

A STUDY ON CONSUMER AWARENESS OF ECO-CONSCIOUSNESS IN HEALTHY DIETARY HABITS IN BENGALURU CITY

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ABSTRACT

India has a huge food industry currently valued at US\$ 39.71 billion as growing at a compound annual growth rate (CAGR) of 20%, and possesses sixth place in the world. It bags the fifth position in terms of production, consumption, and export. India is the county of unity in diversity whether it's in culture or cuisines. With the changing time, the core traditional food has partly or fully been replaced by processed and junk food. Fast growth, more exposure to the outer world, huge competition for professional excellence, high income, urban lifestyle, western culture, and easy availability have made an average Indian look towards processed and ready to eat food. As every idea or invention has its pros and cons the negative impact is seen in terms of increasing lifestyle diseases such as obesity, diabetes, and hypertension. To meet the market expectations in terms of production results in greater usage of pesticides and fertilizers destroying the natural environment with more carbon footprint and water footprint. Over recent years people have started becoming mindful of the hazardous impact on the environment. Thus, they have started making more responsive effort towards chemical-free or organic foods. With a rise in the consciousness towards health among many, the producer has been compelled to be consumer-friendly indirectly. The government is also emphasizing organic farming by giving subsidies leading to the rise of organic outlets. The paper aims to find the diet change that individuals are making towards healthy eating habits i.e., awareness of eco-consciousness (eating habits contributing towards the betterment of ecology). The methodology used is random sampling method of 100 primary data through structured questionnaire in the city of Bangalore.

Keywords: Diet, eco-Consciousness, Carbon Footprint, Water Footprint

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Introduction

Indian cooking encompasses a history of about five thousand years. There is at least one famous dish in each location from North to South and East to West. Indian food habits are quite different in their cooking techniques and taste as compared to other countries. Indian preparation could be a true mix of flavour and nutrition. Indian food is usually identified for its spices and every single spice employed in Indian dishes carries different properties of nutritional as well as medical value which are very different in taste and aroma.

The changed trends of westernization and technological impact, has made Indians to adopt the western food habits as a part of breakfast, snacks, and dinner. Of late, Indian food has begun to be categorized as unhealthy, due to high sugar content in food which might contribute to high cholesterol. The changed dietary patterns of Indians have resulted in an increase in cases of diabetes, hypertension, and cancer. Risk factors for NCDs embody aging, high vital sign, high blood glucose, high steroid alcohol, and overweight.

Dietary Habits

India has become urbanized, mechanized, and is growing rapidly in recent years. Over the past decade, the number of working people in each house of India has increased leading to an increase in the per capita income. Most of the family members whether male or female is now involved in nine-to-six job. With busy work life, and trying to meet the job target expectation, people are compromising with self-cooking. At times people also prefer dining out to show their social quotient. Now, Gen-Y and Gen-X make approximately 65% of the Indian population. These are the people, constantly exposed to global trends and lifestyle. The food habits of these people are different from their parents and sibling born before them. In recent years, India has been flooded with numerous dine-in restaurants, pubs, cafes, clubs, lounges, and International fast-food chains. India has become a place of interest in terms of investment in this food business. New start-ups like Swiggy, Zomato, Uber-eat and many more have taken birth and promptly giving service. The tribe of non-vegetarian has increased and families have started purchasing food from the market which was once cooked at home. Improvement in technology, a surge in Smartphone penetration, and a cheap mobile data plan have helped the food ordering mechanism to increase.

According to industry estimates the Indian food and retail industry is expected to grow US\$ 1.2 trillion by 2025 - 26. The development in production, processing, distribution and marketing of food and beverages (F&B) in India is the result of its liberalized foreign- direct investment (FDI) policy, strong macroeconomic indicators and reforms. For example, the availability of food through e-commerce, the entry of foreign technical know-how and so on. India is becoming a production hub for processed food with the MNCs. These processed foods are increasingly consumed as well as exported to the Middle East, South Asia, and Africa.

Ten segments in the domestic F&B industry have especially gained acceptability among Indian consumers and all have recorded a high growth rate.

The study considers assessing the dietary habits of respondents and their relative awareness for responsibility towards ecosystem.

Table -1 : Major Players in Indian Fast Food Industry

Segment	Categories	Some key players in India
Breakfast cereals Savory Snacks Ingredients	Hot and cold cereals Traditional snacks, Meat snacks, Nuts and seeds, Popcorn, Patato Chips, Processed snacks Seasonings, Dressings, Sauces	Kellogg, Bagrry's , PepsiCo, Glaxo SmithKline Consumer Healthcare, Marico PepsiCo, ITC, Haldiram, Parle Products, Bikanervala S Narendrakumar & Co(Everest), Mahashian Di Hatt (MDH), Heinz, Nestle, HUL, Dr. Oetker
Pet food	Dog food Cat food and other Pet food	Mars International, Royal Canin Indian, Indian Broiler Group
Naturally healthy beverages	100% fruit juice, Super fruitjuice, Natural mineral water, Green tea, Malt-based hot drinks	Dabur, PepsiCo, Tata Global Beverages, HUL, Mount Everest Mineral Water
Ready meals	Ambient ready means and dried ready meals, Chilled ready meals, Frozen ready meals	Nestle, MTR, ITC, Gits Foods, Bambino Agro Industries
Confectionery	Chocolate, Gum and Sugar confectionery	Mondelez, Mars International, Parle Products, Ferrero
Organic food	Organic packaged foods and beverages	Sresta Natural Bio products, Mehrotra Consumer Products, Sanjeevani Organics,
Dairy Food	Milk, Butter, Cheese, Yogurt, Drinkable yoghurt, Dairy-based abd soy-based desserts	Gujarat Cooperative Milk Marketing Federation (Amul), Mother Dairy, Danone
Bakery	Breads and rolls cakes, Biscuits, Pastries and pies	Britannia, Parle Agro, ITC, Monginis Foods

Source- Forbesindia.com

Eco-Consciousness

The term eco-conscious was first employed in 1972, and could be a broad term which means concern for the environment. Being eco-friendly, on a personal level will mean your cleaning and eating habits. However, it may also mean supporting green businesses, World Health Organization to assist the atmosphere.

Diets designed by our ancestors were natural and unprocessed that consisted of grains, pulses, dals, seasonal fruits and vegetables and oilseeds in adequate amounts to take care of a healthy body. The diet was in tandem with the well-being of the eco-system. As civilization progressed, the wants and greed of persons led domestic farming activities into an adverse activity that induced larger use of pesticides and chemical inputs for higher crop yield. Major side-effects the greenhouse emission, deforestation, harm to coral reefs, extinction of species and rampant pollution.

Organic farming system in India isn't new and is being followed from ancient times. It's a way of farming that primarily geared towards cultivating the land and raising crops in such a way, so as to keep the soil alive by the use of organic wastes (crop, animal and farm wastes, aquatic wastes) associate in nurturing different biological materials besides helpful microbes (biofertilizers) to provide nutrients to crops for producing in an eco-friendly, pollution-free atmosphere. However, with rise in consumerism such practices were totally forgotten. The result was unhealthy farming, overuse of synthetic soil nutrition and pesticides.

Due to rise in health-related issues, consumers are getting extremely concerned about the foods they consume-more and more people are interested in organic food and are avoiding the consumption of foods that contain chemical preservatives. This has created plenty of chance for entrepreneurs, start-ups and corporations to produce, process and supply food that is free from pesticides and chemicals. The organic foods are healthy as they solely grow natural fertilizers. This observation makes it an understandable alternative for several Indians to settle on organic food over the synthetic foods available in the market. Organic food is healthier and friendly for the environment too; thus the health-conscious Indians are shifting to organic foods. With a larger range of individuals preferring to consume organic food - range of organic e-commerce stores is also increasing in the cities.

Review of Literature

Aparajita Dasgupta (2015), finds that there are multiple reasons for individuals to eat outside at the same time they exercise tighter control over their eating habits.

Ruchi Vaidya (2012), feels that it might be worthy for America to contemplate going back to our ancients diets for dominant the modifiable risk factors.

Manveer Kaur (2018) ascertains that a deeper understanding of the advantages of green products makes the individual shift towards buying organic products.

Lautianinen, Tanja (2015) reveals that social, psychological conditions do impact consumer buying behavior. The analysis found that friends, family, and neighbors play a significant role in the consumer buying of the organic and green products.

Kirti Sharma (2016) finds that beliefs concerning the nutrition and health link, current buying and consumption patterns, and positive perspective towards practical food considerably affect the willingness to pay. Consuming less fat and eating a lot of vegetables and fruits has progressively become the food habit of the respondents because of changing style.

Statement of the Problem

According to many studies and the reviewed literature, it is established that Indian consumers are very much aware of the effect of a healthy diet and now it can be achieved. The fact that the consumers are aware of the impact of their dietary plans and their effect on ecology has been proved. However, the directional influence of the dietary habit of consumers on ecological sustainability has got to be established.

Objectives

- I. To study the consumer dietary habits, their awareness, and impact on ecology
- II. To study the changes of diet habits of the consumer and the influence by family, social group and eco-consciousness.

Research Method

Research design is based on descriptive research.

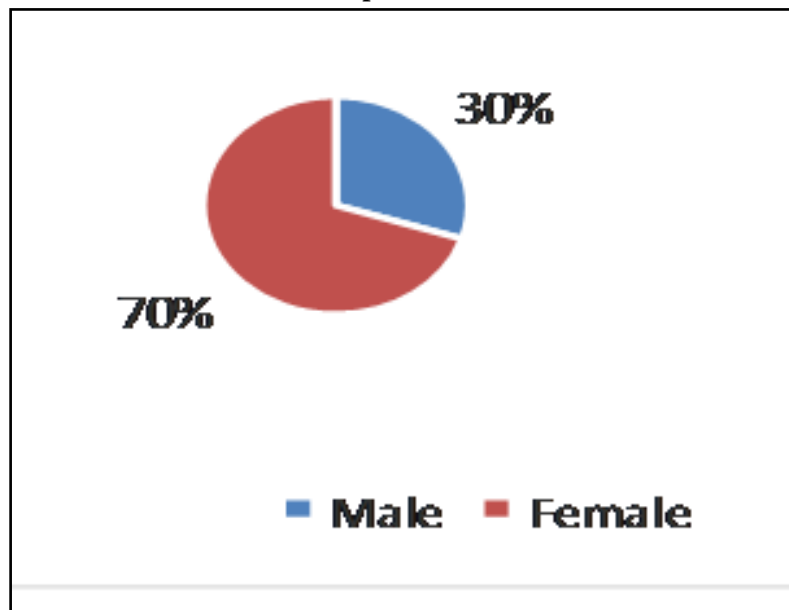
Sampling Technique- Simple Random Sampling is employed to collect the data from respondents

Sample Size- 100 respondents

Primary data have been collected using a structured questionnaire

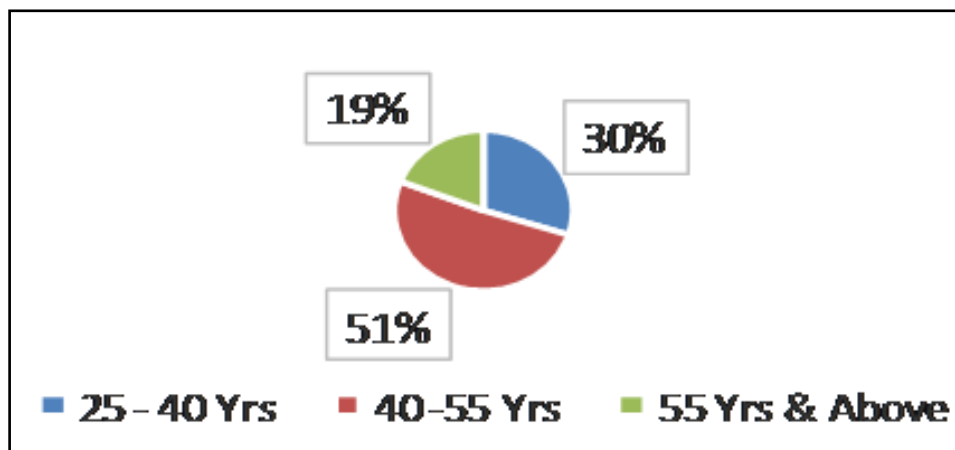
Data Analysis and Interpretation

Figure -1: Gender wise Distribution of Respondent



Source: Authors own calculation

Figure 2 : Age-wise Distribution of Respondents



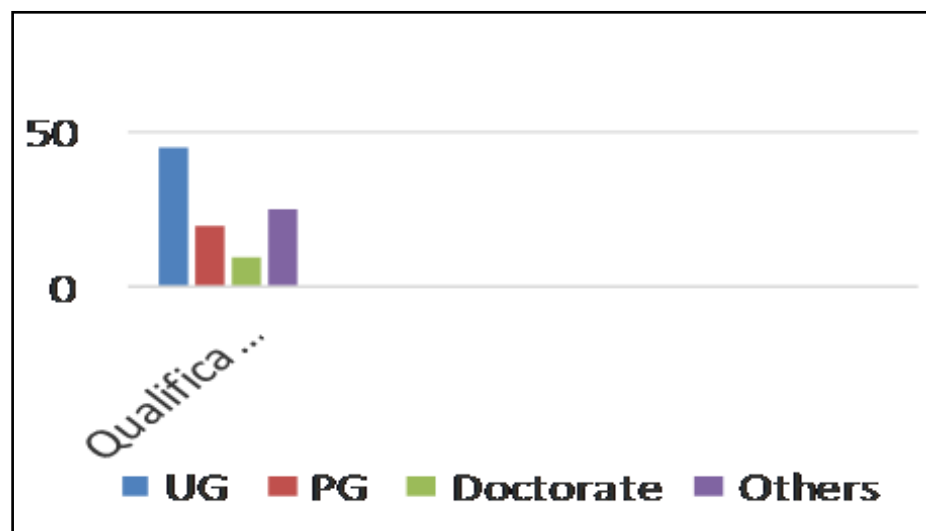
Source: Authors own calculation

Figure 3 : Occupation--wise Distribution of Respondents



Source: Authors own calculation

Figure 4 : Qualification of Responds



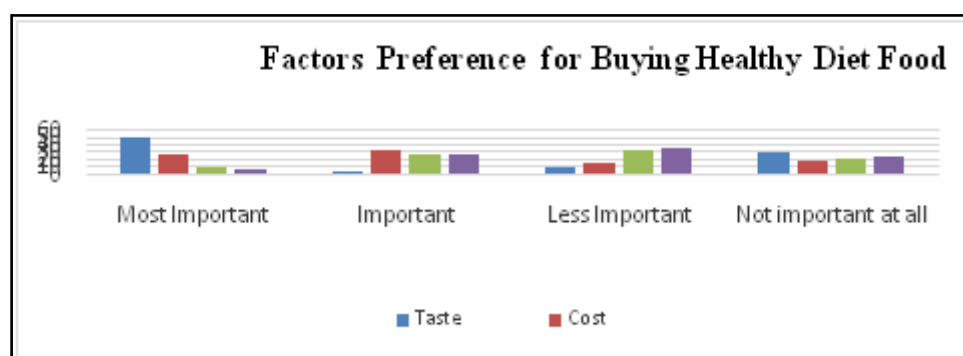
Source: Authors own calculation

Table 2: Factors Preference for Buying Healthy Diet Food

Variables	Most Agree	Agree	Less Agree	Not at all
Taste	59	30	06	05
Cost	6	40	30	24
Convenience	10	15	30	45
Nutrition	30	22	23	25

Source- Field Survey

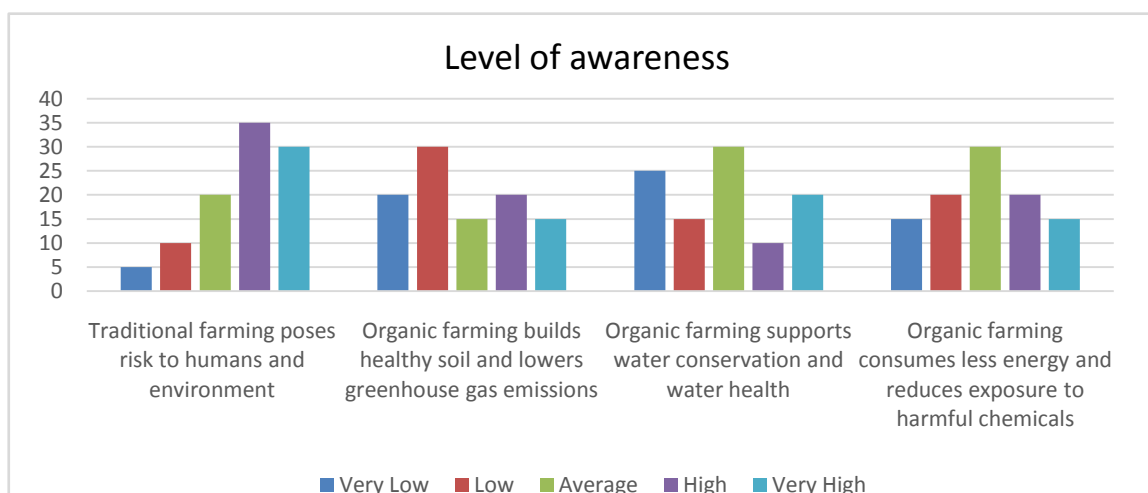
Figure 5 : Factors Preference for Buying Healthy Diet Food



Source: Authors own calculation

From the above table it is obvious that taste, cost and nutrition are the vital factors that are prejudicial for consumers to buy healthy diet food. Convenience isn't thought of to be a very important issue as respondents can find the places of healthy food accessibility or build arrangements to possess access to them.

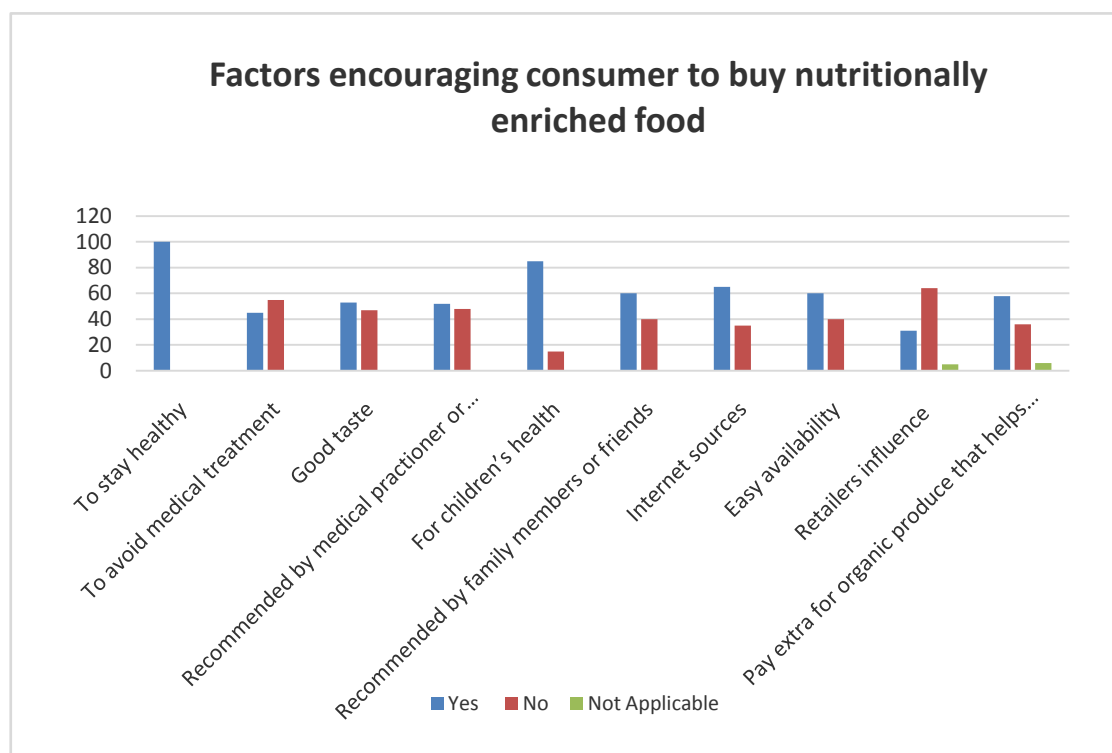
Figure 6 : Level of awareness



Source: Authors own calculation

From the analysis of the respondent's awareness concerning the harmful effects of traditional farming practice is high while their awareness towards advantages of organic farming practice on setting varies considerably. Overall, they possess basic information of what organic farming is.

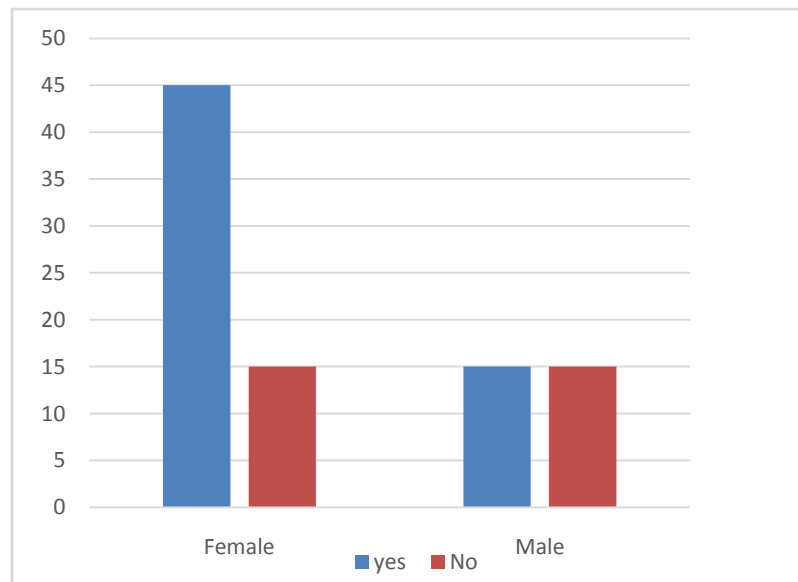
Figure 7 : Factors Encouraging Consumer to Buy Nutritionally Enriched Food



Source: Authors own calculation

The study gives information about the factors which inspire customers to shop for nutritionally enriched food. It seems that 100% of respondents are interested to purchase nutritionally enriched food to remain healthy, next high number is of respondents who are concerned with youngsters' health, next to avoid medical treatments, next a healthy diet will facilitate individuals to maintain their physical health and live longer. One cannot change diagnosis but can modify aspects of life to enhance the standard of life. During the overall process, individuals will shift to eco-friendly products that shall be in a win-win state of affairs for individuals, the environment, and the companies that provide healthy foods.

Figure- 8 : Gender wise Willness to change life style



From the analysis, the female respondents can inculcate changes in their lifestyle by focusing on nutritionally made food, whereas males are reluctant to the current modification.

Findings and Conclusions

The study finds that the choice of healthy food by consumers depends on important factors like taste, cost nutrition, and easy availability. There is a varying level of awareness of the respondent towards how eating habits affect the environment. The finding indicates that there is significant knowledge about the healthy, eco-friendly products and the benefits of a healthy diet among the participants. The main decision-maker regarding dietary habits are normally female respondents have shown a significant inclination towards modifying the dietary habits for physical health and some contribution towards the mother earth.

The above study throws light on awareness and potential benefits of a healthy diet in the life of the people which has made the marketer come up with innovative ideas and eco-friendly healthy products that are sustainable.

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