A Study on Consumer Perception towards Diet Food with Reference to Obesity

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ABSTRACT

In this study, we examine the awareness of obesity and perception of diet food .This study provides the relation between obesity and food perception among people. This study was done in Navsari city, with sample size of 250 respondents, with structure type of questionnaire, close ended types of question. Sampling method used was non probability convenient random sampling. By this research work, we found that most of people were sedentary worker (43%),most of the respondent feel psychological problem due to overweight(37%),most of the respondents reduce their weight by combination of diet and exercise.(36.4%),most of respondents perception for diet are soup and salad.(39%)during diet most of respondents rarely prefer cheese, oil, butter during diet.(43%),most respondent rarely prefer chocolate(29.2%),so the conclusion of research was that there is relation between awareness of obesity and perception of diet food, if people are aware of obesity ,they can change in their food to reduce overweight.

KEYWORDS | Diet, BMI, Obesity, Nutrition, Low calories food, Work out.

INTRODUCTION OF THE STUDY:

Obesity is a medical condition in which excess body fat has accumulated to the extent that it may have an adverse effect on health, leading to reduced life expectancy and/or increased health problems. People are considered obese when their body mass index (BMI), a measurement obtained by dividing a person's weight in kilograms by the square of the person's height in meters, exceeds 30 kg/m². Obesity increases the likelihood of various diseases, particularly heart disease, type 2 diabetes, obstructive sleep apnea, certain types of cancer, and osteoarthritis. Obesity is most commonly caused by a combination of excessive food energy intake, lack of physical activity, and genetic susceptibility, but a few cases are caused primarily by genes, endocrine disorders, medications or psychiatric illness. Evidence to support the view that some obese people eat little yet gain weight due to a slow metabolism is limited; on average obese people have a greater energy expenditure than their thin counterparts due to the energy required to maintain an increased body mass.

Dieting and physical exercise are the mainstays of treatment for obesity. Diet quality can be improved by reducing the consumption of energy-dense foods such as those high in fat and sugars, and by increasing the intake of dietary fiber. Anti-obesity drugs may be taken to reduce appetite or inhibit fat absorption together with a suitable diet. If diet, exercise and medication are not effective, a gastric balloon may assist with weight loss, or surgery may be performed to reduce stomach volume and/or bowel length, leading to earlier satiation and reduced ability to absorb nutrients from food.

Obesity is a leading preventable cause of death worldwide, with increasing prevalence in adults and children, and authorities view it as one of the most serious public health problems of the 21st century. Obesity is stigmatized in much of the modern world (particularly in the Western world), though it was widely perceived as a symbol of wealth and fertility at other times in history, and still is in some parts of the world. In 2013, the American Medical Association classified obesity as a disease.

OBJECTIVES OF THE STUDY:

- ❖ To study an awareness of obesity in Navsari region.
- ❖ To study consumer perception towards diet food in Navsari city.
- ❖ To study consumer perception regarding exercise or workout for reducing obesity.

LITERATURE REVIEW:

1) Obesity among adolescents of Ahmadabad city, Gujarat, India- a community base study.(Krutarth R Brahmbhatt, Umesh N Ozaa)
Out of 900 study population, 439(48.8%) were females and 461(51.2%) were males. Total 120(13.3%) adolescents were found overweight, while 49(5.4%) were found obese. Overweight-obesity was significantly associated with higher socio-economic status, Inadequate sleep duration at night, lack of physical activity, consumption of junk foods. Conclusion: Interventions should be done at adolescence period to prevent the obesity in adulthood .life style modification play very important role in prevention of obesity.

2) Awareness Of Women About Complications And Causes Of Obesity in Coimbatore,2003.(V.Sekar, Anil C. Mathew, Thomas V. Chacko)
Study on 537 urban women and 661 rural women aged 20 years and older Age, Education, Occupation, Standard of living, and Place of residence were found to be associated with the knowledge about obesity as a risk factor for Diabetes and Heart attack. When asked about the causes, being happy was suggested as a cause by 60%, whereas 30% failed to mention excess eating and 26% failed to mention lack of exercise. Among the overweight women a large proportion of them (36%) did not consider themselves to be overweight. The concordance between Self perception and BMI using Kappa index was 0.552 corresponding to only a moderate degree of agreement. The percentage of misperceived as not overweight was higher for those having BMI less than 30 kg/m**2**. Erroneous perception of body weight has important health and corrective behavioral implications.

3) Environmental determinants of overweight and obesity.(Sara Schmidhauser, Klaus Eichler, Urs Brügger)
A systematic literature search was performed to identify the determinants in the environment that have contributed to obesity and overweight in OECD countries and that can explain time trends and cross-sectional differences. We found 677 studies that fulfilled the criteria, of which 318 related to some measure of socioeconomic status (education, income, occupation) only. The studies were grouped with the help of a two-dimensional thematic map consisting of six environmental domains (politics &law, economics, society & culture, technology, the physical & natural environment and policy measures) and three levels (micro, meso and macro).The obesity epidemic can plausibly be traced back to a multitude of

environmental factors that are most often essentially the result of long-run improvements to enhance individual or social welfare. Thus, the obesity epidemic is part and parcel of some developments which cannot or should not be reversed.
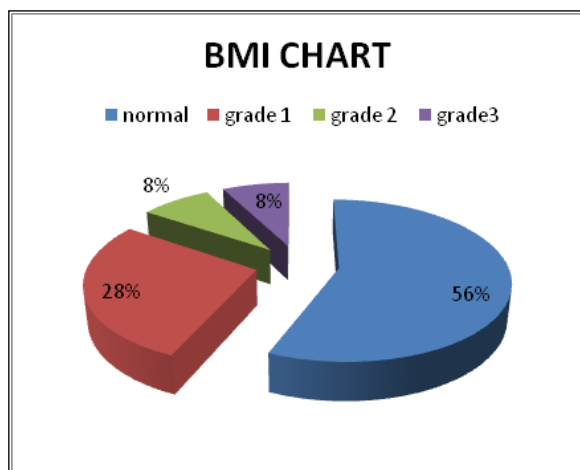
DATA ANALYSIS AND INTERPRETATION:

Chart no.1 indicate respondents' BMI level

Chart 1 about here for respondent's BMI. From above chart we find that 56% are coming in normal grade, 28% are coming in grade 1,8 % are coming in grade 2,8% are coming in grade 3.most people have normal weight.
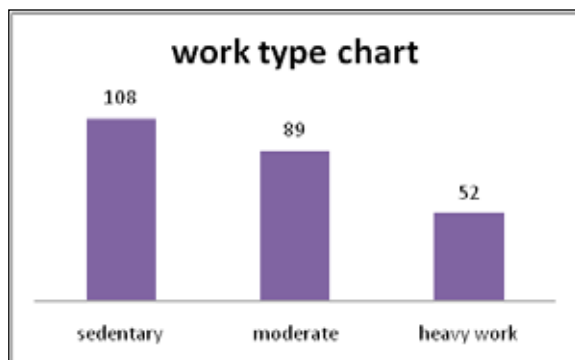

Chart no.2 indicates respondents' work type.

Chart 2 about here for respondent's work type. From the above chart, we find that in Navsari city people do 43 %(108) sedentary work,36%(89)moderate work and (21%)52heavy work, most people are doing light work. Most people of respondent are doing sedentary work. (43%)
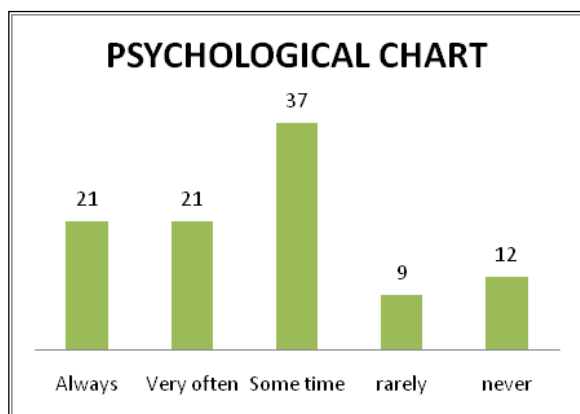

Chart no.3 indicates respondent's psychological problem related with obesity.

Chart 3 about here respondent's psychological problem related with obesity.From psychological chart, obese people feel 37% psychological problem sometime, 21% people feel upset & bored always and 21% feel very often,9 % very rarely feel and 12% not feel psycho problem. So most of respondent feel psychological problem due to overweight.(37%)
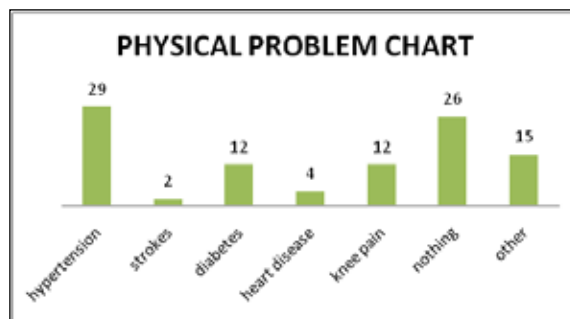

Chart no.4 indicates respondent's physical problem related with obesity.

Chart 4 about here for psychological problem related with obesity.From above chart, we find that, 29 % people suffer from hypertension, 2 % people suffer from stroke, 12 % people suffer from diabetes,4 % people suffer from heart disease,12% people suffer from knee pain, 15% people have other type of physical problem, 26%people have no problem. so most of the people in Navsari are suffer from hypertension due to the overweight.

Chart no.5 indicates the reason of Obesity perceived by respondents

Chart 5 about here the perception about reason of obesity. From above charts, it is finding that 62.4% people feel, they become obese due to heredity,45.6% people feel they become obese due to lack of workout,39.2% women feel pregnancy is reason for obesity,22.8% people feel overeating is reason,12.4% feel surgery make them obese,6.4% people feel other reason for obesity. So most of the people feel their obesity reason is heredity.
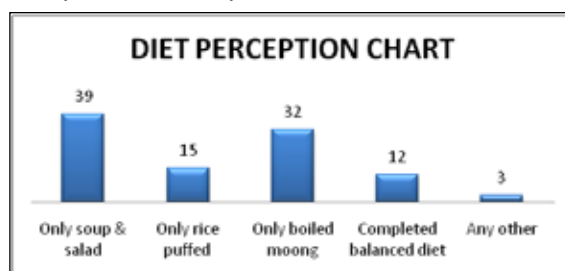

Chart no.6 indicates respondent's perception about diet food with reference to obesity.

Chart 6 about here for diet perception related with obesity. From above chart we find that, most people (39 %) percept

diet as only soup and salad, and (32%) people percept diet food as boiled Moong, (15%) people percept rice puffed as diet food, only 12% people percept as balance diet. So most people's in Navsari, perception for diet food as soup and salad.(39%)
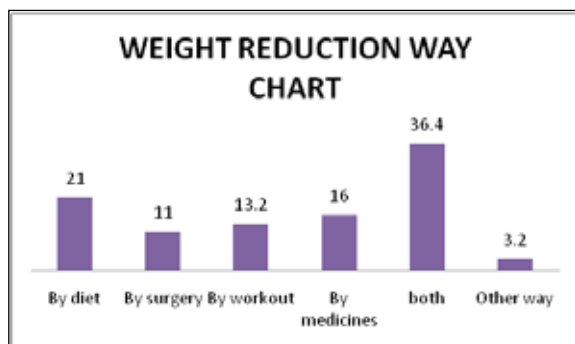

Chart no.7 indicates the respondents' ways of weight reduction.

Chart 7 about here for way of weight reduction. From above chart, we find that 36.4% people try to reduce weight by workout and diet,21% people try to reduce weight by diet only,16%people try with medicine,13.2% people try with workout only11% people try with surgery and 3.2%people try with other way. Most people of respondent reduce their weight by combination of diet and exercises.(36.4%)
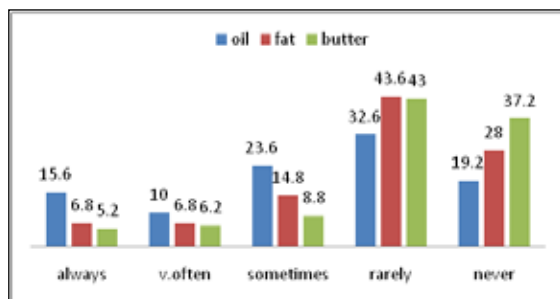

Chart no.8 indicates respondent's perception of fat with reference to obesity.

Chart 8 about here for oil, fat and butter perception related with obesity. We find that 15.6% people prefer always oil, 10% people prefer veryoften,23.6% prefer sometimes,32.6% prefer rarely,19.2% prefer never.

6.8% people prefer always fat,6.8% people prefer veryoften,14.8% prefer sometimes, 43.6% prefer rarely, 28% prefer never.

5.2% people prefer always butter, 6.2% people prefer very often, 8.8% prefer sometimes, 43% prefer rarely, 37.2% prefer never.

CONCLUSION:
Physical appearance is very important to most people today. The importance of appearance has led to the present day physical fitness and nutrition awareness fad. This desire to look good has made many people become judgmental towards obesity. Not only young one but each age people take care of their look. In Navsari city, most people are aware of obesity. Most people are feel that the reason of obesity is heredity, and less people are give reason for this is lack of work out and over eating. There is people of young age are more conscious about they appears. In middle age, women are more conscious about their appearance. And old age people are more conscious about healthy diet.

Young people are trend to fit with gym as copy from their friend group even they not suffer from obesity, where women and man are not doing proper workout due to lack of time. The perception of consumer is that young ages avoid oil, ghee and butter but they more prefer about junk food, cold drinks and chocolate. They avoid cereal, pulses and fruits & vegetables. They feel that only cold drinks, fast food like noodles are light food, which help in weight reduction. Where middle age people percept that they should eat healthy food like pulses, ghee, paneer and sweets, but it is very heavy to digest, which lead to obesity. Even they go for regular walk, they should try for different ways of workout foe weight reduction. They should go for weight management or weight reduction by consulting doctor & consulting dietician. Hospital and Fitness center are suggested to arrange campaign to create awareness about obesity & its impact on health.

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