Delhi NCR

By Shivansh Gupta
Modern School Vasant Vihar



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Abstract

01

Abstract

Previous reviews of food choices have identified environmental, social, and psychological factors affecting consumer food choices. Rapid Urbanisation of the Indian economy has resulted in an increase in the disposable incomes of the consumers, leading to increase in expenditure by consumers on a variety of food items. Thus, the present studies focuses on determining the food choices among young adults in Delhi NCR. A Food Choice Questionnaire survey by Steptoe, Pollard and Wardle 1995 was carried out among 36 working people in Delhi NCR. Significant differences were between men and women in food decisions in regards with ethical concern, mood and sensory appeal. It can be conclude that female working adults in are more particular about making sure their food is ethically sourced, and it should also have an uplifting effect on their mood, in which sensory appeal could play a big part. To meet the needs of the growing number of female employees, companies provide the correct type which can uplift the workers resulting in higher productivity and increased efficiency. For this, the companies should also make sure that the food is ethically sourced. Results can also be used by food companies for developing targeted type of food products to meet the found preferences of female workers.

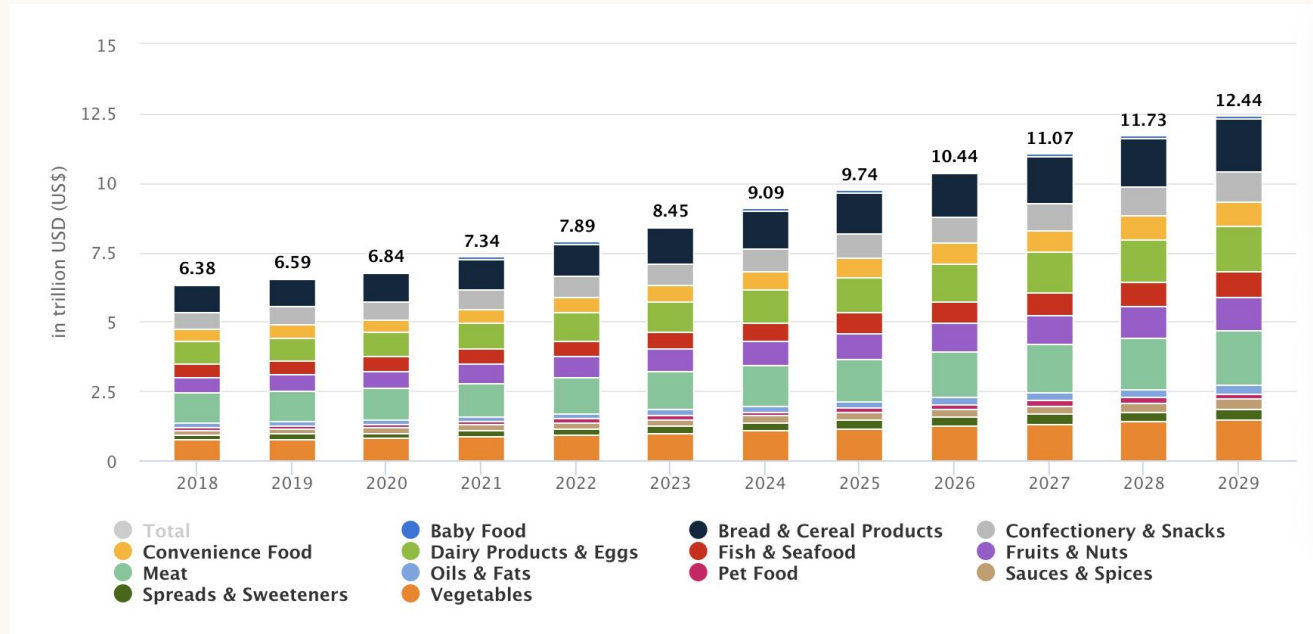


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Introduction



Introduction



With the advent of increase in employment, there has been an increase in disposable income, leading to varied food choices of young working adults in Delhi NCR.



Introduction



Previous reviews of food choices have identified the interaction of 3 key determinants to affect them. Environmental (e.g., physical surroundings, type of food presentation and location, time-related characteristics) , social (e.g., social modeling and social norms) , and psychological factors (e.g., past behavior, habit strength, hedonic appreciation, and motivational regulation) .





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Rationale

Rationale

To understand the needs of the growing number of working employees, companies can provide employees with food based on their preferences, which can lead to increased productivity and efficiency. Results can also be used by food companies for developing targeted type of food products to meet the found preferences of female and male workers. This research paper aims to understand different factors which affect the food choices of young working adults of Delhi NCR. To see if there are significant differences in the roles that different food factors play for men and women in choosing their food items. For the same, a survey has been conducted and the results have been analysed.



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Methodology



Methodology

Research Aim

Understanding the Food Factors for Food Choices among Working Young Adults in Delhi NCR. To see if there are notable differences between the factors that affect the preferences of men and women.

Tools Used

The study included respondents taking A Food Choice Questionnaire survey by Steptoe, Pollard and Wardle 1995. There were 9 factors - Health, Mood, Convenience, Sensory Appeal, Natural Content, Price, Weight Control, Familiarity, Ethical Concern. The survey included questions about each factor. The answer of each respondents was judged on a scale of 1-4 depending on how important that factor was to the respondent in regards to making the decision of consuming the food. Then the scores of different factors were summed up.

Sample

The sample size of this research study consisted of 36 respondents who all currently work in Delhi NCR. The age of the respondents range from 18 to 50 years. 50% of the respondents are men and 50% are women, i.e. there are 18 of each. All of these are working professionals.

Ethical Considerations

All ethical considerations were followed for the current study, including the confidentiality of all participants. Informed consent was included within the shared surveys, containing information such as the description of the research paper, their ability to leave the survey at any given moment and staying anonymous, keeping their answer confidential at all times. If any questions presented themselves, they could contact directly, with no pressure to disclose their identity.

Data Collection procedure

All of the respondents were contacted either online or physically. The aim of the research paper was personally explained. Then they proceeded to take the survey, after believing in the research that was being conducted.

Data Analysis

The respondents were divided into males and females. The total scores of male and female of different questions of that particular factor were added and their means were compared. An independent sample t- test was carried out to see if there were significant differences in the roles different factors play in men and women, with a 95% Confidence Level and 5% Margin of Error

Ho: The mean score of that factor of men and women is equal

Ha: The mean score of that factor of men is not equal to the mean score of that factor of women

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Results



Results

Convenience

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Convenience- total- F	18	13.06	3.11	0.73	1.61	.118
Convenience- total- M	18	11.11	4.09	0.96	1.61	.118

It can be inferred that significant differences were not found among female respondents (M= 13.06, SD= 3.11) and male respondents (M=11.11, SD= 4.09), $t = 1.61$, $p > 0.05$. Hence, Null hypothesis is accepted and Alternate hypothesis is rejected.

Natural Content

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Natural Content- Total-F	18	8	2.33	0.55	0.07	.947
Natural Content- Total-M	18	7.94	2.67	0.63	0.07	.947

It can be inferred that significant differences were not found among female respondents (M= 8, SD= 2.33) and male respondents (M=7.94, SD= 2.67), $t = 0.07$, $p > 0.05$.

Weight Control

	n	Mea n	Std. Deviation	Std. Error Mean	t	p
Weight Control- Total-F	18	6.83	2.04	0.48	-0.85	.402
Weight Control- Total-M	18	7.5	2.64	0.62	-0.85	.402

It can be inferred that significant differences were not found among female respondents (M= 6.83, SD= 2.04) and male respondents (M=7.5, SD= 2.64), $t = -0.85$, $p > 0.05$.

Sensory Appeal

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Sensory Appeal- Total-F	18	12.17	2.83	0.67	3.28	.002
Sensory Appeal- Total-M	18	9.11	2.76	0.65	3.28	.002

It can be inferred that significant differences were found among female respondents (M= 12.17, SD= 2.83) and male respondents (M=9.11, SD= 2.76), $t = 3.28$, $p < .05$.

Price

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Price- Total-F	18	8.28	1.96	0.46	1.18	.247
Price- Total-M	18	7.39	2.52	0.59	1.18	.247

It can be inferred that significant differences were not found among female respondents (M= 8.28, SD= 1.96) and male respondents (M=7.39, SD= 2.52), $t = 1.18$, $p > 0.05$.

Familiarity

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Familiarity-Total-F	18	6.44	1.89	0.44	0.63	.536
Familiarity-Total-M	18	6	2.35	0.55	0.63	.536

It can be inferred that significant differences were not found among female respondents (M= 6.44, SD= 1.89) and male respondents (M=6, SD= 2.35), $t = 0.63$, $p > 0.05$.

Health

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Health-Total-F	18	16.67	4.26	1	0.77	.444
Health-Total-M	18	15.39	5.55	1.31	0.77	.444

It can be inferred that significant differences were not found among female respondents (M= 16.67, SD= 4.26) and male respondents (M=15.39, SD= 5.55), $t = 0.77$, $p > 0.05$.

Mood

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Mood- Total-F	18	17.28	3.88	0.91	2.03	.05
Mood- Total-M	18	14.44	4.48	1.05	2.03	.05

It can be inferred that significant differences were found among female respondents (M= 17.28, SD= 3.88) and male respondents (M=14.44, SD= 4.48), $t = 2.03$, $p=.05$.

Ethical Concern

	n	Mean	Std. Deviation	Std. Error Mean	t	p
Ethical Concern- Total-F	18	6.72	2.89	0.68	1.97	.057
Ethical Concern- Total-M	18	5.11	1.94	0.46	1.97	.057

It can be inferred that there are significant differences were found among control group respondents (M= 6.72, SD= 2.89) and experimental group respondents (M=5.11, SD= 1.94), $t = 1.97$, $p \approx 0.05$.

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Discussion

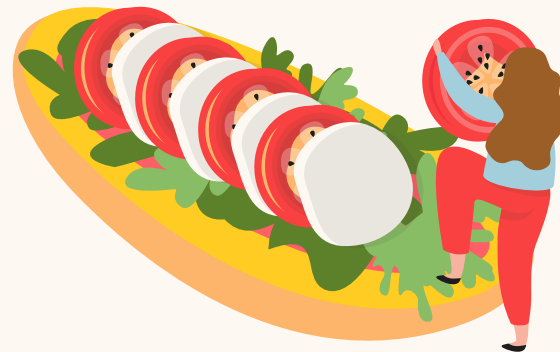
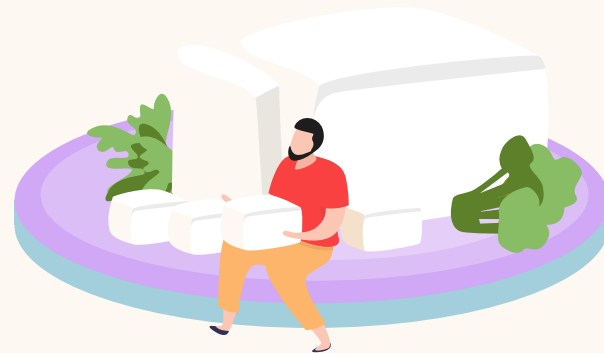


Discussion

The above analysis compares the means of scores of different factors of male and female young working adults in Delhi NCR. Factors like Convenience, natural content, weight control, price, familiarity, health show no significant differences in the means. This suggests there is no notable difference between how these factors influence food choices for men and women. Whereas, factors like sensory appeal, ethical concern and mood show significant differences between the means of men and women. In all of these factors the mean score of females is greater than male. Thus, we can conclude that sensory appeal, ethical concern and mood play a more significant role in determining food choices in female young working adults as compared to male young working adults.

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Conclusion



Conclusion

The aim of the study was to understand the Food Factors for Food Choices among Working Young Adults in Delhi NCR. The study found that female working adults are more particular about making sure that their food is ethically sourced and has an uplifting effect on their mood, in which sensory appeal plays a big part. To meet the needs of the growing number of female employees, companies can provide the correct type of food which can uplift the workers resulting in higher productivity and increased efficiency. These findings can also be used by companies to make sure that the food is ethically sourced. Results can also be used by food companies for developing targeted type of food products to meet the found preferences of female workers.

As the survey was taken by workers themselves, there is the possibility of response bias. Also, there is the possibility of volunteer bias as those who chose to take the survey may already feel strongly about this topic.

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References



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