Beverage Drinking and Snacks Eating Habits of UG & PG Students from Pune City

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Abstract: *The secret of Healthy life always starts with our eating habits. We start Our Day in the morning with a HOT Coffee or a Tea. The caffeine present in coffee puts you in the right mood to deal with all your morning blues and helps you be more energetic to get more tasks done throughout the day. This Research paper deals with Student's preferences for different beverages they like to drink and breakfast food they like to eat in the morning. It even deals with different fast foods and chocolates; they like to eat. It is survey-based research on student's habits of the day and weekends they spend indifferently.*

Keywords: Hot Beverages, Breakfast, Cold drinks, Chocolates, Spiced Crunchy Puff Corn Snacks, Ice Creams

1. Introduction

Teenage students like to eat chocolates, snacks, and even cold drinks. College Students rarely prefer to eat snacks like Chips, Kurkure, and Cadbury's. They love to eat Ice cream and fast food when they celebrate with their friends. It is the very cheapest food available in the market. The idea is to time pass or to be hunger-free in off time and even celebrate small parties among friends at any time. Eating snacks even makes you a foodie. Eating a variety of snacks and flavours makes you joyful. It even shares a joy with a friend with whom you are sharing your time for the day. Eating Snacks even helps us to be hunger-free for a while and helps us to concentrate on work. It is an idea of a fast life and for workaholics to keep away themselves from hunger. It even boosts energy and creates an interest in activities. It is not what we discuss about a profession or any of our office hours but the student's life on their campus and how they spend their free time in eating snacks and chocolates. Do they really love to eat chocolates and snacks? Is it they really enjoying tea and coffee in the morning? It answers Yes. Let's just get verify what Beverages they like the most. What Chocolate, Snacks, and ice cream do they like the most?

2. Literature Review

Sudhanshu A. Mahajan*, Jayashree S. Gothankar, 2020 in their Research Paper "Fast food consumption pattern amongst undergraduates of various disciplines of private colleges in Pune" Only 10% of the students had good knowledge and were aware of the risks associated with their unhealthy eating habits, but their habits did not correlate with their knowledge base. One of the factors that come into existence is that those whose parents were in the category of professional jobs, business, and service were indulging more in fast food consumption so parents should be counseled to keep an inconspicuous check on their children's spending habits. Students need to be motivated on how to apply the knowledge they possess into their lifestyle.

C. K. B. Ferrari, 2019 in his Research Paper "Excessive body weight, body fat, and eating habits of students from public and private elementary education *" In the current study performed in the inner Mato Grosso, at the border of Goiás State, the prevalence of both excessive body weight and sedentary behavior were very raised, whereas the intake of sweeties, candies and confectionary foods, and fried foods were also higher, there was a lower ingestion of fruits and vegetables, factors that inspire future concrete actions regarding education and health promotion to schoolchildren.

SurajMhashilkar*, KomalKhedekar**, 2019 in his research Paper "To Study the Preference Between the Consumptions of Commercial Bottled Beers and Draught Beer in Pune City" The brewery around Pune City has sufficient types of Draught beers and brands of Commercial bottled beer available to offer the consumers, but the commercial bottle beers are the product which has grown timely as it is in the market since decades and has developed in such a state where it doesn't need any promotion of its own. Whereas on the other hand, Draught beer which is termed to be freshly brewed beer is yet to acquire the desired market share in Pune city, which hence is to be promoted on a large scale as compared to commercial bottled beer. Commercial Bottle beer is beer that is produced in bulk and has the same characteristics and features overall, whereas Draught beer also Freshly brewed beers have different features as they may not be made at a single time in bulk. The draught beers are also termed to have better flavors and aroma than the one of the commercial bottle beer."

Brenda M Malinauskas, Victor G Aeby, Reginald F Overton, Tracy Carpenter-Aeby& Kimberly Barber-Heidal, 2007 in their Research Paper "A survey of energy drink consumption patterns among college students" Using energy drinks is a popular practice among college students, as we found that 51% of 496 college students surveyed reported drinking greater than one energy drink each month. Among college energy drink users, consuming energy drinks is particularly popular for insufficient sleep, when one needs more energy in general, to drink with alcohol while partying, and when studying for an exam or completing a major course project. Drinking three or more for a given situation occurs more frequently among those who consume energy drinks for three or more of the six situations that were assessed. Side effects of consuming energy drinks, including experiencing jolt and crash episodes, heart palpitations, and

headaches occur in many energy drink users. However, a dose effect was found only for jolt and crash episodes. Further research should identify if students recognize the amounts of caffeine that are present in the wide variety of caffeine-containing products they consume, the amounts of caffeine that are consumed in various situations, and the physical side effects associated with caffeine consumption."

Barry M Popkin, Lawrence E Armstrong, George M Bray, Benjamin Caballero, Balz Frei, and Walter C Willett, 2006 in their Research Paper "A New Proposed Guidance System for Beverage Consumption in the United States" The obesity epidemic provides the rationale for developing the Beverage Guidance System. Because some beverages provide primarily energy and can contribute significantly to a positive energy balance, reducing their consumption is an important component of a broader strategy to reduce energy intake. Although this Beverage Guidance System provides a sense of the relative energy density, nutrient density, health benefits, and health risks linked with each category of beverages (and also the relative importance of each beverage), it is not possible to provide clear guidance regarding specific quantities. However, in the guidelines, we provide an example for adults who have an energy requirement of 2200 kcal/d. In this case, beverages provide 14% of the total energy from calories.

Objectives of the study-
a) To Study Institute Campus Life
b) To Study Students Eating Habits of a Day
c) To Study Student's preferences for Hot Beverages, Cold drinks, and Chocolates
d) To Study Student's Health Consciousness

Scope of the Study
The study was conducted at the Institute Campus in Pune city. UG & PG students are the samples for the study. Schedules were the instruments used for data collection. Parameters under study demographic, behavioral, and psychographic information of samples. This study explores the eating habits of students while they spend their time in their institute. Data has been processed by using MS Excel and analyzed using SPSS Package. Descriptive analysis, inferential statistics, and multivariate statistical tools were brought into use.

3. Research Methodology

The study is descriptive and inferential in nature, which Beverage drinking and eating habits of UG & PG students from Pune City. An inferential approach is used to derive the data from samples.

Data required
Data is the demographic profile of UG & PG Students from the Institute Campus in Pune City, different bases used for collecting the data from students. Information on Beverages, Cold drinks, Ice-creams, Snacks, and Chocolates were identified from different websites of their manufacturers.

Data Sources
The data and information were collected by using Primary Sources and Secondary Sources.

Secondary Data Sources
The secondary data regarding the information of beverages, Cold drinks, Ice-creams, snacks, and chocolates were collected from their company's websites. Recent Trends and Health Sciences have been studied and information has been collected from various books, newspapers, websites, and International and national journals. This data was useful for a conceptual framework and literature review.

Primary Data Sources
The primary data of the demographic profile of UG & PG Students and their habits of drinking Beverages and eating snacks were collected through Structured Schedules.

Sampling-
Researcher uses the Stratified Random Sampling which is a commonly used probability sampling method that is superior to random sampling because it reduces sampling error.
Population and Sample Size:
Sample size: 264
Actual Sample taken: 240
This means 264 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within ±5% of the measured/surveyed value.

| S. No	Student's Class as per their Specialisation	Student Intake
1	UG Engineering Diploma	240
2	Bachelor of Engineering	240
3	MCA	120
4	MBA	240
	Total Population	**840**
	Confidence Level	95%
	Margin of Error	5%
	Sample Size	264
	Actual Sample Size Taken	**240**

4. Data Analysis and Interpretation

1) **Age of Student:**
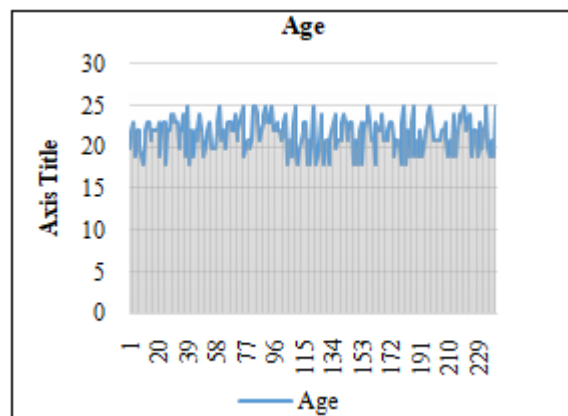
Interpretation:
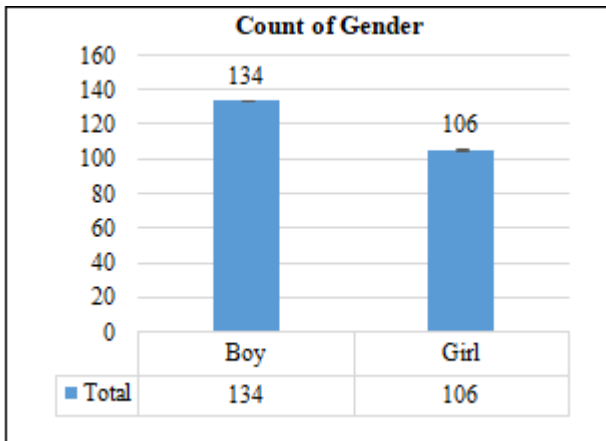All students are within the age group of 18 to 25. Students are from UG and PG Courses.

2) **Boy or Girl?**
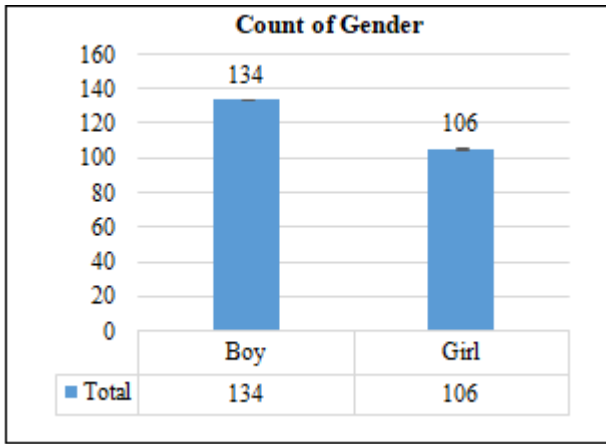
Interpretation:

Boys and Girls both are included in the survey.

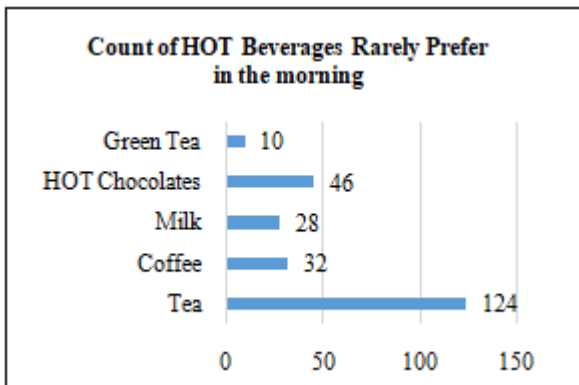It is 55.83% of Boys and 44.17% of Girls are in the survey.

3) In which class you are studying?

Interpretation:

42.08% of students are from MBA I and below its 16.25% from MBA II who were involved in the survey. It even shows that 11.66% are from FY BE, 11.25% from BE, 10.00% from TY BE, and at last only 8.75% from SY BE.

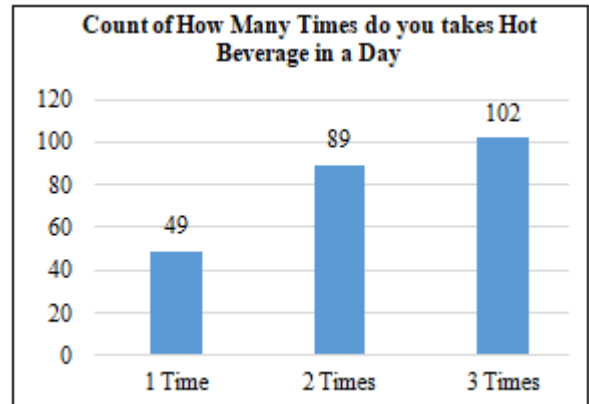### 4) Which of the Hot beverages you rarely prefer in the morning?

Interpretation:

The study reveals that 51.66% of students prefer Tea in the morning and below that Hot chocolate has 19.16% preference.

Respectively coffee has 13.33% preference, Milk has 11.66% and at lowest only 4.16% of students have preferred Green tea.
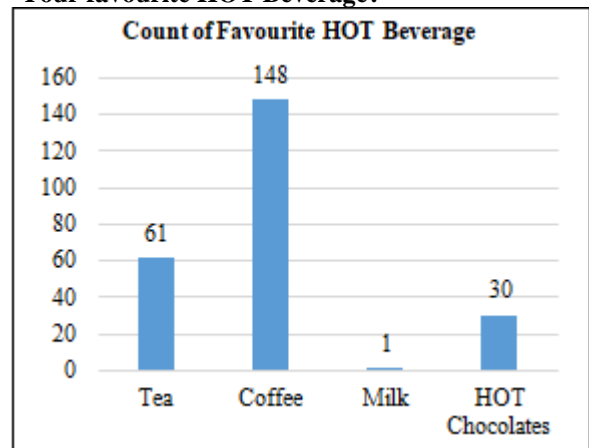
5) How Many Times Do You Take Hot Beverage in a Day?

Interpretation:

On Average 42.50% of students drink hot beverages for 3 times in a day. Below it, 37.08% of students prefer it twice a day. The remaining 20.41% of students take their hot beverages only once at a day.
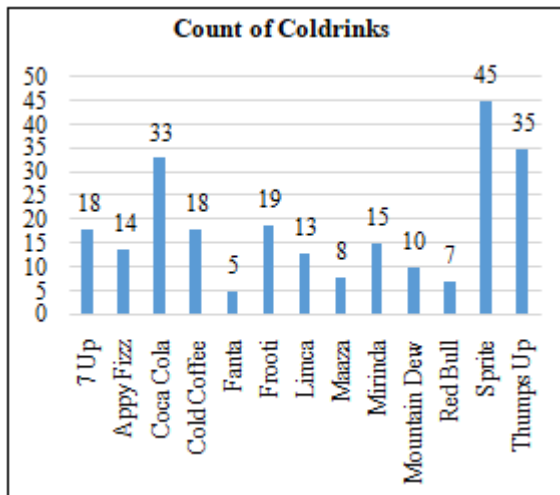
6) Your favourite HOT Beverage?

Interpretation:

61.66 % of Students love to take coffee as it is their favorite hot beverage of all. Respectively 25.41% Loves Tea and 12.50% Loves HOT Chocolates. At the lowest, only one student likes milk to drink.

7) Your Favourite Cold drink?

Interpretation:
Survey results that Sprite has an 18.75% preference and it is the most favorite cold drink of students. Thumps Up has 14.58% likes and secured 2nd rank. Coca-Cola has 13.75% and has 3rd rank below to its frooti secured 4th rank with 7.97%. 7 Up and Cold Coffee both have 5th rank securing 7.5% respectively. Immediate to 7Up & Coca-Cola, Mirinda has 6th rank with 6.25%. Appy Fizz has 5.83%, ranks 8th and Limca has 5.41 & securing 8th Rank. At lowest Mountain Dew, Maaza, Red Bull, and Fanta secured 9th, 10th 11th, and 12th rank respectively.
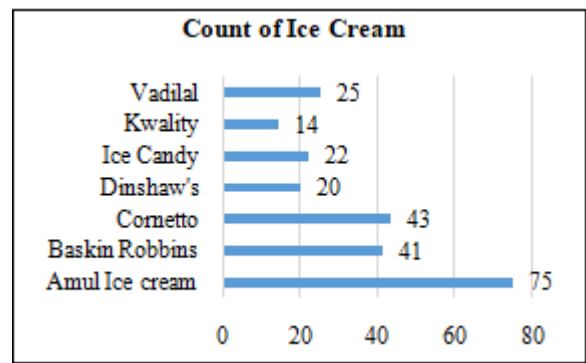
8) How rarely do you take Cold drinks in a week?
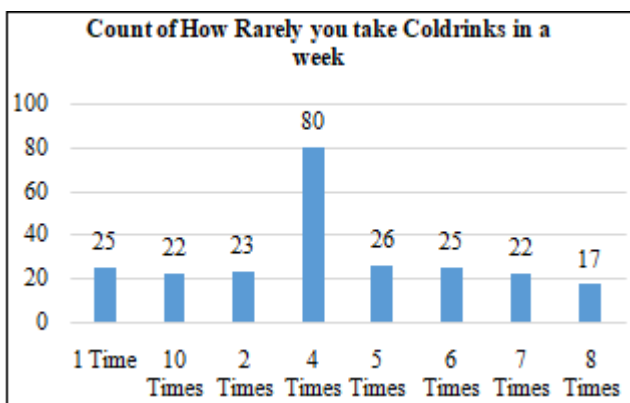
Interpretation:
Survey results most of the students i.e. 33.33% consume cold drinks on an average 4 times within a week. Other than that 10.83% consume it on 5 times, and 10.41% Consume on 6 times or else only once in a week. Few of 9.58% take twice, 9.16% take 7 times to 10 times max.

**9) Favourite ice cream?**

Interpretation:
Amul Ice Creams secured 1st rank of most favorite ice cream brand of students securing 31.25%. Cornetto has 17.92% and secured 2nd rank, below it Baskin Robin has 3rd rank and secured 17.08%. Vadilal has 12.42%, Ice Candies has 9.17%, Dinshaw's has 8.33% and Kwality has 5.83% securing 4th, 5th, 6th, and 7th rank respectively.

10) Favourite Ice Cream Flavour?
We have got 35 ice cream flavor choices from students as their favorite ice cream flavor. Where following are the top most favoriteflavors of ice cream.

S. No	Ice Cream Flavour	Rank
1	Vanilla	1
2	Chocolate	2
3	Butterscotch	3
4	Alphonso Mango	4
5	Strawberry	5
6	Pista	6

11) What Favourite Chips brand you like to eat?
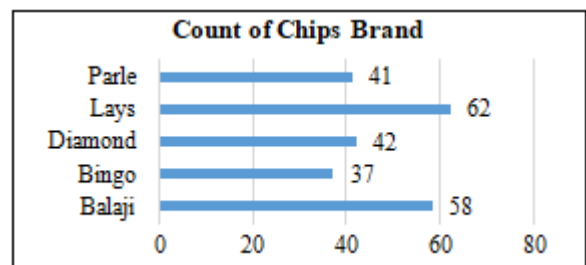
Interpretation:
Lays are the most favourite brand of chips of students has 25.83% securing 1st rank. Balaji Chips secured 2nd rank with 24.17%. Diamond has 17.50%, below it Parle has 17.08, and at last, Bingo has 15.42% secured 3rd, 4th and 5th rank respectively.

12) Favorite Chips Flavour?
We have got 25 chips flavor choices from students as their favorite chips flavors. Where following are the topmost Chip's favoriteflavors.

Sr No	Ice Cream Flavour	Rank
1	Simply Salted	1
2	Cream & Onion	2
3	Tomato	3
4	Classic	4
5	PiriPiri	5
6	Masala Masti	6

13) What Spiced Crunchy Puff Corn Snacks mostly you like to eat?

Count of Spiced Crunchy Puffcorn Snacks eg. Chips, Kurkure, Moog Daal

Item	Count
Salted Peanuts	8
Puffcorn	18
Popcorn	12
Nacho	14
Moong Dal Namkeen	15
Kurkure	55
Haldirams Soya Sticks	7
Haldiram Khatta Meetha	9
Haldiram Bhujia Sev	6
Fried Chana Dal	6
Falhari Mixture Sweet..	13
Chips	70
Aloo Bhujia	7
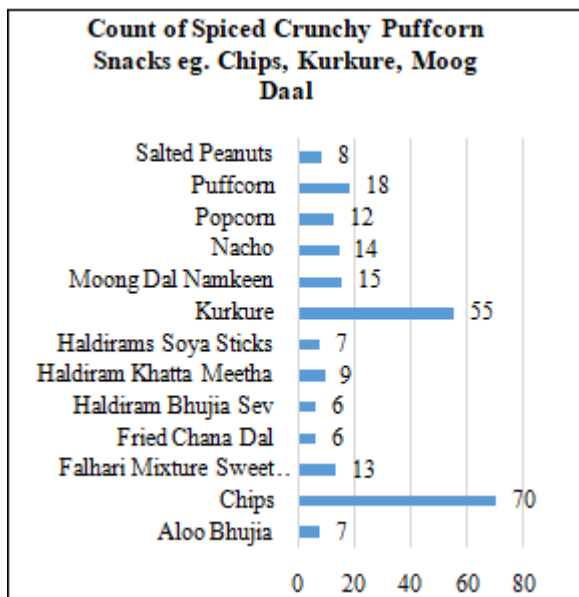
Interpretation:
Chips are the most favourite spiced snacks of students securing 1st rank with 29.17%. Immediately below it Kurkure also has 2nd rank with 22.92%. Both Chips and KurKure's are the most favorite Spiced snacks of students. The graph even shows other alternatives to snacks for students who prefer to eat.
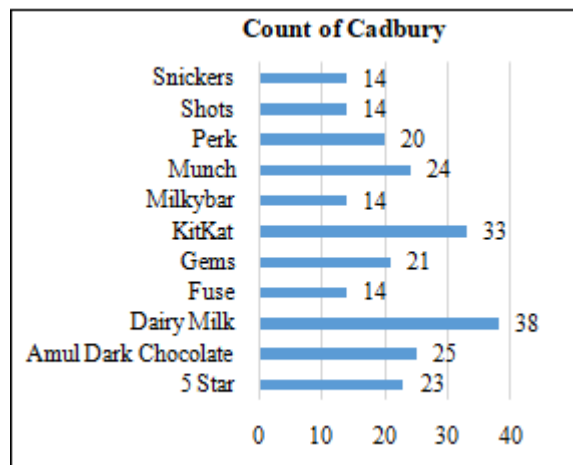
14) Your favorite biscuit you like to eat?

Count of Biscuit

Item	Count
20-20	9
Bounce	7
Bourbon	47
Dark Fantasy	36
Good Day	11
Hide & Seek	55
KrackJack	5
Little Hearts	19
Marie Gold	7
Marie Light	1
Oreo	12
Parle G	9
Tiger	12
Treat	10
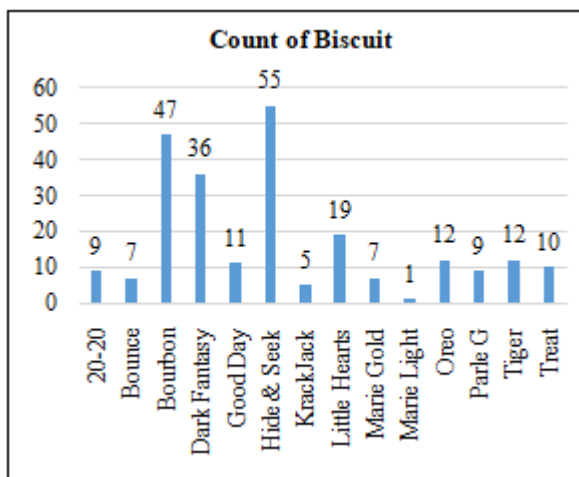
Interpretation:
Hide & seek is the most favorite brand of biscuit of the students securing 1st rank with 22.92%. Even Bourbon is very immediately securing 2nd rank with 19.58%. Dark Fantasy has 3rd rank securing 15.00%. Little Hearts secured 4th Rank with 7.92%. Other brands have somewhat equal weightage in preference by students following Oreo & Tiger with 5.00%.
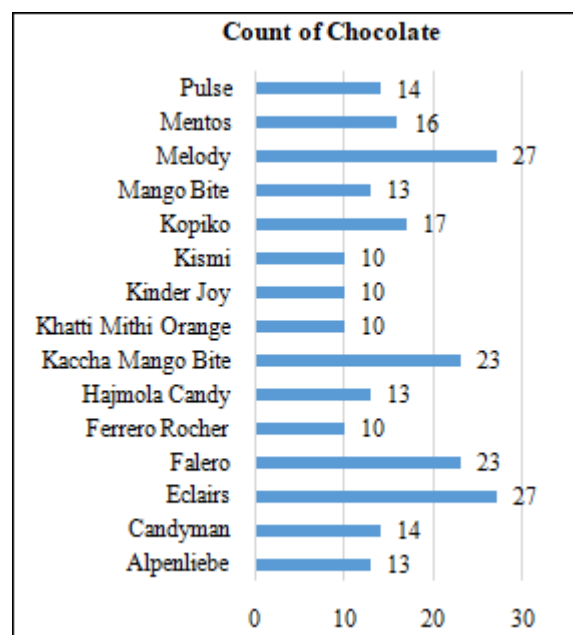
15) Favorite Cadbury like to eat?

Count of Cadbury

Item	Count
Snickers	14
Shots	14
Perk	20
Munch	24
Milkybar	14
KitKat	33
Gems	21
Fuse	14
Dairy Milk	38
Amul Dark Chocolate	25
5 Star	23

Interpretation:
Dairy Milk is the most favorite Cadbury brand of students they like to eat secures 1st rank with 15.83%. Very immediately to it KitKat secured 2nd rank with 13.75%. Amul Dark Chocolate, Munch, and 5 Star have 10.42%, 10.00%, and 9.58% likes and secure 3rd, 4th, and 5th ranks respectively. Other than brands having equal preferences of likes of students following to 1st 5th ranks brands.
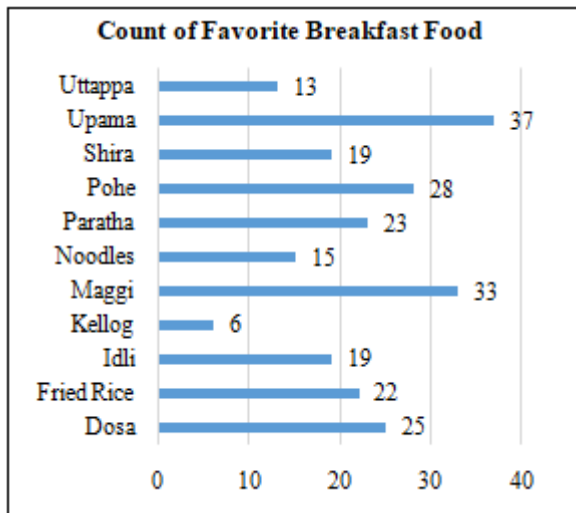
16) Favorite cholate like to eat?

Count of Chocolate

Item	Count
Pulse	14
Mentos	16
Melody	27
Mango Bite	13
Kopiko	17
Kismi	10
Kinder Joy	10
Khatti Mithi Orange	10
Kaccha Mango Bite	23
Hajmola Candy	13
Ferrero Rocher	10
Falero	23
Eclairs	27
Candyman	14
Alpenliebe	13

Interpretation:
Eclairs and Melody are the most favorite chocolate (toffee) of the students securing 1st rank with 11.25% respectively. Very Immediate to 1st rank Kaccha Mango Bite and Falero have 2nd Rank with 9.58%. Kopiko is coffee chocolate secures 3rd rank alone with 7.08%. Mentos has 4th rank with 6.67%. Candyman and Pulse secured 5th Rank with 5.83% respectively. Mango Bite, Hajmola Candy &Alpenliebe secured 6th rank. Others like Kismi, Kinder Joy, KhattiMithi Orange, and Ferrero Rocher stood on 7th rank respectively.
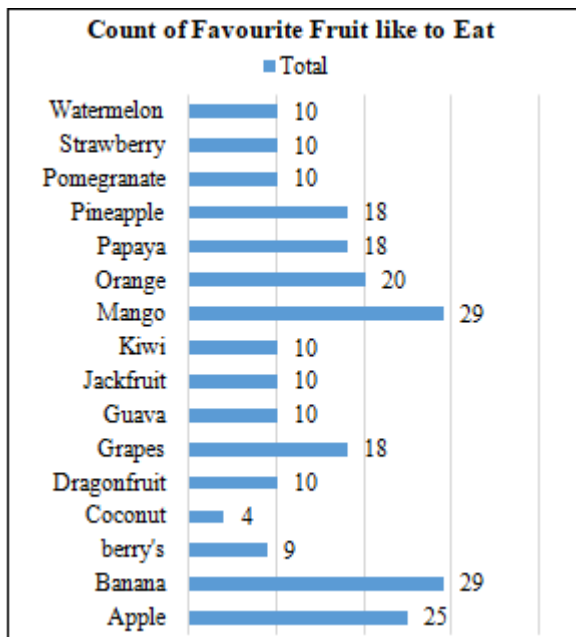
17) Favorite Breakfast Food?

Count of Favorite Breakfast Food

- Uttappa 13
- Upama 37
- Shira 19
- Pohe 28
- Paratha 23
- Noodles 15
- Maggi 33
- Kellog 6
- Idli 19
- Fried Rice 22
- Dosa 25

Interpretation:
Upama has 1st rank of being the most favorite breakfast food of students with 15.42%. Maggi has 2nd Rank with 13.75%. Pohe has 3rd rank securing 11.67%. Dosa, Paratha, Fried Rice, Idli, and Shira have 10.42%, 9.58%, 9.17%, 7.92%, and 7.92%, respectively securing 4th, 5th, $6^{th,}$ and 7th rank. Noodles have 8th rank, Uttappa on 9th and even Kellog is on 9th rank.

18) Favorite fruit like to eat?

Count of Favourite Fruit like to Eat
■ Total

- Watermelon 10
- Strawberry 10
- Pomegranate 10
- Pineapple 18
- Papaya 18
- Orange 20
- Mango 29
- Kiwi 10
- Jackfruit 10
- Guava 10
- Grapes 18
- Dragonfruit 10
- Coconut 4
- berry's 9
- Banana 29
- Apple 25
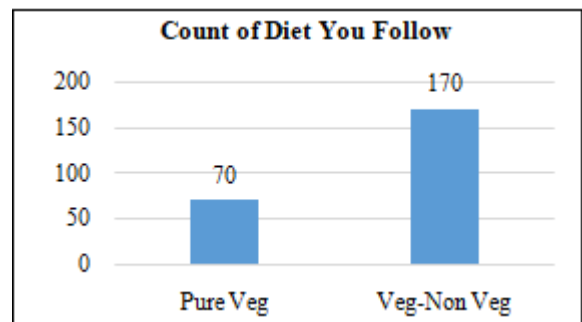
Interpretation:
Mango and Banana is the most favorite fruit of the students securing 1st rank with 12.08%. Very immediately to it, Apple secures 2nd rank with 10.42%. Orange and Chiku secured 3rd rank with 8.33%. Pineapple, Grapes and Papaya has 4th rank with 7.50%. Other fruits have equal weightage in their preferences of like to eat securing $5^{th,}$ $6^{th,}$ and 7th rank
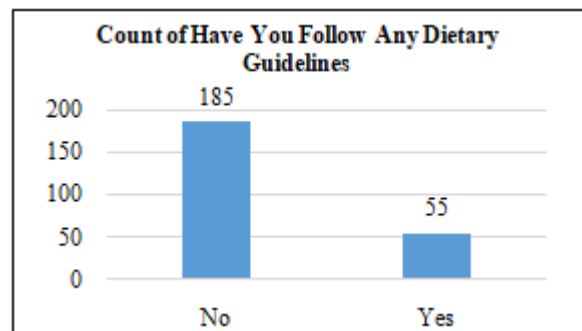
19) Which diet do you follow?

Count of Diet You Follow

- Pure Veg 70
- Veg-Non Veg 170

Interpretation:
Most of the students follow the both Veg and Non-Vegetarian diet. They are 70.83%. The remaining are Pure Vegetarian has 29.17%.

20) Have you followed any Dietary Guidelines?

Count of Have You Follow Any Dietary Guidelines

- No 185
- Yes 55

Interpretation:
Yes, 22.92% of students followed dietary guidelines. They are enough to be health conscious, but in the very high range, almost 77.08% are not following any dietary guidelines.
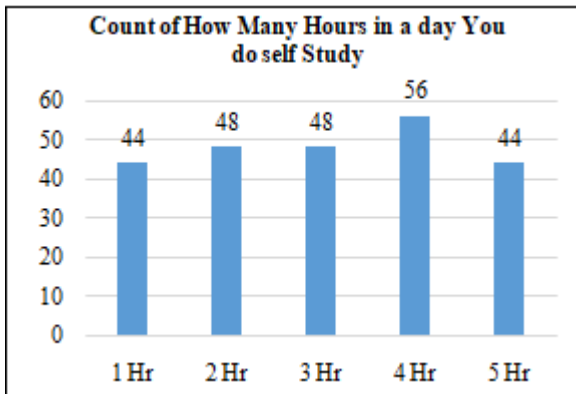
21) Have you exercised daily?

Count of Have do Exercise Daily

- No 110
- Yes 130
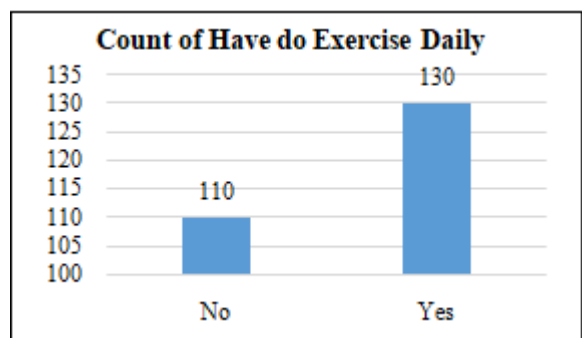
Interpretation:
Yes, 54.17% of students do exercise on daily. Only 45.83% don't do exercise daily.

## 22) How many hours in a day you do self-study?

Count of How Many Hours in a day You do self Study

Interpretation:

Max 23.33% of Students do 4 hours of self-study in a day. Self-Study for 4 hours per day is the maximum preference given by students. Below it, 3 hours or 2 hours for a day has 20.00%, and 20.00% preferences respectively. Even 18.33% of students do self-study for 5 Hours a day. It is their best than others. And last 18.33% do self-studies only for an hour a day.

23) How many hours do you spend playing games in a day?

Count of How many hours do you spend in Playing Games in a day?
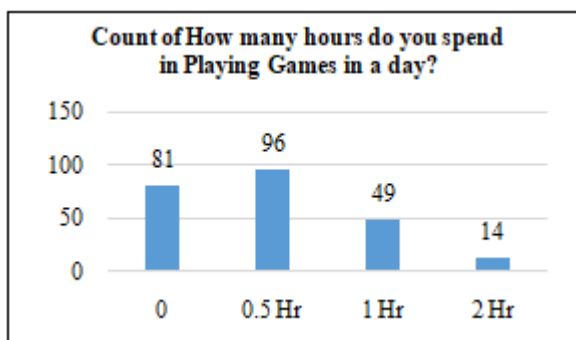
Interpretation:

40.00% of students play for half of an hour in a day. 33.75% of students do not have an interest in games or else they do not spend time playing games. 20.42% play games for an hour every day and 5.83% play for 2 hours a day.

24) How many hours do you spend on mobile phones in a day?

Count of How many hours do you spend on Mobile Phones in a day?
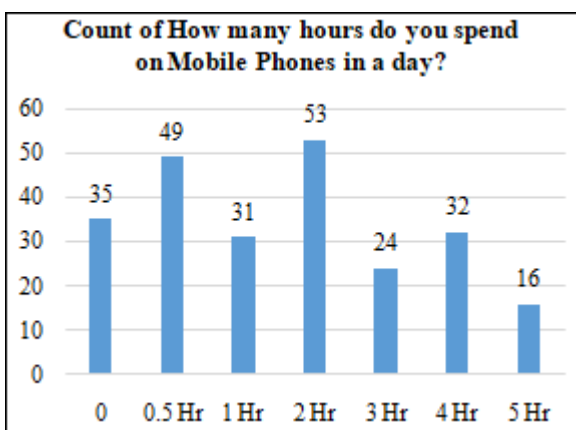
Interpretation:

Most of the students spend 2 hours on mobile phones, it has 22.08%. Below it, 20.42% spend only half an hour on mobile phones. 14.58% Say they don't spend time on mobile phones. At max, some spend 5 hours in a day on mobile phones counting 6.67%

25) How rarely do you go for an Outing in a month?

Count of How rarely do you go for Outing in a month?
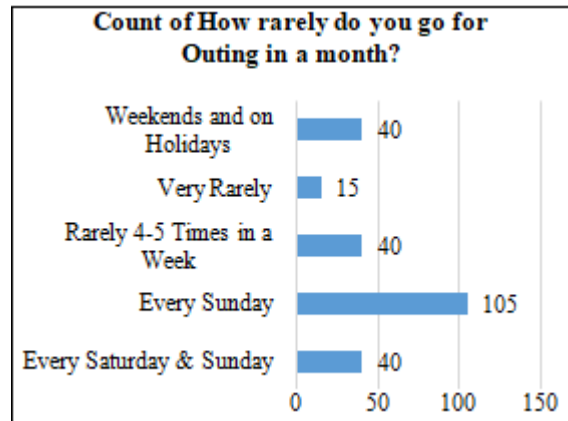
Interpretation:

Maximum i.e. 43.75% of Students go for outings Every Sunday. It's a weekend holiday for all. 16.67% preferably go on weekends and on holidays. Same as again 16.67% of students go 4-5 times in week for an outing.

26) How rarely do you speak English in a day?

Count of How rarely do you speak English in a day?
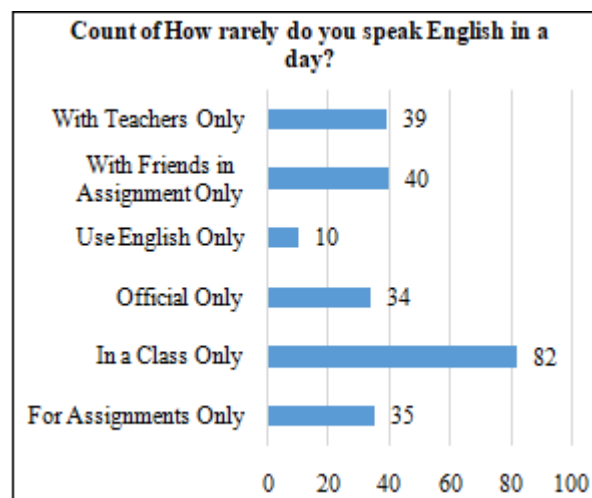
Interpretation:

34.17% of the students speak English in a class only. They are proficient in English. 16.67% talk with friends in an assignment only. 16.25% speak in English only while with teachers. Few i.e. 14.58% and 14.17% use English only for assignments and for official purposes only.

5. Finding and Conclusion

Students have their own day to spend at college. They sit in the classrooms, they chit-chat with friends, and they go to gardens. They enjoy playgrounds. They read in the library. They clear their doubts with teachers. They complete journals and submissions. They appear for an examination.

In conclusion, they spent their days at Institute campuses. The research survey suggests an idea of the favorite foods of students they rarely prefer to eat at institutes.

This Research survey guides us about brands of Chocolates, Hot Beverages, cold drinks, Snacks, Ice-creams, Biscuits, fruits, and much more available to eat on at institute premises.

Research might be an idea of top brands of Chocolates, Snacks, and Ice-creams. It also suggests the quality of foods and their tastes made them favorite all over the time.

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[2] C. K. B. Ferrari, "Excessive body weight, body fat, and eating habits of students from public and private elementary education *", E c o l o g y , H y g i e n e , P u b l i c H e a l t h, | a r c h i v e u r o m e d i c a | 2 0 1 9 | v o l . 9 | n u m . 1 |

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