



A study on paradigm shift in the food habits of youngsters at Patna

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Abstract : *Due to liberalization and globalization of Indian economy, there has been a radical shift in the food habits of youngsters at Patna from the conventional to today's food habits. During the course of study, we found that the main determinants responsible for this unfortunate shift at Patna were – i) opening up of various foreign food outlets, ii) rise in the economic status, iii) opening up of mall culture, iv) vast change in job schedule and v) improved communication facilities. The study is also an approach to find out the impact on the economy of Patna with the opening of multinational the foreign food outlets with regard to factors such as employment generation. We have tried to know and analyze the various*

advantages and disadvantages of this shift and to ascertain their impact on our socio-economic factor, culture and health. Based on the feedback received by the respondents who were the target customers of these outlets and managers, following were the outcomes; about 35% customers believed lunch as the most important meal though breakfast is considered as important being the first meal of the day by health experts. It was also seen that 65% customers said they had specific eating habits whereas 35% people preferred restaurant food, though street food was also chosen by others. Slightly less than half of the population investigated were frequent visitors to these food stations. This shows how much importance this restaurant culture holds in their life. Among the dishes, Chinese food had major fan following showing the changing trend of eating practices among youngsters. Consequent upon interviewing the managers, we got to know that most of them normally had more than 150 transactions which went to 300-400 a day. Maximum served age group was 15-30 i.e. 55% of the total. Majority of managers contacted agreed that there were more customers (i.e. 70%) on weekends as compared to week days.

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