CHANGES IN FOOD CONSUMPTION DURING COVID 19 PANDEMIC PERIOD

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ABSTRACT:

Food is the key to lead a healthy life. But over the period of time people started opting for unhealthy food habits. This paper is focused on changes in food occurred during covid-19.The objective of this research is To identify the socio-economic profile, identify the influence of different factors related to the COVID-19pandemic on changes in individual food consumption, to analyse changes in food consumption during the COVID-19 lockdown, to study on the problems of food consumption.

KEYWORDS: Changes, Food Consumption, Covid 19

INTRODUCTION

Food is key to personal health, as well as to the health of the planet given that current patterns of food production and consumption have considerable environmental impacts. Conversely, disasters such as the COVID-19 pandemic can disrupt our food system and change our relationship with food. For instance, in an effort to reduce the spread of infection, border and other logistic restrictions limiting the flow of goods and people increased the risk of food shortages due to impaired supply chains, including those related to labour shortages [as can be seen in the US and Europe. Furthermore, the partial or complete lockdown measures introduced at regional and national levels, such as the closure of schools, universities, workplaces, non-essential shops and restaurants, banned events, and travel and mobility restrictions, likely

changed the way people accessed their food, where they ate, and how their food was prepared. Some of these measures have served as a further obstacle to the distribution of food to vulnerable populations. For example, some programmers that provide main meals for school children were not operational during confinement. Additionally, quarantine due to illness or coming into contact with infected people may have further restricted people's access to food.

A variety of COVID-19 related psychological changes might have also affected food-related behaviours. Even in areas with relatively low disease risks, people were exposed to extensive communication about the risks of COVID-19, which was likely to have caused some of them stress. Such people may try to cope through stress-related eating, in which they attempt to make themselves feel better by eating or drinking when under stress . For example, during lockdown in Italy, people increased their consumption of processed "comfort foods," such as chocolate, chips, and snacks, and in some cases this was due to anxiety about their eating habits during COVID-19. A study from Denmark also observed a higher degree of emotional eating during the lockdown, e.g., increased consumption of pastries and alcohol. In Norway, it was found that consumption of high sugar food and beverages was greater for those with increased COVID-19 related worries and general psychological distress than the overall population. Risk perception associated with COVID-19 may influence people's food purchase and consumption behaviours. For example, people may try to minimize the risk of being infected by increasing their use of delivery services, purchasing more packaged food, which is seen as being more hygienic, buying food with a longer shelf-life (and thus purchasing less fresh food), in order to limit their shopping trips, or eating more healthy food in an attempt to boost their immune system. Additionally, people's concern about possible food shortages may have influenced purchasing behaviour, e.g., stocking up on certain foods.

STATEMENT OF PROBLEM:

With growing unfold of the unwell effects of Covid-19 virus on the food consumption behavior of the people. COVID-19 outbreak interrupted the daily routine and resulted in boredom which can be defined as high energy intake by the consumption of high amount of fat, carbohydrate, and proteins. In addition, quarantine caused stress in people and pushed them toward sugary foods for feeling positive, because carbohydrate-rich foods can be used as self-medicating components due to their ability to encourage serotonin production. However, these unhealthy eating habits may contribute to the development of obesity linked to the chronic inflammation and serious complications of COVID-19.

OBJECTIVES OF THE STUDY

- To identify the socio-economic profile.
- To identify the influence of different factors related to the COVID-19pandemic on changes in individual food consumption.
- To analyse changes in food consumption during the COVID-19 lockdown.

SCOPE OF STUDY

This paper focuses on changes in food consumption that occurred during the COVID- 19 pandemic. Its objective is to map changes at individual consumer level and identify the influence of different factors related to the COVID-19 pandemic on changes in individual food consumption. Data on consumption frequencies before and during the pandemic were collected with a food frequency questionnaire in the spring of 2020 (during the first lockdown period) for important types of fresh food and non-perishable food.

RESEARCH METHODOLOGY

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic.

Once the objective is identified that next step is to collect the data which is relevanceto the problem identified and analyze the collected data in order to find out the hidden reasons for the problem. There are two types of data namely.

1. Primary Data

2. Secondary Data

Primary Data

Primary data is collected by the concerned project researcher with relevance to problem. So, the primary data is original in nature and is collected first hand.

Collection of primary data

There are several methods of collecting primary data particularly in surveys and descriptive researches. Important ones are as follows:

The following sampling method was used.

Sampling:

A Random sampling method was used in the study for data collection.

Sample size:

The sample was taken from the universe on random sampling basis in Coimbatore. The sample size designed for this project is 150 keeping in mind the paucity of time and also the customer base of the organization in the research area.

Secondary data

It is the data already existing, which has gone through some standard analysis. Under the secondary data, the company's annual reports, broachers, pamphlets, newspapers, journals and internet were taken into consideration.

TOOLS USED FOR ANALYSIS:

- RANK ANALYSIS

- CORRELATION

LIMITATIONS:

- Number of respondents is limited to 150 in this study.
- The study has been done in the Coimbatore town.
- Study has been done within a period of 3 months.
- Sometimes the customers may not be genuine in their answers.

REVIEW OF LITERATURE

COVID-19 pandemic changes the food consumption patterns

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The COVID-19 pandemic affects all aspects of human life including their food consumption. The changes in the food production and supply processes introduce changes to the global dietary patterns.

Local food consumption during the covid 19 pandemic

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The influence of intrinsic quality, health consciousness, environmental awareness, local support, and proximity of process on consumers' intention to consume local food during the COVID-19 pandemic was tested, with food availability as a moderator. Online survey results were analyzed using a two-step structural equation modelling (SEM). Health consciousness was the major reason for consuming local food. Intrinsic quality and proximity of process were also significant drivers. Local support and environmental awareness have little impact on the intention to purchase local food. This study contributes to knowledge regarding the main factors driving local food consumption during a health crisis, providing directions.

COVID-19 affected the food behavior of different age groups in Chinese households

Ting Chen, Chong Wang, Zhenling Cui, Xiaojie Liu, Jun Jiang, Jun Yin, Huajun Feng, Zhengxia Dou This survey-based study investigated how household food related matters such as food sourcing and consumption behaviors of 2,126 Chinese consumers in different age groups changed approximately two months into the COVID-19 quarantine. A new food sourcing mechanism, community-based online group grocery-ordering (CoGGO), was widely adopted by households, particularly among the youngest group studied (18–24 years of age). The same group showed a higher confidence in the food supply system during the quarantine and a greater propensity for weight gain while staying-at-home. The more mature age group (≥35 years of age) showed heightened vigilance and awareness, with fewer grocery-shopping trips, a higher tendency for purchasing extra food, and less tendency to waste food. Survey findings of the new food-sourcing mechanism, attitudes to food, and changes in behavior among different age groups provide valuable insights to guide policies and management interventions to address matters pertaining to food supply and distribution, food access and household food security, and food waste reduction.

ANALYSE

CORRELATION ANALYSIS

CORRELATION OF RESPONDENTS IN THE CHANGES IN FOOD CONSUMPTION DURING COVID 19 PANDAMIC

	1	2
Age Group	1	
Changes in the diet during the COVID 19 lockdown	0.281104	1

INTERPRETATION

The above table 4.2.1 shows that out of 150 respondents Correlation relationship between Age group and Changes in the diet during the COVID 19 lockdown highest value of 0.281104 and 1 is secured for Age by respondents and the Correlation relationship between Age Group and Changes in the diet during the COVID 19 lockdown of 1 secured 1by the respondents for change in diet.

CORRELATION OF RESPONDENTS IN THE CHANGES IN FOOD CONSUMPTION DURING COVID 19 PANDAMIC

	1	2
Employment status	1	
Times do you consume food in a day?	0.034926	1

INTERPRETATION

The above table 4.2.2 shows that out of 150 respondents Correlation relationship between Employment status and Times food is consumed in a day highest value of 0.034926 and 1 is secured for Employment status by respondents and the Correlation relationship between Employment status and Times food is consumed in a day of 1 secured 1by the respondents for the times food consumed by the respondents.

RANKING ANALYSIS

RANKING THE EATING HABITS OF THE RESPONDENTS

Factors	Yes 1(3)	Sometimes 2(2)	No 3(1)	Total	Rank
I eat a good breakfast	107 321	38 76	5 5	150 402	1
I experience feelings of hunger during the day	83 249	55 110	12 12	150 371	6
I eat meat	92 276	36 72	22 22	150 370	7
I eat vegetables	104 312	37 74	9 9	150 395	2
I eat fruit	103 309	34 68	13 13	150 390	3
I eat dairy	97 291	42 84	11 11	150 386	4
I eat sweets	91 273	42 84	17 17	150 374	5

INTERPRETATION

The above table 4.3.1 shows that rank 1 is secured for I eat a good breakfast by respondents, rank 2 is secured for I eat vegetables, rank 3 is secured for I eat fruits and rank 4 is secured for I eat dairy, rank 5 is secured by I eat sweets, rank 6 is secured by I experience feelings of hunger during the day, rank 7 is secured by I eat meat hereby respondents

WEEKLY FOOD INTAKE FREQUENCY OF THE FOLLOWING FOOD BEFORE PANDEMIC

Factors	Several times a day 1(4)	Once a day2(3)	Less often 3(2)	Never 4(1)	Total	Rank
Sweet foods	41 164	24 72	82 164	3 3	150 403	3
Salty foods	70 280	48 144	22 44	10 10	150 478	1
Fresh fruit	50 200	37 111	21 42	42 42	150 395	4
Fresh vegetables	54 216	43 129	9 18	44 44	150 407	2

INTERPRETATION

The above table 4.3.2 shows that rank 1 is secured for Salty foods by respondents, rank 2 is secured for Fresh vegetables, rank 3 is secured for Sweet foods and rank 4 is secured for Fresh fruit hereby respondents.

FINDINGS

CORRELATION ANALYSIS

- According to table, out of 150 respondents, the Correlation relationship between age group and diet change during the COVID 19 lockdown has the highest value of 0.281104 and 1 is secured by respondents for age, and the Correlation relationship between age group and diet change during the COVID 19 lockdown has the highest value of 1 secured by respondents for diet change.

- The table demonstrates that, out of 150 respondents, the Correlation relationship between Employment status and Times food is consumed in a day has the highest value of 0.034926 and 1 is secured by respondents for Employment status, and the Correlation relationship between Employment status and Times food is consumed in a day has a value of 1 secured by respondents for the times food is consumed by the respondents.

RANKING ANALYSIS

- Majority of the respondents the eating habits is I eat a good breakfast ranking I.

- Majority of the respondents the weekly food intake frequency of the following food before pandemic is Salty foods ranking I

SUGGESTIONS

- People tended to reduce their consumption of fresh food, except for household withchildren.
- This change is related to reduced shopping frequency during the pandemic in all countries, and increased risk perceptions of COVID-19 in Coimbatore City.
- In Coimbatore City, people also increased their intake of non-perishable foods,
- Those who ate out once a week before the pandemic increased their intake of convenience foods Coimbatore City during the first lockdown.

CONCLUSION:

From this study we conducted that the respondents in Coimbatore city increased their consumption of fruits, vegetables, and dairy products and placed a greater emphasis on a healthy diet. They had been emphasizing a healthy way of life. One of the most serious issues they faced was an increase in the price of vegetables and fruits. During the crisis, they faced enormous difficulties. During this time, they had lost their job and were experiencing financial difficulties. As a result, they were unable to deal with the price increase. Due to the pandemic, they were unable to dine out and enjoy themselves at restaurants, hotels, and pubs over the weekend. During this time, people were converted into healthy diet charts, with a greater emphasis on health.

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