



A study on modern breakfast consumption attitude among youth in Hyderabad

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Abstract

India is only country with more than 55 % of youth in the world compare with other world countries who can contribute very well for nation growth and trying to make India is a super power in the world arena. On the other hand most of the youth in the country are suffering from malnutrition problems in their body. The main reason behind this is either skipping breakfast nor having low / junk breakfast for their daily morning. In the kitchens across India, breakfast isn't just a meal — it is a tradition. It is a time when the day begins with the comforting aroma of spices and the sizzle of hot pans. Breakfast isn't just about filling the belly; it is about fuelling the body for the challenges ahead. In every corner of the country, from bustling cities to quiet villages, breakfast is a sacred affair. And even as the world has changed, some things have remained constant. Sure, there have arrived tempting options for eating out, but for many, nothing beats the warmth of a homemade meal. From the crispy *paranths* of the north to the fluffy *idlis* of the south, each region has its own culinary masterpiece. And while the world around them embraces new trends, many Indians hold on tight to their roots. But times are changing, and so are tastes. With a growing focus on health and wellness, people are rethinking their morning rituals. Suddenly, the age-old recipes are getting a modern makeover. It is a new era of 'healthifying' breakfast, with families swapping out ingredients for healthier options. The present paper intended to focus on Hyderabad youth attitude towards modern breakfast consumption behaviour and concern issue sand challenges are presented with survey method.

Keywords: Dietary, nutrient, young age, preparation

Introduction

For generations, breakfast remained a simple affair — milk and fruit, steaming plates of *poha* or *idli/dosa*, and the comforting warmth of *chapatis*. For the most part, Indians are inclined to consuming their quintessential hot, cooked breakfast. *Parantha* remains a popular breakfast item in north, *idli* and *dosa* in south, flattened rice flakes (*chivda/poha*) with milk in western and central India, whole wheat grits (*dalia*), and a mélange of regional staples in many other parts of India.

But now, a new wave is sweeping through the kitchen, challenging the old ways. Homemade *idli* batter and freshly rolled *chapatis* are steadily giving way to shiny packages of ready-to-cook batter and bowls of crunchy cereal. Even the humble *poha* is losing its spot to the trendy allure of multi-grain oats. So even as regional and ethnic breakfast eats have their followers, the need for convenience and health consciousness is driving many to replace traditional staples like *atta*, *suji* and *poha* with oats, millets and muesli. In recent years especially, there has been a discernible rise in the popularity of packaged breakfast food within the market segment. This trend is particularly notable within urban centers, where the fast-paced nature of contemporary living, coupled with factors such as time constraints, heightened purchasing power, a demand for convenience, and an increased focus on health consciousness, have collectively propelled the adoption of ready-to-eat breakfast options.

Urban consumers, in particular, are gravitating towards the convenience and nutritional offerings provided by a variety of packaged hot and cold breakfast cereals. The market delineates between two primary categories: hot cereals, predominantly comprising oats, oat bran, and wheat bran, and ready-to-eat cold cereals, which encompass a range of options including corn flakes, wheat flakes, and *muesli*. This

paradigm shift reflects a broader societal trend towards prioritizing efficiency and convenience in the context of breakfast consumption within modern urban lifestyles. In terms of consumption patterns, breakfast cereals currently represent approximately 4% of the breakfast market share, while traditional breakfast items account for 16%. The remaining portion of the breakfast pie comprises selections such as bread, eggs, beverages, and various other options.

To maintain healthy blood sugar, energy and fullness levels until your next meal, getting the right balance of protein, fiber and unsaturated fats at breakfast is important. This roughly translates to at least 20 grams of protein, eight to 10 grams of fiber and 10 to 15 grams of unsaturated fats, totalling about 300 to 350 calories.

Currently, 43.6% of the population in Telangana is between the age of 15 and 40. "This would mean that the state is very young, has a good population dividend, and the main challenge would be creating jobs for them," said finance special chief secretary Ramakrishna Rao.

But it's important not to get hung up on the numbers, said Alice H. Lichtenstein, a professor of nutrition science and policy at the Friedman School of Nutrition Science and Policy at Tufts University. The nutrient needs will depend on your weight, activity level, age and health conditions.

Literature

Thamarai Selvi (2022) "present research provides evidence that prevalence of breakfast skipping among college students in Coimbatore was around 48 percentage. Skipping breakfast leads to many health implications such as obesity, diabetes, cardiovascular problems in later stages of life. Effective measurement should be undertaken to improve their nutritional status and reduce the prevalence of breakfast skipping in order to prevent the metabolic

consequences. Besides understanding the importance of breakfast, participants skip breakfast due to improper time management. Further, consumption pattern of fruits, vegetables and millets was not adequate. Instead of focusing on creating awareness on benefits of breakfast consumption, creating awareness on time management and to know their preference which satisfies their need is highly important. It is observed from the study that the college students prefer to consume more ready to Eat (RTE) Breakfast as on-the-go meal with variety of ingredients to provide the essential nutrients which contributes to physical and mental improvement of rising generations.

country. It is estimated that several children attend school daily without having eaten breakfast and many more consume an inadequate breakfast. In India, the proportion of children skipping breakfast regularly was higher (50%). Breakfast skippers in India have been shown to have inadequate intake of key nutrients that could not be made up at later meals, including macronutrients like energy and protein and micronutrients like vitamins A, C and iron (Arora *et al.*, 2012) [1].

Breakfast is important in meeting the day’s nutritional needs. Children who consume breakfast are likely to meet their energy and overall nutrient requirement compared to those who do not have breakfast (Intifuli and Lartey, 2014) [5]. In India, children between 10 and 15 years who consumed breakfast met about one quarter to one third of their daily energy and protein intake from the breakfast meal. Breakfast meal contribute to improving cognition among school age children (Chitra and Reddy, 2007) [3]. Basch, (2011) [2] The study was done to know the prevalence and disparities of breakfast consumption among school-aged urban minority youth, causal pathways through which skipping breakfast adversely affects academic achievement, and proven or promising approaches for schools to increase breakfast consumption. Skipping breakfast is highly and disproportionately prevalent among school-aged urban minority youth, has a negative impact on academic achievement by adversely affecting cognition and absenteeism, and effective practices are available for schools to address this problem.

Deshmukh-Taskar, (2010) The nutritional and health implications of breakfast skipping and type of breakfast consumed were assessed in children, adolescents and young adults via three studies. A 24-hour dietary recall was used to assess self-reported breakfast/brunch consumption, nutrient intakes, nutrient adequacy, and diet quality. Covariate-adjusted sample-weighted means were compared using analysis of variance between breakfast skippers (BS), ready-to-eat cereal (RTEC) breakfast consumers, and other breakfast (OB) consumers. Associations between breakfast consumption, overweight/obesity, and risk factors were determined using covariate-adjusted multinomial logistic regression. Compared to BS and OB consumers, RTEC consumers had better nutrient intakes/adequacy and diet quality, as well as lower adiposity measures and serum/plasma metabolic risk factors.

Objectives

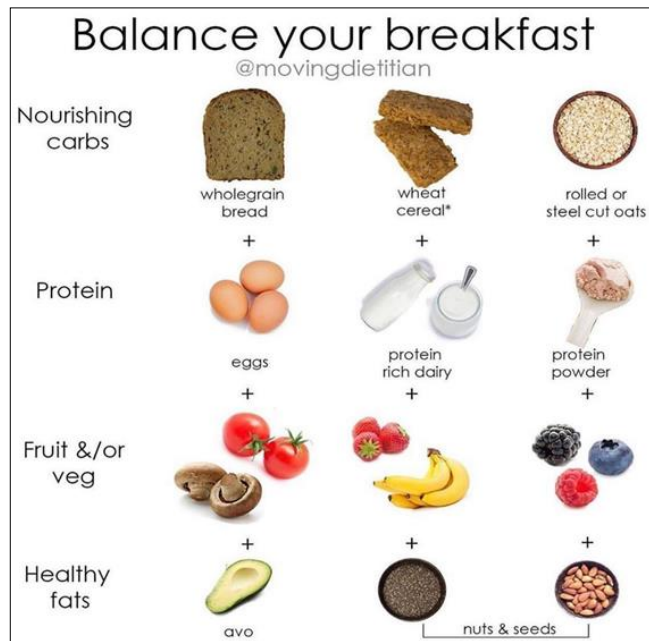
1. To study youth modern breakfast consumption trends in Hyderabad.
2. To identify various influencing factors impact on youth for modern breakfast consumption.
3. To explore various external factors impact on modern breakfast consumption.

Hypothesis

H01: There is no significant association between having breakfast and its impact on healthy body.

H02: There is no significant relation between nutrient breakfast and its impact on better work output.

H03: There is no significant association between modern breakfast consumption and success on daily targets.



Source: Thamara Selvi (2022)

Fig 1

'YOUTH IN INDIA 2022' REPORT			
State/Union Territory	% of youth in total population of State/UT		
	2021	2031	2036
Bihar	28.8	27.7	25.5
Himachal Pradesh	25.1	21.4	19.5
Kerala	22.1	20	19.2
Madhya Pradesh	27.7	25.3	24.7
Maharashtra	26.1	22.5	21
Rajasthan	28.7	25.8	24.6
Tamil Nadu	23.2	20.4	19.1
Uttar Pradesh	29.9	26.3	25.1
India	27.2	24.1	22.7

Source: Youth in India 2022 Report, MoSPI

Fig 2

Despite the importance of breakfast consumption, a high prevalence of skipping breakfast among children and adolescents is widely reported in many countries across the world (Wang *et al.*, 2016). Skipping breakfast has become the norm in modern day India because of changes in family lifestyle. When this happens largely among children, it can result in their suboptimal growth and development - a factor important to the future human resource development of the

Sample & Sample Size

The People, especially youth who are daily consuming modern breakfast items in Hyderabad city with the age group of 18-30 are considered as valid sample. A Sample of 100 such breakfast consumers across Hyderabad in a random manners and the data was captured by using a short questionnaire to get meaningful results.

Data Analysis

Factor Analysis (Consumption Attitude)

Table 1: KMO and Bartlett's Test values

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.786
Bartlett's Test of Sphericity	Approx. Chi-Square	577.249
	df	21
	Sig.	.021

Before we proceed for factor analysis first the researcher tested the eligibility of the data by checking KMO- Bartlett's test which is a measure of sampling adequacy. The KMO value is 0.810 >0.6. Bartlett's Test of Sphericity indicates a measure of the multivariate normality of set of variables (Sig. value is less than 0.05 indicates multivariate normal and acceptable for factor analysis).

Table 2: Total Variance Explained values

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.524	50.344	50.344	3.524	50.344	50.344
2	2.115	30.219	80.562	2.115	30.219	80.562
3	.633	9.043	89.606			
4	.392	5.600	95.205			
5	.139	1.989	97.194			
6	.114	1.625	98.819			
7	.083	1.181	100.000			

Extraction Method: Principal Component Analysis.

The variance matrix indicating 80 % (statistically 65% variance valid) variance on tested variable, i.e 20 % of other factors are influencing on modern breakfast consumption.

Table 3: Component Matrix^a

	Component	
	1	2
Dietary Food	.892	-.181
Healthy Body	.608	.934
Rare Consumption	.705	.099
More Nutrient	.765	-.506
Extra energy	.087	.895
Homely Made	-.406	.548
Much Cost	.671	.451

Extraction Method: Principal Component Analysis.
a. 2 components extracted.

Inference: The most influencing factors to consume modern breakfast by youth in the Hyderabad city reflecting that, first one most of them are taking to have more nutrient food will improve their performance in job / education followed by everyone preferring to have healthy body to face various other communal deceases from the society. The present health scenario always prefer to have more resistant body to face any type of viruses.

H₀₁: There is no significant association between having breakfast and its impact on healthy body.

Table 4: Chi Square values of Healthy Body

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	597.460 ^a	12	.003
Likelihood Ratio	614.470	12	.000
Linear-by-Linear Association	132.695	1	.000
N of Valid Cases	730		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.66.

Inference: From the above table, the chi square value is not significant (Chi-square sig. value is 0.003 < 0.05), Reject the null Hypothesis i.e having modern breakfast by youth will help to improve their body health condition very well.

H₀₂: There is no significant relation between nutrient breakfast and its impact on better work output.

Table 5: Chi Square values of work output

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	629.343 ^a	12	.706
Likelihood Ratio	611.415	12	.000
Linear-by-Linear Association	108.582	1	.000
N of Valid Cases	730		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 4.04.

Inference: From the above table, the chi square value is very much significant (Chi-square sig. value is 0.706 > 0.05), Accept the null Hypothesis i.e there is no such proven output that, only modern breakfast will improve their work out put and performance in the regular duties /education.

H₀₃: There is no significant association between modern breakfast consumption and success on daily targets.

Table 4: Chi square values of daily targets

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	479.415 ^a	12	.001
Likelihood Ratio	603.654	12	.000
Linear-by-Linear Association	.008	1	.929
N of Valid Cases	730		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.65.

Inference: From the above table, the chi square value is not significant (Chi-square sig. value is 0.001 < 0.05), Reject the null Hypothesis. The modern breakfast consumption will keep-on supporting people to almost meet their daily targets as they wish.

Discussion of Results

The majority of study participants in Hyderabad city reported eating breakfast on a regular basis, with some exceptions, and breakfast items consumed were a combination of western and Indian foods. These findings align with other studies reporting that Indian adolescents ate a combination of traditional and fast food meals, with those of higher fiber having a greater preference for western-style foods and fast food meals. However, the findings seem to contrast with the results of a study conducted by Rao *et al*,

which found that the prevalence of breakfast eating among Indian youth was only around two-thirds. Similarly, a longitudinal study conducted in the US reported that 4 out of 5 participating adolescents ate breakfast but noted that breakfast consumption decreases with age.

Most of the respondents had hectic work schedules, which meant that cooking was earlier mostly outsourced to domestic workers. Keeping in mind the ordering in has become a much safer option than employing a cook, who probably works in many homes during a day, increasing the risks of infection. It also reflects the changing food habits of urban middle-class youth who want to try new and different kinds of cuisines in the comfort of their homes. Many respondents mentioned getting bored eating only simple home-made food during every morning.

Due to insufficient studies about India youth, it is unknown whether the pattern of decline also affects adolescents in India. Overall, students in India have a good grasp of general nutrition knowledge despite a few misconceptions. Youth have sound knowledge and understanding of the difference between healthy and unhealthy foods. Study participants were able to link unhealthy eating with negative health outcomes and seem to intuitively understand the association between healthy eating and academic achievement—findings that corroborate previous studies by Swaminathan *et al* and Shore *et al*. Despite good knowledge about nutrition, participants' eating habits revealed that adolescents gravitate away from healthier foods toward less healthy options, mainly due to taste. Participants believed that at most 25% of adolescents eat fruits and vegetables. When participants choose to eat fruits and vegetables, they seemed to mostly favor fruits, usually at breakfast. Vegetables were not chosen as frequently as fruits; when vegetables were chosen, it was typically for dinner. An international systematic review of the literature, which included 21 Indian studies, suggested that youths' fruits and vegetables consumption decreases with age. Unfortunately, the findings were inconclusive due to different instrumentation. The studies did consistently report that low fiber status correlated with low fruit and vegetable consumption. The review also highlighted that rural youth had a higher consumption of fruits and vegetables and that taste preferences were correlated with fruit and vegetable intake.

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