

EFFECT OF IMPLEMENTATION OF LOCKDOWN ON JUNK FOODS CONSUMPTION PATTERN IN INDIA AMID TWENTY TWENTY'S PANDEMIC: ANALYSIS OF POPULACE PERCEPTION AND PRACTICE BY DESCRIPTIVE ANALYSIS AND WITH GIS CHOROPLETH MAPPING

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INTRODUCTION:

Junk foodstuffs supply bare calories, provides modest or none of the minerals, protein or vitamins required for a wholesome diet.[3] several foodstuffs, for instance hamburgers, pizza & tacos, can be regarded as either nutritious or junk food, depending on ingredients used & method of preparation. The more highly processed items usually fall under the junk food category,[2,3] including breakfast cereals that are mostly sugar or high fructose corn syrup and white flour or milled corn. In this time of **COVID 19** every one should not consume junk food as junk food effect immune system and health of every age group and weaker immune system means more chance of getting COVID- 19 disease.

We do our survey by sending link and via mail. WE DO OUR SURVEY LIKE THIS ON GOOGLE FORM because of lockdown we were unable to do our research by going individual's house and ask question to collect data. Lockdown not allows us to do so therefore we use Google form to create link add question in then related to our topic which will help to do our survey and send that link to our friends classmates and request to fill our survey we ask that question which are simple and everyone understands that as junk food are unhealthy for all age groups we find out topic interesting in and use full for our survey the, lockdown affected everyone life change their eating habit. we asked 20 question in which 8 are demographic and 12 are related our topic.

SURVEY MRTHOLOGY:

Surveys are a part of applied statistics used for research purpose to understand the opinion, perception, knowledge and practices of human beings, under survey methodology sampling of individual units from a population are studies the & associated techniques of survey are data collection, for instance construction of questionnaire and processes to improve the accuracy & number of responses in surveys.

Researchers accomplish statistical surveys with a vision to draw statistical inferences about the populace being surveyed, and such inferences depend sturdily on the questions used in the survey. (1) Polls dealt with opinion of populace, surveys based on public-health, market-research, government and censuses are all paradigms of quantitative research that utilize methodology of survey to respond questions about a populace. Though opinion polls do not contain a "sample", they do contain other features of survey methodology, for instance interviews, questionnaires, & non-response follow-up techniques. Surveys provide important information for all kinds of public-information and research fields, e.g., marketing research, psychology, health-care provision and sociology. (2)

RESULT:

GENDER:

In this question we give 4 options i) male ii) female iii) transgender iv) prefer not to revel. This question is attempted by 100

peoples in which 42% were female, 57% were male and 1 % people choose option prefer not to reveal. Question form asked this question because by this question help to know that those who are filling our survey are male, female or transgender. This will help us in doing our research and making survey result. This result will help us to compare how much are female and how much are male in our survey and it will also help us to conclude further result.

STATE BELONGS TO:

THIS question attempted by 100 peoples in which 63% choose Bihar 18% choose UP 5% choose Chhattisgarh 3% people choose MP 1% choose Rajasthan 2% choose Jharkhand and 8% people choose other option in which 3% choose Delhi 1% choose Uttarakhand 3% choose west Bengal 1% Odisha. Question form asked this question because it help in knowing that from where they belong who fill our survey this question will help to find from where who belong and help in comparing their answers in making result of our survey and our research also. By this question form get to know that which state people consume which junk food and what is the effect of lockdown on their junk food consumption habit.

HIGHEST LEVEL OF EDUCATION COMPLETED:

This question is attempted by 100 people in which 51% choose Undergraduate 40% choose secondary school 7% choose postgraduate 2% people choose other option in which they choose 1% people graduate and 1% people diploma in mechanical.

Question form asked this question because this question will help in determining how much which degree has in hundred people. And majority who fill our survey have

which degree. Majority of people in our survey have high school degree. By this question help in knowing that which degree peoples are more concerned about junk food and their health what they like before lockdown and during lockdown.

“MARITAL STATUS”:

This question was attended by 100 people in which all 100 people were single. Question form asked these demographic questions in our survey because it will help in knowing that “What is their marital status? This will help us what single and married people like in junk food and how much they are concerned about their health. And during this lockdown what change they bring in their habit.

HOUSEHOLD INCOME:

This question is given with 4 options less than that, 100000 or less than that, 200000 or less than that, more than 200000 .19.6 % people choose 5000 or less than that, 46.4% people choose 100000 or less than that, 14.4% people choose 200000 or less than that, 19.6% people choose more than 200000, Question form ask these question to check that how many gross income of members. Household income is an important for measure economic indicators

CURRENT EMPLOYMENT STATUS:

This question is given with 4 options Student, self employed, Employed full time, Not employed and seeking for opportunities 95% people are student and 5 % people are Not employed and seeking for opportunities We ask this question to check that how much people employed or unemployed for checking this will help us in determining that which category people consumption activity affected most by lockdown working or student.

Number of family members:

This question is given with 2 options 4 or less than that and 8 or less than that, 41 people has 4 or less than that family member and 44 People have 8 or less than that family members and rest choose other option in which 8, choose 5 , 1 choose 6 , 1% 10 , 1 % 15 and 1% 12 respectively.

“Variety of junk food products were element of your ration usually”:

This question is given with 4 options Maggie, chips, sugary beverages, Burger, pizza 62.2 % people choose Maggie, 17.3% people choose Burger pizza 10.2% people choose chips and 6.1 % people choose sugary beverages. 1% chooses no junk food, 2 % spicy momos and 1 % chocolate Question form ask this question to check that how many people consume different types of junk food majority of people like Maggie in our survey. This response indicates that maggi is popular among majority and they consume usually.

Junk food products usage frequency before pandemic seven days:

This question is given with 4 options More than 5 times, more than 10 time, Between 10 to 15 times , more than 15 times 68 people choose more than 5 times, 16 people choose more than 10 times, 5 choose more between 10 to 15 times, and 4 people choose more than 15 times few people choose other options in which 5 choose once a month or less , choose mostly once and 1% choose less than 5 times Question form ask this question to check that how much junk food consume before lockdown on weekly basis majority people choose more than 5 times means in 100 people most consume more than 5 times junk food in a week.

Usage of instant (junk) foodstuffs throughout pandemic weekly:

This question is given with four options (i) less than 5 times (ii) less than 10 times (iii) between 10 to 15 times and (iv) not consume.

55.6 %people choose less than 5 time and 16.2% people choose less than 10 times and 8.1% people choose between 10 to 15 times and 20. 2% people choose not consume.

Question form ask this question to check that how much junk food people consume on weekly basis and majority people eat junk food less than 5 times in a weekend few of them eat more than 5 times in a week they can consume 15 times junk food on weekly basis and most do not consume junk food which is good thing as junk food is not good for our health.

Amplified consumption of instant junk foodstuffs (for instance noodles, chips etc.) was:

This question is having four options (i) before lockdown (ii) during lockdown (iii) never (iv) at both situation.

50.5% people choose before lockdown and 21.2% people choose during lockdown and 6.1% people choose never and 22.2% people choose at both situation.

Question form ask this question to know that when most of the people eat instant junk foods. Most of the people eat instant food before lockdown as they are easily available in the market at that time, few people consume them during lockdown, few people consume instant junk food at both the situation may be they like junk foods very much, very few people are there who never eat instant food may be they are health conscious that's why they don't eat.

Is frequency of shopping for food tormented by implementation of lockdown?

This question is having two options (i) yes and (ii) no.

67.3% people choose yes and 32.7% people choose no.

Question form ask this question because many of the things get affected during lockdown so it will help to know that did their habit of buying junk foods affected in lockdown and majority of the people reply yes as their habit of buying junk foods gets affected, few people are there whose habit did not get affected in this lockdown also.

Spent more cash on the acquisition of junk food:

This question is having two option (i) before lockdown and (ii) during lockdown.

77.8% people choose before lockdown and 22.22% people choose during lockdown.

It is important to know that when people spend more money on buying junk food during lockdown before lockdown majority of the people spend more money on buying junk food before lockdown very few are there who spend money on buying junk food during lockdown. By this question it will help to know how lockdown affect their purchasing habit and it was revealed that most people junk food purchasing habit affected by lockdown.

When food was taken as substitute to break-fast:

This question is having three options (i) before lockdown (ii) during lockdown (iii) at both situation.

This question have 97 responses 53.6% people choose before lockdown, 14.4% people choose during lockdown and 32% people to use at both the situation.

Most of the people take junk food as an alternative to breakfast as students .Everybody

do the same sometimes .It is important to know when people take junk food as an alternative to breakfast majority of the people take junk food as an alternative to breakfast before lockdown and some are taking during lockdown very few people are there who take junk food at both the situation or there regularly eat junk food as their breakfast or as alternative. As junk food become part day to day life. All age group are consuming it. Some are consuming because they have no choice and some are consuming because like to eat junk food.

What type of instant (junk) food is quickly available in your vicinity before and through implementation of lockdown?

We give here four option in which 51 people choose burger before lockdown and magi during lockdown and 22 people choose pizza before lockdown and chips during lockdown 11 people choose sugary beverages before and chocolate during lockdown and rest choose other option in. we asked this because we want to know that what effect of lockdown is on availability of junk food in different areas

Preferred junk foods for munching before implementation of lockdown:

We ask this question to know about which junk is most likely to eat by the people before lockdown the lock down and 41 people select Maggie to eat. 26 people choose pizza 8 people choose chocolate 3 people choose sugary beverages 18 people choose burger and rest choose other option. By asking this question we can compare the result with with junk food they prefer during lockdown as in this lockdown may people concern about their health and it affect their consumption? It was revealed that most people prefer magi before lockdown.

Preferred junk food you to munch more during lockdown:

This question gave four options in which 43 people choose homemade junk food 31 choose Maggie 16 choose chips 5 people choose sandwich and rest choose other option

Here the most choose homemade junk food which shows that how much they are concern about their health in this lockdown majority prefer homemade junk food. And the affect of lockdown on their choice.

Effect on Sale of junk food by the implementation of lockdown:

This question gave three options in which 65 people choose yes 18 choose has no ides, and 16 choose NO. Here the selling of junk food is affected due to the close shop and danger of spreading of diseased. And even in the lockdown situation FACTORY are close that the making of junk food is not possible. Question form ask this question so that it can be found out that the people are aware about the outside situation during the lock down, and most people are aware about the situation.

Interest in ordering favorite junk food online provided seller ensured safety practices during implementation of lockdown:

This question gave three option in which 22 choose 3% , 41 choose 1 percent and 33 choose 5%. It is important to know what people think about online ordering of food during this dangerous time how much they believe on online food safety but it was found that majority are not interested in ordering food online during this time ever safety practices as provides during this lockdown the business of online food also affected.

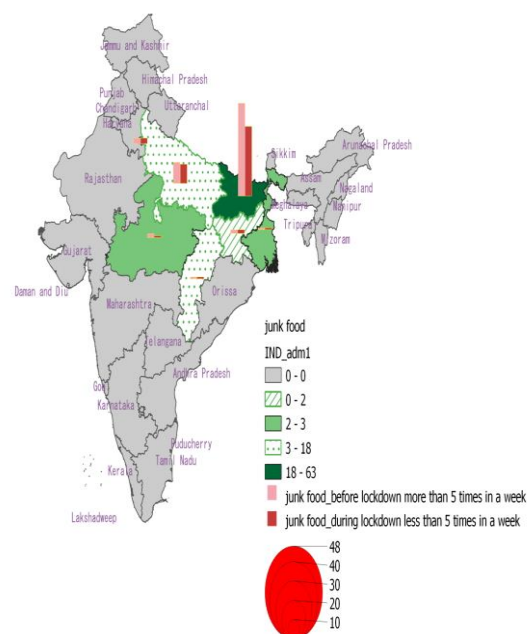


Figure: 1: Choropleth Map: showing home states of respondents and frequency histogram legend for answers to the question “frequency of junk food consumption before and during implementation of lockdown”

GIS Choropleth mapping with FHL:

As we can clearly state from choropleth map that majority of respondents belong to Bihar & then U.P. In Bihar where weekly consumption of junk food was more before as compared to during implementation of lockdown. It may be concluded that in the light of socio-demography facts which states that majority of respondents were students living in places other than their homes, during implementation of lockdown they were at their homes, so it can be one reason for the reduction of frequency of consumption of junk foods, with an array of reasons arises due to implementation of lockdown.

CONCLUSION:

Junk food is unhealthful food that's high in calories from sugar or fat, with very little dietary fiber, protein, vitamins, minerals, or rest necessary nutrients though these kind of foods exciting for tongue and taking it once in blue moon is okay, but taking these too often might lead to health issues like abnormal increase in weight or life style related disorder. (4)(5)(6) the health issues caused by junk foods are principally because of the high sugar, salt and fat content in it. The current survey was conducted among a hundred individuals and the current study conclude that the internment consumption of junk food is not dependent upon gender, age, level of schooling, state and family financial condition. maggi is most liked RTC product among majority before lock down and through implementation of lockdown majority liked handmade food. Lock down has affected and paved modification in consumption of junk food and In buying of the ration. By and large populace of all age groups modified their eating habit of junk food during the implementation of lockdown, as home-cooked junk food was preferred. They are attentive of actuality that consumption of junk food can harm them in various ways. They even not preferred to order food online.

POST-PENDEMIC FUTURE SCOPE OF OUR SURVEY:

Elevated demand for junk food & array of product availability are the major aspects driving the Indian as well as worldwide bazaar of junk food. Chief business groups in the market of junk food have a wide array of products to supply to children, adults, & the geriatric population.

Globally, the junk food market is booming, owing to extensive creative advertisement and branding by leading fast food chains. Junk food are one the sources of

various strategies to gain a foothold in the market and capture market share. Today's fast-paced life and availability of several junk food products are the key factors driving the global junk food market.

Junk food covered whole of the world because these food found in every part of the world and is mostly like by the people of all age group.

We can build strong our industry by preparing selling and marketing nutrition rich indigenous junk food, which most of the populace like because due to lock down populace in general were worried about health so we can also provide health-safety and increase Indian industry.

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