STUDY ON MODERN BREAKFAST CONSUMPTION BEHAVIOUR: INFLUENCER PERSPECTIVE

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ABSTRACT

Breakfast is treated as first breath of the day. Having healthy and nutrient breakfast leads to healthy day. Consuming a healthy breakfast on a daily basis has been observed to have multiple beneficial effects on psychosocial and health behaviors, such as improved memory recall and cognitive function, as well as higher levels of physical activity, among others Furthermore, O'Sullivan et al. indicated that breakfast quality is a key factor in the interaction between lifestyle and psychosocial health during early adolescence. Concluding that in children, a high-quality breakfast should include cereals, low-fat milk or other dairy products, and fruit or fruit juice. However, the intake of whole fruit rather than fruit juices has been discussed because of the more conclusive evidence of the health benefits of whole fruit. Thus, the Spanish Society of Community Nutrition indicates that an adequate breakfast should be composed of the triad: (1) dairy products (one glass of milk, one fresh yogurt or cheese); (2) cereals (bread, cookies, whole wheat bread, homemade pastries or breakfast cereals); and (3) fruit or natural juice. Furthermore, it could also be complemented on some occasions with other protein foods, such as eggs, ham, nuts, etc. Thus, it is not surprising that daily breakfast consumption along with adequate breakfast selections have been highlighted as an important public health message. This paper will discuss about before consuming such healthy breakfast who are the influencer to do so and how far their suggestions provoking to consume such items. A sample of 100 consumer's opinion was considered in Hyderabad to draw the results.

Keywords: Nutrients, Media, Society, Health Issues

1. INTRODUCTION

People began to reflect on the relationship between eating habits and modernity, and what it actually involves: greater awareness about a balanced diet, the concept of bodily beauty and health, and gender differences. The most important fact which emerges from a socio-anthropological interpretation of breakfast is that it is the first post-nocturnal meal of the day; while biochemists and doctors highlight its biodynamic aspects, a scholar of social sciences will underscore the fact it is the first meal after the physiological break with consciousness during the night.

This is an aspect emphasised by many primitive cultures which assign special features to the dawn, in part linked to our night-time experiences (cfr. the nocturnal struggle between the sun and the shadows of the night in Mayan culture), and in part to the heritage of light brought by the day (cfr. the myth of Apollo in Greek culture).

The role of breakfast as an essential part of an healthy diet has been only recently promoted even if breakfast practices were known since the Middle Age. The growing scientific evidences on this topic are extremely sector-based nevertheless breakfast could be regarded from different point of views and from different expertise. This approach that takes into account history, sociology, anthropology, medicine, psychology and pedagogy is useful to better understand the value of this meal in our culture.

Breaking The Fast

Breakfast is the most important meal of the day, right? But have you ever wondered how it all started? The origins of breakfast are thought to date back to the ancient world, when people would break their fasts with a simple meal before starting their day. The first known reference to breakfast in English dates back to the 15th century, when it was mentioned in a work by author Thomas Nashe. Since then, breakfast has become an important part of our daily routine, and there are many different ways to enjoy it.

The term "breakfast" comes from the combination of two words: "break" and "fast." The word "fast" refers to the period during which one doesn't eat, often for religious or medical reasons. The word "break" means to end or interrupt something. So "breakfast" literally means to break the fast that was observed during the night or early morning hours. The word "breakfast" has been in use in English since the 15th century, although the concept of breaking the fast in the morning dates back much further. Breakfast as a regular meal became more common in Western Europe during the 16th century, particularly among the wealthier classes. Today, breakfast is widely recognized as an important meal that helps to provide the energy and nutrients needed to start the day.
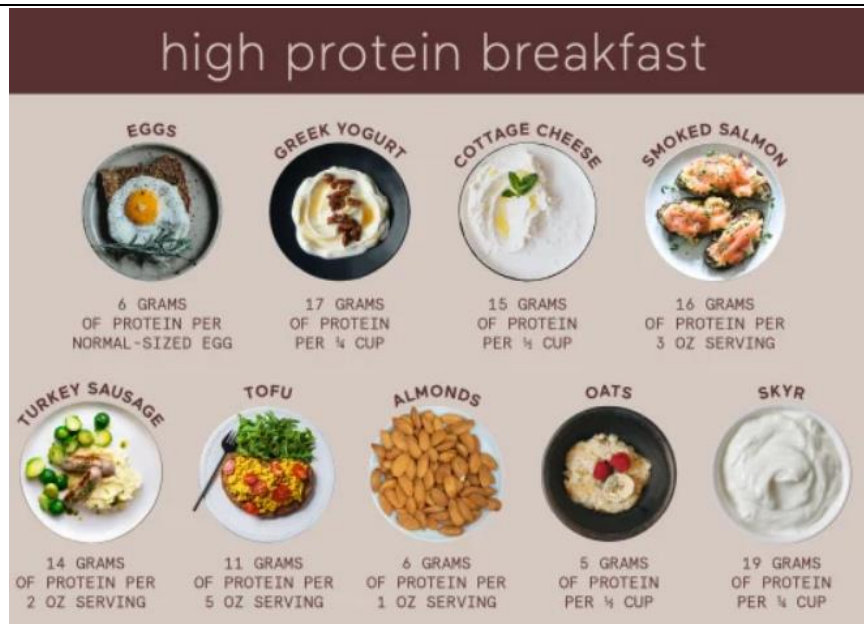
Source: Sallis, J. F (2008)

Today we're taking a trip down memory lane to explore the fascinating and delicious origins of breakfast. From ancient times to present-day brunches, buckle up for a mouth-watering journey through the history of breakfast. The role of breakfast as an essential part of an healthy diet has been only recently promoted even if breakfast practices were known since the Middle Age.

The role of breakfast as an essential part of an healthy diet has been only recently promoted even if breakfast practices were known since the Middle Age. Breakfast has changed across time being largely dependent on culture and on the availability of traditional foods in different countries. The recent growing scientific evidences about the value of breakfast are extremely sector-based looking at specific aspects or part of the overall of the topic, nevertheless breakfast could be regarded from different point of views and from different expertises. Beside the most and well studied nutritional aspects, socio-anthropological and bio-psycho-pedagogical attitudes should not be neglected and warrant consideration too.

This multidisciplinary approach, that take into account history, sociology, anthropology, medicine, psychology and pedagogy, is useful to better understand the value of this meal and highlights its importance in our culture. The aim of this paper was to analyse breakfast-related issues based on a multidisciplinary approach with input by specialists from different fields of learning.

Reasons to the evolution

According to a survey by Franchise India, 34% of the people eat out two to three times a week, while 27% eat once a week, about 11% eat three or more times a week, 12% eat once a month, 3% eat on special occasions, while 12% love to eat daily at a restaurant, speaks volume in itself. So how would breakfast remain untouched? "A couple of noticeable changes can be recorded when speaking of changing trends in breakfast menus. To name a few - organic and all natural ingredients have taken a forefront. Burritos have become wraps, cupcakes have become chia puddings and classic recipes like poha & upma are being prepped with new proteins like quinoa, lentils and mixed beans," says Hitesh Keswani - Director Silver Beach Entertainment & Hospitality Private Ltd. Also the increment in per capita income of Indians allows them to spend higher amount.

2. LITERATURE

Navneet Kumar & Swati Mishra et .al (2023) study demonstrated a significant association between breakfast habits and academic performance. Good to excellent performance was more frequent in habitual breakfast eaters compared to the skippers. Additionally, a statistically significant difference in the aggregate marks obtained in the terminal university exam was also observed, with regular breakfast eaters outscoring the skippers. These findings were consistent with those reported by Gajre NS et al., in their study among school children. Children in the regular breakfast group obtained higher marks compared to the no breakfast group. Regular breakfast eaters also performed better in the letter cancellation test and task of immediate memory. Similar results have been reported by other studies, which also showed the beneficial effect of eating a daily breakfast in children and adolescents.

Sudhir K. Soam B. S. Yashavanth et al. (2023) study investigation revealed that the respondents of higher education institutes had a higher preference for a healthy diet with increasing age. Their preference for different food items was influenced by their regional differences, age, gender and other choices. We noticed that respondents from the south India region preferred simple and healthy food, while the north Indian respondents preferred both the south and north Indian dishes. The present study also reported that most respondents preferred vegetarian food with increasing age. In addition, most respondents preferred low-sugar food, indicating that knowledge of food and nutrition influence the dietary habit of an individual.

Pawar Savita, Pardeshi and Rajput (2015) had carried out a detailed study on convenience foods and its packaging effects on human health. According to their research in the 21st century growing world population, increasing food costs and other socioeconomic influences are anticipated to produce a great risk to farming and food safety globally. One of the basic needs of a human being is food as it is essential for the usual working of the body and for a healthy growth. As per the research customer awareness in RTE snack and ready-to-serve (RTS) food is rising because of their suitability, value, eye catching appearance, palate and consistency. Most of the RTE foods are packed in plastic material. But a prolonged use of plastic coated material is kind of a slow poison for human health. So the aim of this research was to highlight the migration of chemicals from plastic material to food and its side effects on human health.

Sivathanu Brijesh (2015) had tried to study the issues influencing customer inclination in relation to the organic food consumptions. As per the researcher organic foodstuffs are measured as healthy by majority of the consumers as these were prepared up of organic substances.

Objectives:

1) To study Breakfast Consumption patterns and its impact on health.

2) To know the influencers impact on consumption behavior of modern breakfast.

3) To identify factors provoke to consume modern breakfast by users.

Hypothesis:

H_{01}: There is no significant association between Media influence and modern breakfast consumption behavior.

H_{02}: There is no significant relation between Doctors /Nutrients suggestions and modern breakfast consumption behavior.

H_{03}: There is no significant association between Friends / Relatives influence on modern breakfast consumption behavior.

Sample & Sample Size:

The People who are daily consuming breakfast in a combination of modern and traditional breakfast items in the city. A Sample of 100 breakfast Consumers across Hyderabad in a random manners and the data was captured by using a structured questionnaire to know the modern breakfast consumption patterns.

3. DATA ANALYSIS

Modern Item	Per Month Consumption	No. of Responses
Oatmeal	3	12
Muesli	2	9
Nuts / Millets	5	12
Green Salaad	2	10
Paasta	1	8
Sprouts	7	14
Corn Flakes	4	16
Natural yogurt	2	7
Raagi Malt	4	12
TOTAL	30	100
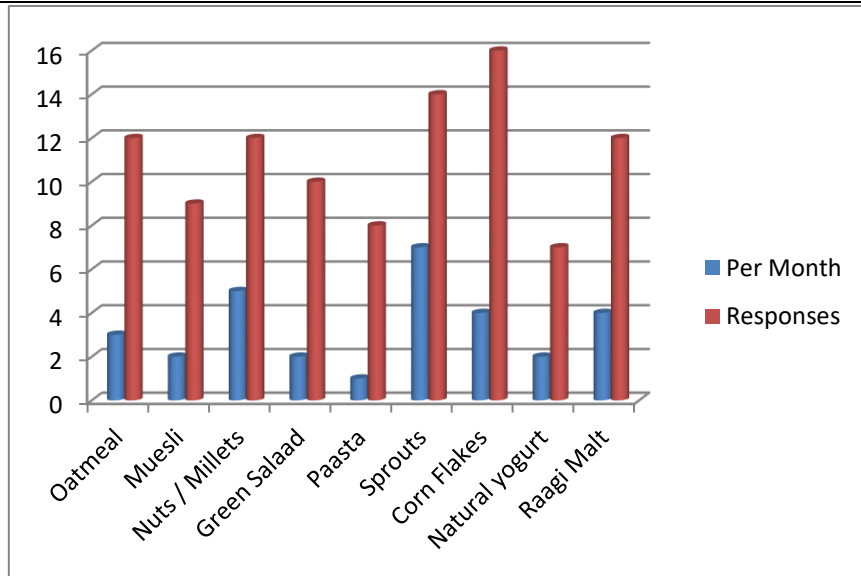
Inference: The researcher try to collect month wise modern breakfast consumption by respondents indicating that, majority share of people 16 % are taking Corn flakes, 14 % are having Sprouts as breakfast and 12 % share occupied by 3 items like Oatmeal's, Millets and Raagi malt. The others are consuming Green salaad, Museli and paasta so on..

Hypothesis Testing

H_{01}: There is no significant association between Media influence and modern breakfast consumption behavior.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.750[a]	12	**.074**
Likelihood Ratio	20.047	12	.066
Linear-by-Linear Association	2.870	1	.090
N of Valid Cases	100		
a. 13 cells (65.0%) have expected count less than 5. The minimum expected count is 1.20.			

Inference: The above chi square value is greater than 0.05 (0.74 > 0.05) , hence the null hypothesis is **Accepted**, hence there is a no significant relation between media and advertisement impact on common man for consumption of modern breakfast by them. This may be due to people are not believing media especially on food items which may have adverse effect on their health.

H_{02}: There is no significant relation between Doctors /Nutrients suggestions and modern breakfast consumption behavior.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.380[a]	12	.0.04
Likelihood Ratio	17.210	12	.142
Linear-by-Linear Association	1.622	1	.203
N of Valid Cases	100		
a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is 1.20.			

The above chi square value is less than 0.05 (0.04 < 0.05) , hence the null hypothesis is Rejected,, i.e there is a significant relation between doctors and nutrition's suggestions on common man to change their breakfast consumption attitude from traditional to modern items.

H_{03}: There is no significant association between Friends / Relatives influence on modern breakfast consumption behavior.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.484[a]	12	.017
Likelihood Ratio	20.855	12	.053
Linear-by-Linear Association	2.284	1	.131
N of Valid Cases	100		
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is 1.30.			

The above chi square value is less than 0.05 (0.17 <0.05), hence the null hypothesis is **rejected**, hence there is a significant relationship between friends/ relatives influence to change or consume modern breakfast items to reduce their weight or improve health conditions so on.

4. DISCUSSION OF RESULTS

Breakfast is the first opportunity we have to intake the energy we need to perform our daily activities. Correct nutritional intake improves long term cognitive performance, regulates energy intake during the other meals of the day (by reducing total daily calorie and lipid intake), and increases the intake of fibres, vitamins and minerals; this improves our nutritional status throughout life and has a positive effect on the prevention of chronic-degenerative diseases such as overweight, obesity, hypertension, and Type 2 diabetes. Although all reported data underline the important role that breakfast plays in maintaining the health and well-being of an individual, epidemiological data from industrialised countries reveal that many individuals either eat a nutritionally unhealthy breakfast or skip it completely. Not enough time and a lack of appetite upon awakening are the main reasons cited; in addition, adolescents incorrectly believe that skipping breakfast can help them control their weight, while the elderly suffer from an alteration of their hunger/appetite rhythm.

Given the need to relate the quality of breakfast eating patterns to overall daily nutrient intake, some measure of the overall quality of the daily diet must be used. Knowing that breakfast consumption leads to an overall improvement of mean daily nutrient intakes cannot address the question as to whether it has improved some more global definition of dietary quality. Many such measure of diet quality exist. German studies have developed a breakfast quality index (BQI) which simply measures how food and nutrient intakes at breakfast meet with some predefined standard of intake of selected nutrients.

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