

**The Food Consumption Behaviour of Students: A Study on Students of The Assam  
Royal Global University**

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**ABSTRACT**

Food consumption is a significant factor in determining health. The ways in which each person consumes food are unique. This is due to the fact that factors like money, residence, poverty, etc. have a big impact on how people view eating food, whether it's nutritious or not. The basic data used in the study was gathered via Google forms. For this study, 500 samples were collected. Most students rely solely on their pocket money because they don't have any part-time jobs. Males made up 54% of the responses, while females made up the remaining 46%. The maximum amount of time students can spend on campus is eight hours. The study advises that non-vegetarian cuisine should be offered at a reasonable price.

**Introduction**

Food consumption is an important health determinant. Every individuals food consumption patterns differs from each other this is because there are variables like income, residential status, poverty, etc. which have a significant approach towards consuming food which can be nutritional or unhealthy food. To understand this better we will explain the concept of food consumption. Food consumption is referred to as a dietary pattern, which includes the diversity, combination, and regularity of the consumption of various foods and beverages in a diet.

There are multiple factors which determine our food consumption choice such as price, pocket money, age, education and knowledge, institutional status or work place, food preferences, nutritional status, etc. This study mainly focuses on these factors and how they impact the choice of the consumers.

Why do people have varied food preferences? is an issue that emerges when it comes to food intake. Each person has a distinct predilection, or composition, that distinguishes them from other people, which is the answer to this issue. Because of this, everyone of us experiences food flavour in a unique way.

We will now concentrate on university students' eating habits and how they differ from those of regular food consumers. A person's capacity to maintain health is greatly influenced by the foods they consume. When nutritious foods are replaced by those high in calories, the widespread devaluation of it today brought on by the rise of chronic diseases is exacerbated. University enrolment, moving from their parents' home to university housing, anxiety, and a lack of time to prepare meals are a few situations that can affect a student's eating habits.

### **Review of Literature (to be paraphrased)**

This segment of the research mainly focuses on the literature review which contains different views and ideas provided by the authors who have published their work in different journals. Different authors around the globe have analysed the food consumption pattern by closely studying the pattern of food consumption among both the genders and their habits which are also associated with health. According to El Walid A, Stock C, and Rafael T. Mikolajczyk. (EI, walid, Stock, & T, 2012)-there are various variations in gender and university site of food consumption habits of students. The study applied a self-administered multi-theme health survey, including questions on multiple health behaviour's. In the surveyed nations, there were differences in food consumption patterns, with women often making healthier choices. According to the study, actions could be offered to deal with undesirable changes and encourage those that are probably better for health.

Another important determinant for analyzing the food consumption pattern is fast food intake. Presently, it is observed that junk food or unhealthy food items are more prominent, especially among school-going and university students. As closely observed by Yardimci, Hulya, et al (2012) in the article, (yardimci, 2012) a total of 401 students from different universities in Ankara constituted the sample of his research. It was found that the most preferred fast food was pizza (285 points), followed by chicken donor (278 points) and hamburger (273 points). The most preferred beverage was fizzy drinks (57.6%). However, the data does not include the income perspective of the students. According to this study, a large percentage of university students consume fast food. Such a diet has ingrained itself into today's way of life. Some nutrients on fast-food menus are insufficient, while others are overrepresented. The third factor related to food consumption is the nutritional status associated with it. If a person is having nutritional diet then there is an improvement in his health status. However, it is observed that compared to normal food consumers the

consumers belonging to the institutions or educational institutions tend to deviate from the idea of a nutritional diet, this is because of time constraints and also because such consumers spend more time in their respective institutions, so they cannot concentrate much on having nutritional food. They tend to depend on the food items available in their workplace. As pointed out by (Otemuyiwa & Adewusi, 2012) the poor eating practices and insufficient nutritional intake among students brought about by poverty were highlighted in this study. Additionally, there was a difference in how undergraduate students choose their food on campus and at home, with many choosing to eat out more frequently replacing meals with snacks as a quick and easy meal. As a result, the teenager's eating choices may be inadequate or create anxiety.

There is also many studies conducted on the determinants of eating habits among which this literature review will focus on the study provided by (Tom Deliens & Deliens, 2014) where he observed when students start university and gain more independence, choosing a balanced diet becomes more challenging. The macro-environment, the physical environment, including availability and accessibility, appeal, and pricing of food goods, as well as the kids' social networks (including lack of parental control, friends, and classmates), all have an effect on their learning, according to the students.

## Research Gap

Many research initiatives are examined in the portion of the literature review that addresses eating habits. However, the goals of their studies vary because some of them concentrate on health and junk food consumption. The consumption and spending habits of university students on food, as well as how pricing influences such behaviours, has, however, mostly remained the subject of very little research. This study tries to close that knowledge gap.

## The objective of the study

- To analyze the food consumption expenses of the students.
- To study the choice pattern of students

## Area of study

Along National Highway 37 is where The Assam Royal Global University (RGU), a well-known educational facility in the North Eastern region. The Campus spans more than 27 acres of land and has a built-up area of more than 12 lakh square feet. It still places a lot of emphasis on offering excellent undergraduate and graduate education.

## Methodology

This quantitative study, which offers a descriptive analysis of food expenditures, primarily focuses on the students at The Assam Royal Global University in Guwahati. 500 samples in total are taken from the survey. The findings and results of the study are presented statistically, and the data that was gathered is exported to an excel sheet for cleaning and analysis. In this study, a random sampling method is employed to gather data, and an online survey is carried out using Google forms. Based on source data, the study's analysis. My study area is Guwahati City.

This study deals with various aspects of expenditure, that are important for analysis showing how an increase in income, price affects the expenditure on food of university students. There is a functional relationship between food consumption expenses and income and other variables which is studied in this analysis.

$$Food\ expenditure = \int (Income, Time, Food\ Preference, Residence)$$

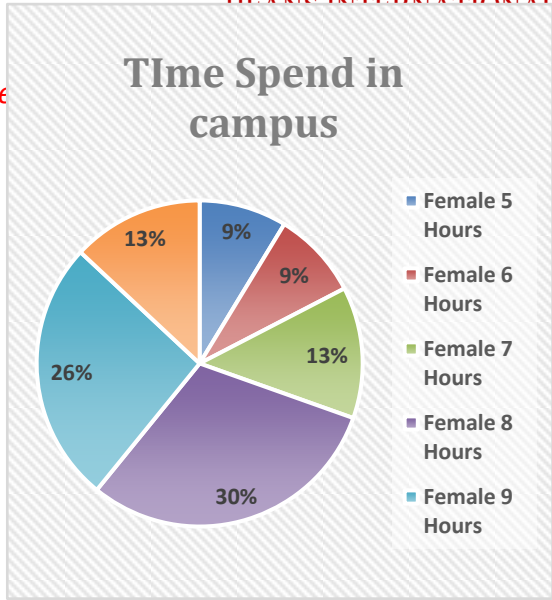
Where,  $\int$  shows the functional relationship

Also, studying the behavioural aspects of the students of Royal Global University towards the consumption of food.

## Results and analysis

### 5.1 Time Analysis

Rese



Time is a very valuable factor in food consumption; this is because the expenses we make on food are also affected by the amount of time we spend on the campus of the college or university. In this study, it was analysed that males spend up to 9 hours in the institution, and in the case of females, they spend 10 hours. The reason behind this may vary due to study time or any extra co-curriculum activities.

Figure 5.1.1 Time analysis in terms of males

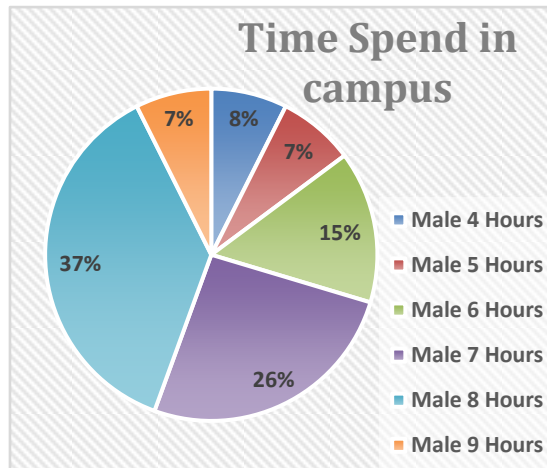


Figure 5.1.2 Time analysis in terms of females

From the analysis we find, the maximum time spent on campus is 8 hours. Hence the expenditures made by the consumers are also more compared to those who spend less time in the university.

5.2: Price Analysis

In this section, we will study the satisfaction index related to the price of commodities on campus.

Price Rate



Figure 5.2.1. Price Rate

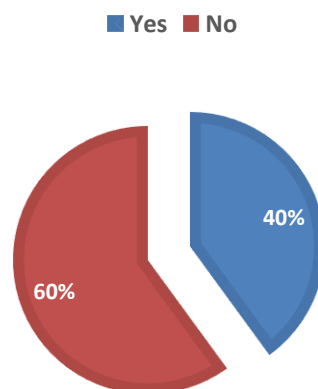


From the above figure 5.2.1, we have analysed that the price rate in canteens is high. The satisfaction index clearly specifies that only from the analysis we find, the maximum time spent on campus is 8 hours. Hence the expenditures made by the consumers are also more compared to those who spend less time in the university.

40% of the respondents are satisfied with the prevailing price rates the food items of and the majority of people comprising 60% are not satisfied.

**Figure 5.2.2 Price satisfaction Index**

### SATISFACTION INDEX



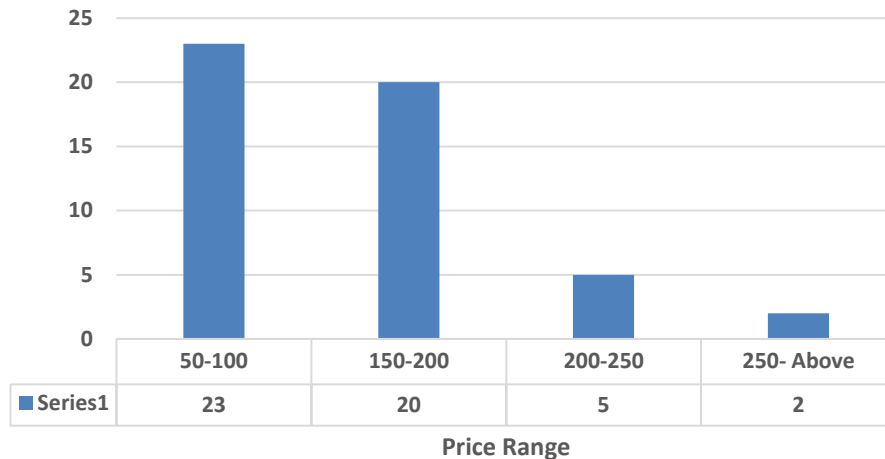
The students' price satisfaction index is shown in the above figure, as you can see. The majority of students, as seen by the graph, are dissatisfied with the price, and several have suggested lowering it to improve students' satisfaction.

### 5.3: Expenses on Food and Beverages

The expenses incurred by the students are shown in figure 5.3.1 and 5.3.2.

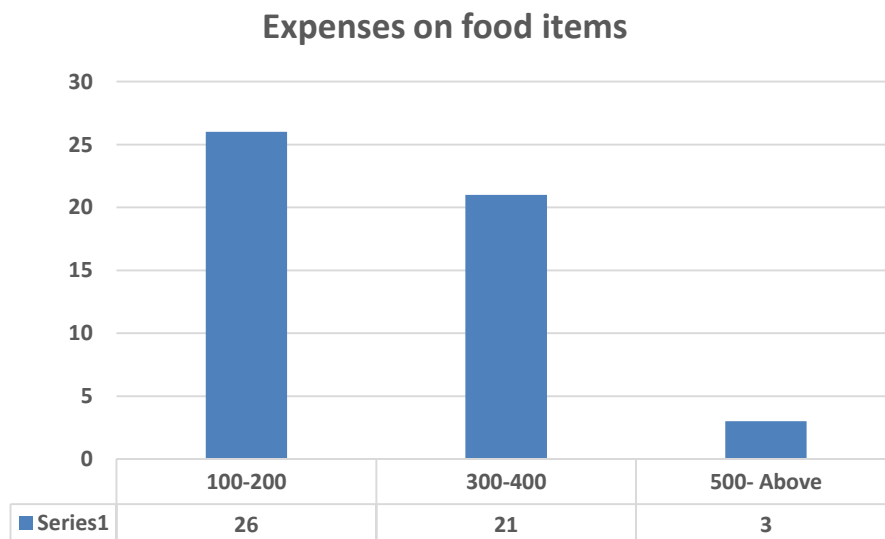
**Figure 5.3.1 Expenses on Beverages**

### Expenses on Beverages



As you can see from the accompanying graph, the vast majority of students spend more than 50 to 100 rupees on beverages, while a significant portion spend up to 150 to 200 and a small percentage up to 200 to 250. Very few students spend more than that. Included under beverages is tea, coffee substitutes, soda, or other drinks.

**Figure 5.3.2**  
Expenses on  
food items



The daily costs associated with attending university are depicted in the above figure. the majority of the students, spends up to 100 to 200 rupees each day on meals and few students spends up to Rs 500 with the majority spends between Rs 300 and Rs 400. As you can see,

the majority of the students only spend between Rs 100 and Rs 200, a figure that may raise in the figure if the cost were made reasonable.

#### 5.4 Food Beverages Preference

This section of the analysis deals with the most preferred food as opted by the students. In my research, it was found in the research that the most preferred beverage in the RGU campus is coffee and the second preference is given to tea and so on. Figure 5.4.1 shows the preferences of drinks.

**Figure 5.4.1** Expenses on food items

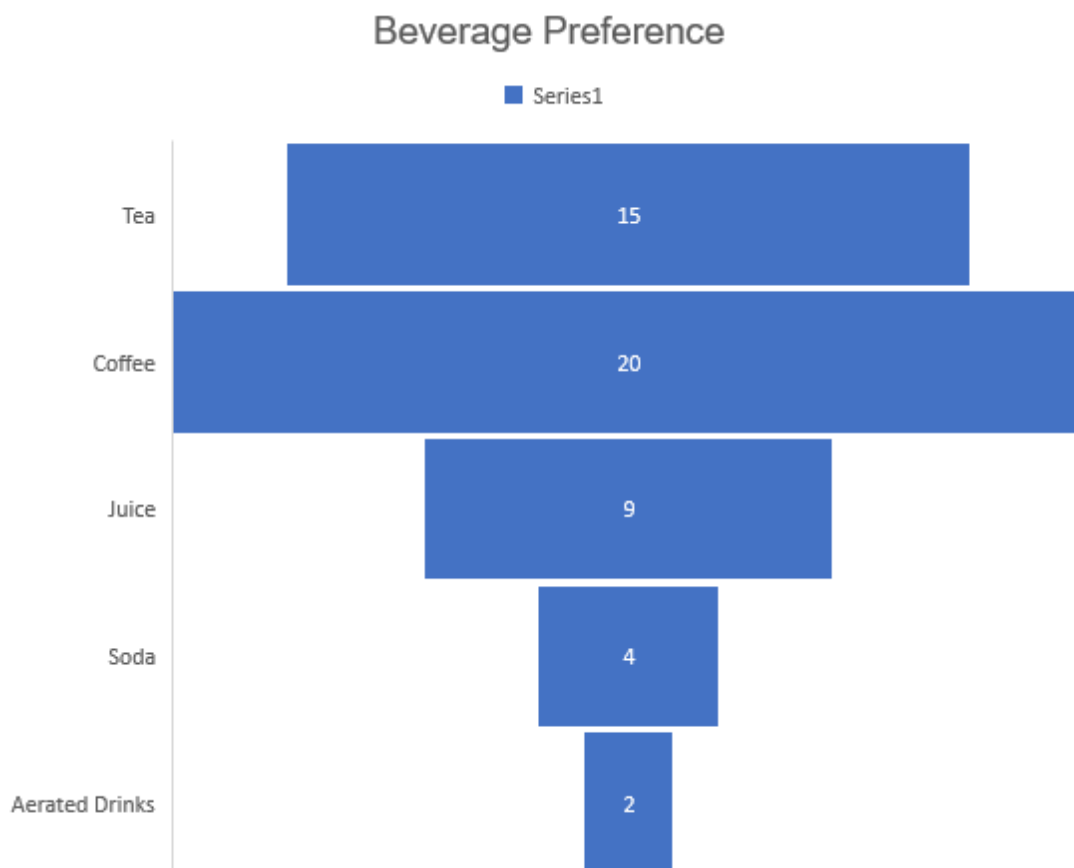
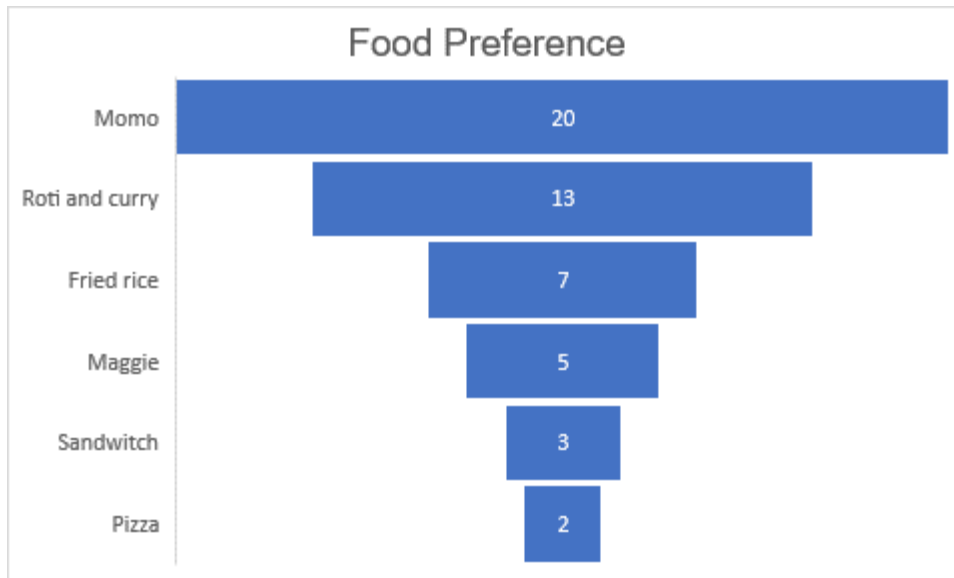




Figure 5.4.2 shows the preference for the food items in the RGU canteen as follows:-

**Figure 5.4.2** Food Preference



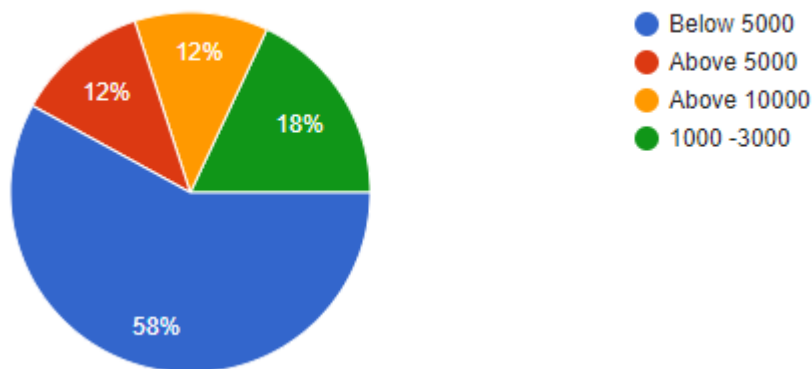
Source: Author's own compilation

## 5.5 Income

This section of the study concentrates particularly on pocket money and part-time earning details.

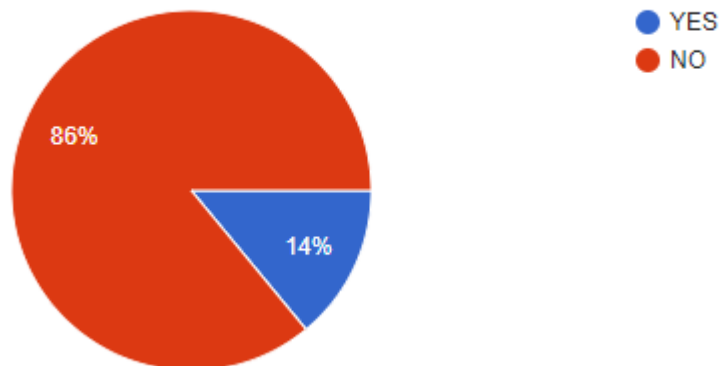
Monthly Pocket Money/Income

**Figure 5.5.1**



Source: Author's own compilation

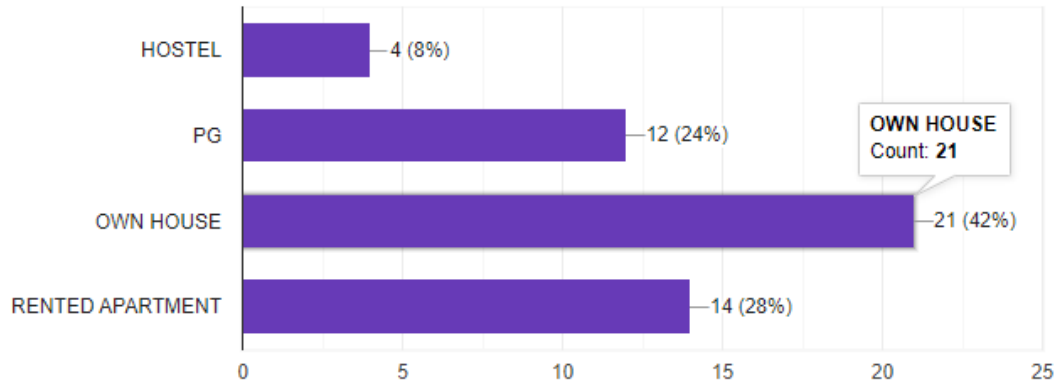
**Figure 5.5.2** Responses for Part Time earnings



The above figure shows the percentage responses of the respondents showing 86% of students have no extra earnings to support their expenses whereas only 14 % of the students do have extra part-time jobs to support their daily food expenses.

## 5.6 Residence Analysis

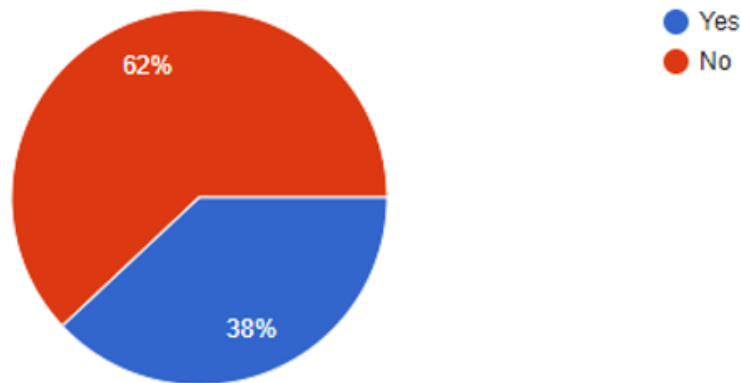
This shows the residential statistics of the respondents.



### 5.7 Other Observations

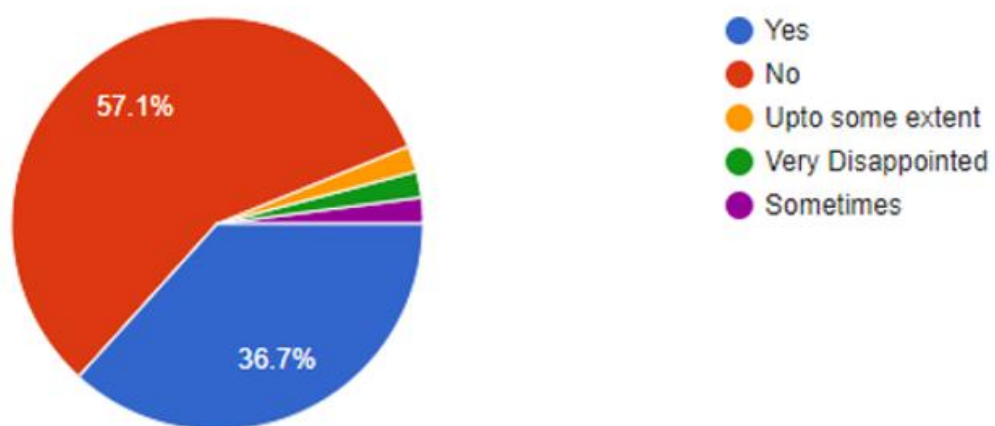
- This segment of the research shows other variables which affect the food expenses are the nutritional facts associated with the food and how much are the consumers satisfied with the in-campus food canteens based on their price and quality. Figure 5.7.1 shows whether the consumer's checks in the nutritional facts before purchasing any food items while they are within campus.

**Figure 5.7.1** Nutritional facts



It can be seen nutritional facts is shown above in figure 5.7.1 as the figure shows many of the students does not even check the nutritional fact before consuming the food.

**Figure 5.7.2** Satisfaction Index for price



As you can see from the above graph, a large number of students are dissatisfied with the price, which has an impact on how much food they consume because the prices are so high.

### **Findings and Discussions**

Students from The Assam Royal Global University made up 500 of the study's respondents in total. 54% of respondents were men, compared to 46% of respondents who were women, according to the survey. Most respondents were younger than 19 years old in terms of age group. Male inmates can stay in institutions for up to 9 hours, while female inmates can stay there for up to 10 hours, according to the analysis done for this study. Study time or any extracurricular activities could be the cause of this for a variety of reasons. The longest possible stay on campus is 8 hours, on average. Consequently, compared to others who spend less time eating, university students spend a disproportionately higher amount on food in the university. According to our analysis, Royal Global University (RGU) canteen prices are excessive, and just 40% of respondents are happy with the current price rate, compared to 60% who are dissatisfied. The analysis concludes that the privately owned cafés' requirement to pay a particular amount of rent is the cause of the high pricing. It consequently influences the cost of food for students.

However, it is also noted that the food's quality is great compared to its price range, even though the pricing rate is high. According to this report, only 14% of students have supplemental monthly income, while 86% of students do not. Since the focus of my research is on university students, it is to be anticipated that the vast majority of them do not fall into the working population. The report also shows that roughly 42% of students live in their own homes, while 28% live in rented homes, some in PGs, and some in hostels. From this study we also came to know about the student's pocket money, it was found that about 18% of the students have 1000-3000 followed by 58% below 5000, 12% above 5000 & 12% above 10000.

Out of their total pocket money, the students spends 50 -100 rupees on beverages on a daily bases. Among the beverages offered by the canteens within the RGU campus, the most preferred beverage is coffee and tea.

On the other hand while considering the food items, majority of the students spend 100-200 on food which is under the price range listed by the different canteens. And the most preferred food is Momo, Roti and Curry.

In this study we came to know about the high price rate within the campus and how it affects the food consumption expenses of the students.

## Conclusion

The study's conclusions imply that students' consumption prices have a big impact on how they live their academic life on a daily basis. Furthermore, how does the high cost of the food effect students' eating habits even when it is nutritious and of exceptional quality? Because they don't have any part-time work, many students rely on their pocket money, the analysis finds. Many students have suggested in these assessments that the cost be decreased and made more manageable in order to improve their spending and food consumption habits.

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