



## An Examination of the Appetites and Purchase Patterns of University Students

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### Abstract

In the present study eating habits of the university students. who lived at home and those who did not, is examined. When dining out, university students typically consumed more processed items like milk, chips, and alcohol. Since moving out, the great majority of lonely college students have changed the way they eat. Convenience sampling and a quantitative methodology were used in this study to distribute survey questionnaires to organic food consumers at five Indian colleges in 2020 and 2021. Two hundred questionnaires in all were gathered and utilised for data analysis. The results of structural equation modelling showed that while pricing policies have a negative impact on purchase behaviour, personal attitudes and consumer trust had no discernible impact on students' purchasing decisions regarding organic food. Besides, WOM was found to build up the negative connection between pricing policy and the purchase behaviour of regular food and to influence the association between health consciousness and shopping behaviour fundamentally. This study has important ramifications for academics as well as marketers and retailers of organic food.

**Keywords:** Appetites, Purchase Patterns, University Students, Eating Behaviour, Purchasing Behaviour, Health Consciousness.

### Introduction

The way that individuals purchase food influences and could give data about the eating regimens of specific gatherings. The buy propensities for undergrad and graduate students corresponding to food are fascinating since changes to dietary examples regularly lead to a decrease in the general nature of the eating routine (Vogel, C. 2019). A decrease in the general nature of food is habitually the outcome of dietary example changes that happen during the progress into youthful adulthood (Ashton et al., 2017). A few explores have shown that undergrads will generally devour more greasy food sources and less products of the soil (Hutchesson et al. 2015). Indeed, a great deal of undergrads report eating less of the really dietary gatherings-grains, natural products, vegetables, dairy, and meat or creature substitutes-than is encouraged. As per the 2020

Public School Health Evaluation(Sprake et al. 2018), just 6% of undergrads ate the educated sum with respect to products of the soil every day. Furthermore, prior examinations have shown that undergrads regularly have calorie awkward nature and consume a lot of improved drinks which has been connected to weight gain. In general, consuming a great deal of sugar-improved refreshments and minimal in the method of foods grown from the ground could prompt significant health issues. Food security, admittance to healthful food, low pay levels, and different elements that influence food buying behavior might be the reason for this change in dietary examples from supplement thick food sources. 41% of American grown-ups between the ages of 18 and 24 went to a two-or four-year school in 2021; a significant number of them required monetary guide(Bayzle, L. 2021). Fitting procedures for natural, instructive, and dietary mediations can be concocted by taking a gander at how undergrads purchase food. Undergrads often experience food frailty, which is characterized as having deficient admittance to food because of variables like geology, pay, or cost(Sánchez-Gómez 2017).

Patterns and examples that are recognized by examining acquisition of food and refreshments can be utilized to portray buying behaviour(Mueller et al.2016). Various procedures, including as 24-hour reviews, food recurrence polls, and receipt examination-which evaluates the sort, cost, and area of food buys-can be utilized to distinguish these patterns (Bruntet al. 2008). Most of concentrates on health among undergrads utilize self-report to assess food patterns. Concentrates on that assess genuine food buys don't assess related factors like food security.

By recording food buying behaviours, for example, where and what sort of food is bought, as well as how much cash spent per food outlet, it is feasible to acquire a superior comprehension of undergrads' eating designs(Ltd, Q. I. P. 2014). This study evaluated the level of food security inside the review populace, discovered the food-buying propensities for Indian university students through receipt examination, and investigated any potential associations between the review populace's food security levels and food-buying propensities(Stok, F. M. 2018).

### **Objectives of the study**

1. To investigate university students' buying designs for natural food items
2. To assess consumer attitudes towards health consciousness, pricing arrangements, and trust in natural items.
3. To investigate the coordinating effect of casual trade on associations between health consciousness, pricing courses of action, consumer trust, and attitudes.

### **Literature Review**

**Gutierrez-Salmean et al., (2013)** attempted in Mexico to check whether health science students live healthier than everyone. This study utilized a comfort test of 5,745 health science students. Students were gotten some information about familial predecessors of hypertension, diabetes, and weight, smoking and liquor propensities, actual work, and other health behaviors. Clinical estimations included level, weight, and stomach abdomen circuit. The processed BMI was given as kg/m<sup>2</sup>. The review viewed as 23% overweight and 10% stout. Creature based dinners, breakfast oats, cakes, white bread, and improved drinks were drunk frequently. Low leafy foods utilization was additionally found. Just 20% of members ate natural product day to day.

Comparable rates revealed vegetable utilization. Contrasting the assembled diet with the general populace showed comparable dietary patterns.

**Kolondinsky (2007)** said that the food climate that nearby students are presented to is weighty in energy, fat, and added sugars. It was likewise noticed that there was deficient nourishment data accessible to students in a similar setting. Utilizing a web-based review, a comfort test of 200 undergrads (136 females and 64 men) was used to explore the relationship between dietary practices and information on sustenance. Members must be first-year students who expected to utilize the university's dinner plan for at least two years. Informed assent structures were marked, students found out about the undertaking, and had their level and weight taken during the principal meeting. Information on gauge apparent food admission, sustenance information, and fundamental socioeconomics were accumulated utilizing a web-based poll. Natural products, vegetables, dairy, grains, and protein were the five primary nutritional categories for which self-revealed dietary admission was assembled.

**Irazusta et al. (2006)** 104 pupils were assembled to take part in the study. Out of all the students, 58 were not majoring in health, and 46 were enrolled in the nursing programme. Participants kept comprehensive food diaries that included a summary of three days in order to gauge their nutritional intake. A comparison was made between the average intake of calories, protein, carbohydrates, lipids, and dietary fibre and the Recommended Dietary Intakes (DRIs). The study's findings demonstrated that there were no nutritional disparities between students studying other subjects and nursing students. However, the participants in this study exhibited an excessive quantity of fat intake (above the recommended 20–35%) while carbohydrate intake was insufficient (under the necessary 45–65%) when both groups were compared to the general population (Dietary Guidelines for Americans 2005). In both groups, deficiencies in fibre were also discovered.

**Brown et al. (2005)** found that students who partook in a dinner anticipate grounds were bound to stick to the healthful necessities, especially with respect to the utilization of vegetables and grains. At long last, when expert majors were examined, it was shown that there were no dietary differences between the people who studied health and the people who studied different fields. This was exhibited by the discoveries of the examinations that were directed.

**Silliman et al. (2004)** As indicated by the discoveries of the review, men are more probable than women to consume higher-fat dairy items, consume more lean and high-fat meats, and consume less vegetables, canned natural products, and entire organic products. In light of the discoveries of this review, apparently guys are putting additional significant investment into raising their utilization of vegetables, while females are zeroing in their endeavours on developing their utilization of protein. There is plausible that the orientation explicit medicines that have been completed affect how much food devoured. The way that a satisfactory number of natural products, vegetables, low-fat or sans fat dairy items, and lean meats is required not exclusively to accomplish a reasonable eating regimen yet additionally to battle ongoing sickness with illness battling substances like cell reinforcements, folate, fibre, potassium, flavonoids, and phytochemicals is a positive turn of events.

## **Research Methodology**

### **1.1. Research Design**

Research plans utilize exact information to address research questions. An examination configuration includes picking your review objectives and technique. Utilization of essential or auxiliary exploration. Subject choice rules and test techniques. This quantitative, structure-based concentrate on utilizes a coordinated audit.

### **1.2. Sample Size**

The quantity of subjects or perceptions remembered for a review is alluded to as the example size. This study accumulates the essential information from 200 university students who consume ordinary eating routine, making 200 the example size.

### **1.3. Source of the Data**

This assessment used an electronic outline to gather data from university students who buy common things. A non-probabilistic solace inspecting method was used to gather fundamental data from 200 consumers of conventional food (university students). The format was confined into two districts. The secret part alluded to students to uncover their socio-region information like age, course, pay, spot of buying typical food. The subsequent part focused on students' responses considering scale things on personal attitude, health consciousness, pricing policy, consumer trust, WOM, and buying behaviour of conventional food using a five-point Likert scale, going from 1 (unequivocally contradict) to 5 (really agree).

This survey used a solace researching system to invite evident level planning students to five incredible Indian schools: Jawaharlal Nehru University, University of Delhi, VIT University, Banaras Hindu University, Indian Supporting of Science (IISc). Online reviews were supervised and gathered utilizing the Wire review contraption. The review study was at first planned in English and changed over into Mandarin (upgraded Indian).

### **1.4. Data Analysis**

Analysts referred to help from different instructors and speakers explicitly colleges to appear at students who purchase ordinary things. Students were offered little gifts to help their fervour and valuably referenced to finish the overview. Scientists showed up at students through Message. The utilization of Message and online framework permitted analysts to appear at different respondents in different colleges organized in different districts. Clearly restricted measures of university students purchase ordinary food dependably.

## **Data Analysis and Interpretation**

A pilot study was done to find out the key factors impacting undergrads' buying choices about natural food. With the guide of appropriate writing, we had the option to distinguish ten fundamental parts of eating natural food: consumer trust, saw health esteem, ecological concern, attitude, emotional standards, cost policy, attention to natural food, and behavioural control. A

short time later, we gave out a draft review and mentioned the students to arrange these components.

The target not entirely settled to be university students. Students are practically identical in age, have comparative convictions, and act in much the same way as consumers. Since consumers in a similar age keep on having comparative social, verifiable, political, and social encounters that shape their behaviour, planning a promoting plan in view of focus on consumers' age is more powerful than planning it in light of old enough gathering. As indicated by reports, Recent college grads share characteristics like worry for the climate, a common arrangement of social and health standards, and worries about manageability and riches. They likewise utilize web-based entertainment regularly, effectively search out new data, and show major areas of strength for a to society, green items, and specifically food handling and maintainability. With very little exploration led in Asian settings, most of concentrates on the natural food utilization propensities for Recent college grads are directed in Western settings. University students who buy natural food something like once a month were welcome to partake in this study utilizing a Wire review device. To persuade students to finish and return surveys, representative gifts were disseminated. Scientists asked specific teachers and understudy association pioneers for help in disseminating and assembling studies.

Students were requested to distinguish in the other area from the primer survey the amount they weigh informal (verbal or electronic) while pursuing choices to buy natural food items. Coming up next were viewed as the main rules while buying natural food: cost policy, personal attitude, consumer trust, and health consciousness, with mean scores of 4.3, 4.1, 3.9, and 4.4. Thus, the buying propensities for university students with respect to natural food were viewed as fundamentally affected by these four attributes. Furthermore, undergrads recommended that they ponder utilizing an expressed mean score ( $M = 4.3$ ) while buying specific natural food products. Considering these starter results, this study hoped to close the data opening by separating the possible coordinating effect of verbal (WOM) and spreading out the associations between health consciousness, pricing procedures, consumer trust, and individual attitudes towards buying regular food among Indian university students.

University students were approached to top off the review's most memorable area with data on their orientation, pay, kinds of natural food items they purchase, and how frequently they get them. Understudies were approached to uncover their absolute pay, which included cash from temporary positions, their folks' profit, and different sources. The recurrence of buying of natural food merchandise was separated into three classes: successive (1-3 times each week), irregular (1 time each week), and inconsistent (1 time each month). A sum of 35 finished study polls were utilized in a pilot examination to decide the overview's trustworthiness. The outcomes showed that each build was trustworthy, except for WOM. To ensure foster unwavering quality, thing number 3 (WOM3), "My family/friends outfit me with positive considerations in regards to a specific normal food brand," was killed.

First made in English, the review poll was converted into Indian by a bilingual business and the board concentrates on specialist, and afterward back into English by one more bilingual



researcher with mastery in a similar field. This cycle empowers specialists to keep a trustworthy survey and make the essential corrections.

The profile of the respondent was compiled in Table 1. The results showed that female students made up 58% of the valid samples who purchased organic food.

**Table 1: The profile of the respondents**

Category	Sub- category	Frequency	Percentage
<b>Gender</b>	Male	116	58
	Female	84	42
	Total	200	
<b>Income</b>	Less than 5000	26	13
	5000- 10,000	58	29
	10,000- 15,000	82	41
	More than 15,000	34	17
	Total	200	
<b>Natural Food Products</b>	Fruits and Vegetables	56	28
	Natural Dairy items and beverages	76	38
	Bites and Nuts	54	27
	Rice, Grain, Meat	10	5
	Others (kindly indicate)	4	2
	Total	200	
<b>Buying Recurrence</b>	Typically	62	31
	Incidentally	102	51
	Sometimes	36	18
	Total	200	

Regarding income level, 41% of participants reported earning between 10,000 and 15,000 rupees, while 29% reported earning between 5000 and 10,000 rupees. Also, 38% of respondents buy natural dairy and drinks, while 28% buy natural products of the soil and 27% buy nuts and bites. These results contradict the statement made by the source that the most often purchased organic foods are fruits, vegetables, and honey, with dairy products and processed meat coming in second and third. Lastly, 31% of respondents regularly buy organic food items, compared to 51% who only buy them occasionally.

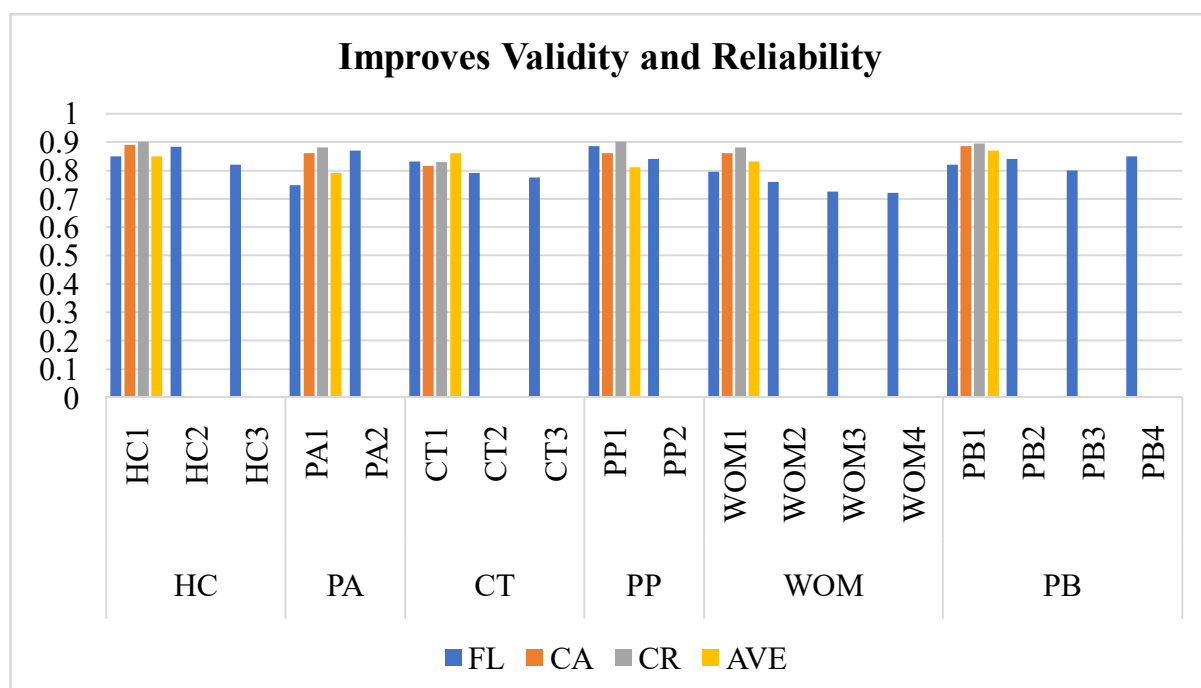
There were two steps in the data analysis process that were used to assess and validate the measurement model. In this way, the validity and reliability of the six constructs used in this study were guaranteed throughout the first phase. The SEM approach was demonstrated in the second phase as a useful causal modelling method for assessing moderation linkages and hypothesis testing.

Following the completing of a fundamental assessment to conclude the evident precursors of buying normal food among students, this study looked at the effect of pricing policy, consumer trust, personal attitude, and health consciousness on the buying behaviour of regular food, with

an accentuation on the coordinating effect of verbal. Table 2 records the authenticity and relentless nature of the creates. Tests for foster relentless quality and authenticity were used to evaluate the suggested research perspective. The entirety of what constructs had Cronbach's alpha characteristics more noticeable than 0.7 and thing stacking values more vital than 0.70, exhibiting that the trustworthiness rules was met.

**Table 2: Improves Validity and Reliability**

Construct	Items	FL	CA	CR	AVE
HC	HC1	0.850	0.890	0.900	0.85
	HC2	0.884			
	HC3	0.820			
PA	PA1	0.748	0.860	0.880	0.790
	PA2	0.870			
CT	CT1	0.830	0.815	0.828	0.860
	CT2	0.790			
	CT3	0.775			
PP	PP1	0.885	0.860	0.9	0.810
	PP2	0.840			
WOM	WOM1	0.795	0.860	0.880	0.83
	WOM2	0.760			
	WOM3	0.725			
	WOM4	0.720			
PB	PB1	0.820	0.885	0.895	0.870
	PB2	0.840			
	PB3	0.80			
	PB4	0.85			



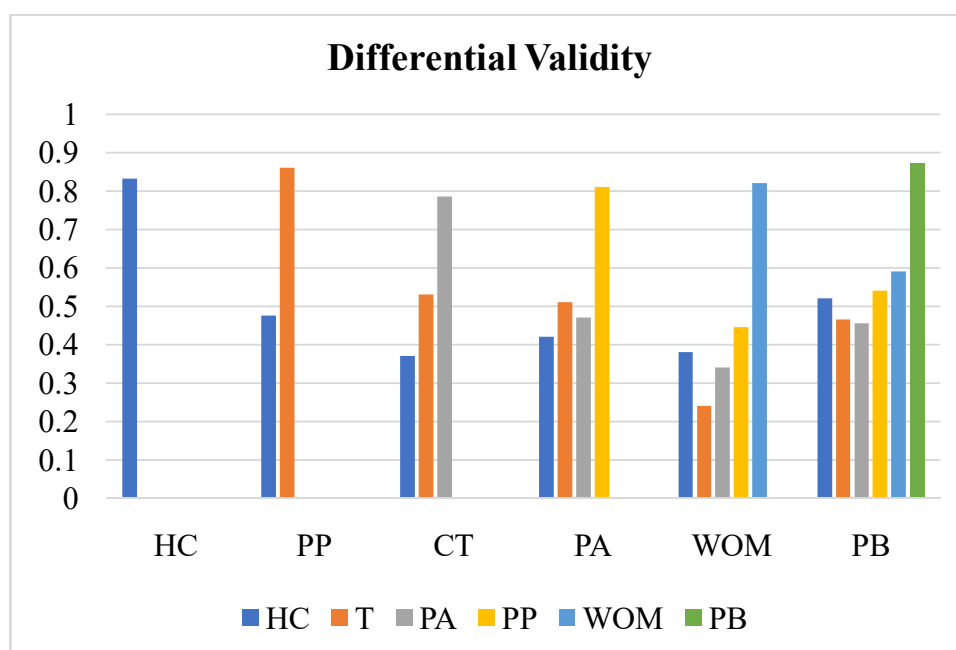
**Figure 1: Improves Validity and Reliability**

Combined and discriminant genuineness are consistently used to audit encourage realness. Combined genuineness is accomplished when the revealed structure's typical differentiation eliminated (AVE) is higher than the 0.50 edge and its composite resolute quality (CR) is higher than beyond what many would consider possible. AVE and CR disclosures uncovered that all structures have CR values higher than 0.70 and AVE values higher than 0.50. Discriminant credibility was surveyed using Fornell and Larcker measure as displayed in Table 3. Disclosures uncovered that discriminant credibility is bore witness to as the announced square foundations of AVE values were higher than their individual between build associations.

**Table 3: Differential Validity**

	HC	T	PA	PP	WOM	PB
HC	0.832					
PP	0.475	0.860				
CT	0.370	0.530	0.785			
PA	0.420	0.510	0.470	0.810		
WOM	0.380	0.240	0.340	0.445	0.820	
PB	0.520	0.465	0.455	0.540	0.590	0.870

(NOTE: - HC = health consciousness, PP = pricing policy, CT = Consumer Trust, PA = personal attitude, WOM = word of mouth, PB = purchasing behavior)



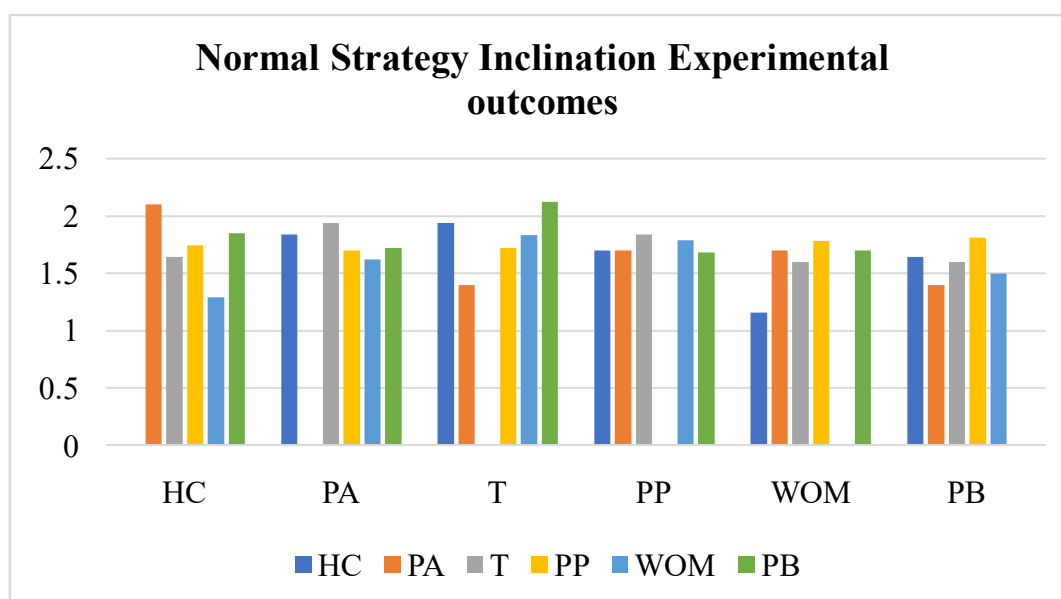
**Figure 2: Differential Validity**

Moreover, a collinearity appraisal test was utilized, per Kock's proposal, to assess potential normal strategy predisposition in PLS-SEM. At the point when the revealed upsides of between build difference expansion factors surpass 3.3, normal technique inclination turns into a huge concern. Table 4 shows that all announced qualities are underneath the 3.3 rule, demonstrating the shortfall of normal procedure inclination.



**Table 4: Normal Strategy Inclination Experimental outcomes**

	HC	PA	T	PP	WOM	PB
HC	-	2.10	1.64	1.74	1.29	1.85
PA	1.84	-	1.94	1.70	1.62	1.72
T	1.94	1.40	-	1.72	1.83	2.12
PP	1.70	1.70	1.84	-	1.79	1.68
WOM	1.16	1.70	1.60	1.78	-	1.70
PB	1.64	1.40	1.60	1.81	1.50	-



**Figure 3: Normal Strategy Inclination Experimental outcomes**

## Discussion And Results

Natural food advertisers face a critical issue as certain scholastics have distinguished the expectation behaviour hole, in some cases known as the "green hole," which recommends that buying goals don't necessarily convert into genuine buying behaviour. However, there is a distinction among aim and behaviour with respect to the utilization of natural food, hardly any exploration has taken a gander at consumers' genuine buy propensities with regards to natural food items. Analysts and experts have been keen on deciding the precursors of natural food utilization because of health and ecological issues. As per Le-Anh et al., there is an impressive relationship between buy goal and saw worth and attitude.

The outcomes showed that buying natural food had a negative connection with cost policy and a decent relationship with health consciousness. This recommends that students who lead healthy ways of life are more disposed to buy natural food. Nonetheless, because of their view of the pricing of natural food things, students might turn out to be less inclined to make buys. These outcomes exhibited that students accept natural food items are costly, which prompts a diminishing in the recurrence and measure of acquisition of natural food things. As indicated by the review's discoveries, health-cognizant students buy natural food yet at the same time eat

different food varieties. Natural signs are mean quite a bit to Indian consumers than social and moral signals. Astoundingly, concentrate on results showed that students' perspectives about natural food had no recognizable impact on their buying choices. These outcomes support the theory set forth by Ajzen and Cote that attitude doesn't necessarily assume a huge part in deciding consumer behaviour. Besides, this outcome was in accordance with the discoveries of Tandon et al., who found an immaterial relationship between the assessments of Indian consumers towards natural food and their genuine buy designs. Subsequently, instead of an uplifting perspective, extra factors like health consciousness and client trust might affect genuine natural food buying behaviours.

By including WOM as a coordinating variable, this study fosters the Theory of Planned Behaviour (TPB) to figure out consumer buying behaviour for regular food. The audit's disclosures recommend that word-of-mouth (WOM) works on the positive connection between health consciousness and normal food buying behaviour. Regardless, it was viewed that as word-of-mouth (WOM) developed the antagonistic association between esteem policy and normal food buying behaviour.

## Conclusion

Nutritionists can instruct planning and food and refreshment decisions by recording understudies' food buys. Since understudies spend a great deal on food, educational courses ought to underscore a practical shopping system that supports products of the soil and lessens sweet beverage buys. Less cheap food and more products of the soil can assist undergrads with creating deep rooted healthy propensities. Comprehend how lodging, food, and individuals interface. Ecological elements including food costs, governmental issues, and culture could influence food buys. This examination extraordinarily impacted university students' natural food buys. Examination might utilize a greater example size in different circumstances to distinguish what spurs university students to eat natural food. Albeit fundamental in writing, personal attitude didn't influence Indian university students' buying propensities. Fair cost, item trust, health benefits, and great opinions further develop university students' natural food buys, research recommends. Positive trust and cost policy WOM ought to likewise urge university students to purchase. To further develop university students' natural food deals, vital promoting directors ought to zero in on aggressive cost, trust, health-cognizant students, uplifting outlook, and powerful WOM, as per the review. Natural food shippers and advertisers might have to climb pricing to draw in more youthful clients. Youthful clients should separate natural from green or common food.

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