

A STUDY ON KIDS ATTITUDE TOWARDS CONSUMING HABITS OF SNACKS IN DINDIGUL CITY

Dr. S. Sukumar,
Associate Professor of Commerce,
Parvathy's Arts and Science College, Dindigul.

Abstract: Snacks are a part of Consumer Convenience/ Packaged Foods segment. Snacks food, which acts as a hunger quencher, is something away from main meal like breakfast or lunch or dinner. These are mainly consumed between meals either for enjoyment of its taste or brief supply of energy. Snack food generally comprises bakery products, ready-to-eat mixes, chips, namkeen and other light processed foods. Packaged snacks, which are convenient to consume and more appealing than prepared food, has become a big business. Shrinkage of formal lunchtime has created a new market segment with strong growth opportunities. Changing lifestyle is like eating while working, playing games, pubs and bars etc. has also created huge opportunities in this sector. The study is about kid's attitude towards snacks consumption. In modern world kids may prefer more variety of snacks. Some kids may skip the foods by eating more quantity of snacks. The parents are also motivating their kids to eat snacks, either mother or father. Kid consumes snacks without any knowledge and doesn't have any chance to know about healthiness and unhealthiness. While there appear to be few differences in the intakes of key snacks between these children, there may well be different influences on eating behaviors which would be important to consider in developing and implementing of programs promoting healthy snacks. The questionnaire assessed the frequency of consumption of fruit, vegetables, beverages (including soft drinks, fruit juice) and a range of non-core foods, that is, high-energy, nutrient-poor foods (potato crisps and salty snacks foods, chocolate and confectionary, cakes and sweet biscuits, fast food and pizza). The researcher used percentage, ranking and reliability analysis to know their attitude and results are very helps to create an awareness about healthy snacks.

Index Terms: Snacks, Variety, Motivational Factor, Health, Ingredients.

1. INTRODUCTION

Marketing professionals use a various of strategies to influence consumer preferences, stimulate consumer demand, promote frequency of purchases, build brand awareness and brand loyalty, encourage potential or existing customers to try new products, and increase sales. Marketers targeted audiences by age, gender, and race/ethnicity to build brand awareness and brand loyalty early in life that will be sustained into adulthood. Children and youth represent an important demographic market because they are potential customers, they influence purchases made by parents and households and they are the future adult market. Food manufacturers and chain restaurants use aggressive and sophisticated marketing techniques to attract children's attention, manipulate their food choices and prompt them to pester their parents. Companies design their packages to stand out and appeal to children, carefully choosing the color, the product name, ease of use of the packaging, portion size and use of cartoon or other characters. Advertising and marketing aimed at children often utilize television and movie characters, star musicians and athletes, taking advantage of children's familiarity with, affection for or admiration of them.

2. STATEMENT OF THE PROBLEM

Parents have a high degree of control over the environments and experiences of their children. Food preferences are shaped by a combination of genetic and environmental factors. Parents using more strategies to influence children's eating habits, some of which are counterproductive over control, restriction, pressure to eat, and a promise of rewards have negative effects on children's food acceptance. Parents should be informed about the consequences of an unhealthy diet and lifestyle and motivated to change their nutritional habits. Parents should be the target of prevention programs because children model themselves on their parents' eating behaviour's, lifestyles, eating-related attitudes, food marketing influences preference, stimulates demand, increases purchase frequency, builds brand awareness and loyalty, and encourages children to try new products. "The problem is consuming snacks by children with a guidance of parents and the market environment. Food manufacturers and chain restaurants use aggressive and sophisticated marketing techniques to attract children's, manipulate their food choices and prompt them to pester their parents. In this context, this study has been undertaken by the researcher to examine the effects of using snacks, awareness of products, using snacks and having as per the socio-economic characteristics and the variety of snacks available in market. The purpose of the study was twofold: to create awareness about the marketing techniques used by the marketers and to collect the behaviour and opinion of kid's and feedback among the Dindigul City. The present study titled "a study on kids' attitude towards consuming habits of snacks in Dindigul city" is considered as relevant as no such a study has been made yet.

3. SCOPE OF THE STUDY

The snacks are mandatory in everybody's life are also classified traditional and non-traditional, healthy and non-healthy snacks available in the market. Understanding children's eating attitudes and behaviour is important in terms of children's health. The present study aimed to explore the relationship between parents and children's eating attitudes and behaviour, and to assess and compare the modelling and control theories of parental influence. Much previous research has explored children's diets in terms of major food groups with an emphasis on staple foods such as bread, pasta and vegetables. These foods make up the content of a child's main meals throughout the day and are part of a child's daily routine. In contrast, snack foods such as sweets, chocolate, grapes and toast are often eaten in between meals, and can be sources of either conflict or pleasure. Further, such snack foods often play an important role as the currency central to the interaction between parent and child. Therefore, the present study aimed to explore the relative role of modelling and control with a focus on the intake of snack foods.

4. OBJECTIVES

The overall objectives of the study are to examine the kids attitude towards snacks eating and purchasing habit to the extent of satisfaction derived by the kids on the various strength available in variety of snacks. The specific objectives of this study are:

- 1) Explored common kids' snack foods available in the marketplace.
- 2) Identified marketing strategies used to sell kids' snack foods.
- 3) Examined appeal by the kids and parents about snacks and nutritional content.
- 4) To identify the level of awareness, attitude and behaviour towards Snacks
- 5) To offer suggestions for the improvement of snacks preparation methods, marketing and availability of snacks in market based on findings of the study.

5. HYPOTHESES OF THE STUDY

- ✓ There is no association between consumption time and consuming snacks.
- ✓ There is no association between source of awareness and socio-economic factors.

6. PERIOD OF THE STUDY

The secondary data used for this study provides details like the evolution of snacks, marketing strategies, variety of products, available place were collected from the source for the period June 2019 to Feb 2020. The survey for the collection of primary data was conducted from February 2020 to March 2020 covering a period of one and half months.

7. GEOGRAPHICAL AREA

The geographical area of the study is confined to Dindigul city which is located in the southern part of Tamil Nadu. Dindigul city is a one of the most developing District of Tamil Nadu with a rich tradition, industry, education and technology. Hence, the researcher has chosen Dindigul city as a suitable area for this study due to the availability of people at economic levels.

8. METHODOLOGY OF THE STUDY

The present study is an empirical study and survey method for achieving the said objectives, both the primary and secondary data have been used in this study. For the purpose of collecting primary data with regard to the attitude and Behaviour of users, the researcher had designed a comprehensive interview schedule which was duly pre-tested with Kids between ages 5-10 who are all eating snacks have been considered as sample respondents for the present analysis.

9. SAMPLING DESIGN

The main aim of the study is to examine the kid's attitude towards consumption of snacks in Dindigul city. Children aged between 5 and 10 were recruited from junior schools and secondary school in Dindigul. Children were approached by either the researcher or a teacher at the school and asked to give a consent form to their parents. It is estimated that about 120 children were asked for their consent and that 95% of children agreed to take part. Questionnaires were then given to 25 parents and children 75 completed questionnaires were returned (response rate = 83.33%). The researcher has finally concluded result a total number of 100 respondents. These respondents are drawn across in and around Dindigul city. In this study, a fraction of the population is being investigated in and around Dindigul City, which is selected neither by probability nor by judgment but by convenience method.

10. DATA ANALYSIS AND DISCUSSION

10.1. Sample classification

This study carried out regarding the snacks consuming habit of kids and their attitude towards snacks. In this chapter the researcher has analysed the awareness of varieties, attitude of kids, and eating habit of children. For the purpose of analysis, the kids are classified as a respondent on the basis of age likely Grade school kid, little kid and big kid. The classification results are given in Table 10.1.

Table no 10.1 Sample classification of kids based on their age

PARTICULARS	Res	Percent
5 to 6 Years (Grade School Kid)	8	16
7 to 8 Years (Little Kid)	13	26
9 to 10 Years (Big Kid)	29	58
Total	50	100

Source: Primary Data

This study is carried out based on age because the following factors are considered by the different category of kids to consume such as snacks likeness, sweetness, consume quantity, flavour selection, variety, frequency, colour, attractiveness, display method and also differed from each and another. 16% of the respondents are between 5 to 6 years age group called as a Grade Schooler Kid. 26% of kids between 7 years to 8 years category so this category is called as Little kid. 58% of the respondents are falls in 9 years to 10 years category. This segment of respondents called as Big Kid.

10.2. GETTING POCKET MONEY

Kids are having habit to buy snacks in their school with the permission of their parents. The parents are providing snacks to them apart from their lunch and sometimes they are giving money. This habit will practise them to buy and motivate to know the buying methods, the varieties, pricing, quality, flavour, colour, taste and identify the opportunities to buy. So that the researcher analysed about getting pocket money from their parents and the result is presented below table no 10.2.

Table 10.2 Getting pocket money

DETAILS	GK	PER	LK	PER	BK	PER	Total Res	Overall Per
Yes	7	87.5	10	76.9	21	72.4	38	76
No	1	12.5	3	23.1	8	27.6	12	24
Total	8	100	13	100	29	100	50	100

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

It is observed from the table 10.2. 76 percent of the respondents in all the category they are getting pocket money from their parents and remaining 24 percent of the kids are not having pocket money for buying snacks in their school.

10.3. SOURCES OF AWARENESS ABOUT THE VARIETY OF SNACKS

The market is having more variety of snacks likely eatable items, liquid items, fried items, crispy items, spicy items, more flavours, packed foods, and traditional foods. Kids are having so many sources to know about the available products in the market and the sources are TV advertisements, Classmates, Parents and friends and display boards. The researcher made an attempt to analyse the sources of awareness about the variety of snacks and the results are presented in table no. 10.3.

Table 10.3 Sources of awareness about the variety of snacks

Sources of Awareness	Responses		Percent of Cases
	N	Percent	
TV Advertisement	22	23.2%	44.0%
Classmates	10	10.5%	20.0%
Parents & Friends	38	40.0%	76.0%
Shop owners	4	4.2%	8.0%
School environment	11	11.6%	22.0%
Display in Super Market	6	6.3%	12.0%
News Paper	2	2.1%	4.0%
Leaflet in health settings	1	1.1%	2.0%
Radio ads	1	1.1%	2.0%
Total	95	100.0%	190.0%

a. Dichotomy group tabulated at value 1.

The source of awareness has analysed by the researcher in multiple response frequency system. Multiple response analysis is a frequency analysis when there can be more than one response per participant to a survey question. 50 respondents known about the snacks through 95 sources of awareness. 38 out of 50 respondents known about the snacks through only parents and friends at 76 percent of the kids. TV advertisement is the most popular choice of 22 kids to aware about snacks. All other categories of source of awareness were mention by only 11 to 1 respondent.

10.4. KINDS OF SNACKS CONSUMPTION

In the current market variety of snacks are available to all kinds of customers. It is available in various aspects, flavour, taste, colour, quantity, weight, places, design, packing, freshness, variety and appearance. The researcher made an attempt to analyse the consumption of snacks variety and results are presented in Table no. 10.4.

Table no 10.4. Kinds of snacks consumption

SNACKS	GK	LK	BK	TOTAL	PERCENT	CUMULATIV FREQUENCY	CUMULATIVE PERCENT
Chocolates	7	9	4	20	8.7	20	8.7
Cookies	6	8	20	34	15	54	23.7
Dry fruits	0	2	11	13	5.68	67	29.38
Grains	0	0	8	8	3.5	75	32.88
Sandwich	0	0	7	7	3	82	35.88
Cake	4	3	19	26	11.35	108	47.23
Bread	2	3	15	20	8.7	128	55.93
Fresh Fruits	1	4	17	22	9.6	150	65.53
Ice Creams	5	6	23	34	14.8	184	80.33
Chats	1	1	3	5	2.18	189	82.51
Fresh vegetables	2	4	10	16	6.92	205	89.43
Confectionary	0	0	6	6	2.6	211	92.03
Burger	1	1	9	11	4.8	222	96.83
Savoury	1	0	6	07	3.05	229	100
TOTAL	30	41	158	229			

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

Table No. 10.4. expressed that the 14.8 percent kids are preferring to consume Ice Cream. 11.35 percent kids are consuming cake and 9.6 percent of kids prefer to buy fresh fruits. 8.7 percent respondents are consuming chocolates and bread. Other variety consumed by the kids in lowest percentage.

10.5. TYPES OF SNACKS EAT

The kids are basically eating variety of snacks. They are choosing snacks based on their family background, lifestyle, buying capacity, need and their convenience. The researcher grouped a snack for his study such as snacks, sweetness, drinks, salt, readymade snacks and oil food. This analyse and result is presented in Table no. 10.5

Table 10.5. Types of snacks eat

PARTICULARS	GK	RANK	LK	RANK	BK	RANK	TOTAL
Snacks with Sweetness	5	II	8	I	13	II	26
Fizzy drinks	6	I	4	II	13	II	23
Salt	0	Nil	0	Nil	3	IV	3
Ready snacks	1	III	1	IV	7	III	9

Oil food	1	III	2	III	14	I	17
----------	---	-----	---	-----	----	---	----

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

It is observed from the above table 10.5. that the majority of Fizzy drinks preferred by Grade schooler, Sweetness snack is preferred by Little kids and Oil snack is preferred by Big Kids. These are all the items secured first rank. Second rank is secured by the snacks with sweetness in all categories. Third place goes to readymade snacks category for all the kind of kids.

10.6 FREQUENCY OF HAVING SNACKS

Kids are having snacks while breakfast, lunch, evening and when they like. The researcher analysed the frequency of having snacks under three category such as always, sometimes and never. The result is present in table no 10.6.

Table 10.6. Frequency of having snacks

PARTICULARS	GK		LK		BK	
	Res	Score	Res	Score	Res	Score
Always 3 * 3	3	9	5	15	6	18
Sometimes 2 * 5	5	10	8	16	23	46
Never 1 * 0	0	0	0	0	0	0
Total	8	19	13	31	29	64
Result 8 * 3	$19 / 24 \times 100 = 79.16 \%$		$31 / 39 \times 100 = 79.48 \%$		$64 / 87 \times 100 = 73.56 \%$	

The above table 10.6. shows that the respondent's opinion towards frequency of having snacks. Majority of the respondents are opined that the snacks are had sometimes in a day. The satisfaction score given by the sample of respondents Grade Kids level – 79.16 percent, Little kids level – 79.48 percent and Big kids level scored 73.56 percent.

10.7. REASONS FOR PREFERRING SNACKS.

The kids are preferring to have a snack for various reasons likely taste, convenience, health nutrition, low cost and easy availability. The researcher made an attempt to analyse the preference given to snacks and result is presented in table no 10.7.

Table 10.7 Reason for preferring to eat snacks

PARTICULARS	GK	RANK	LK	RANK	BK	RANK	TOTAL
Taste	6	I	6	I	18	I	30
Convenience	1	II	3	II	5	II	9
Health nutrition	1	II	3	II	5	II	9
Low cost	0	Nil	1	IV	1	Nil	2

It is learnt from the above table 10.7. that the majority of the respondents in all category of kids have preferred snacks for the reason is "Taste". Hence first rank is gained by this reason. The second rank gained by "Health Nutrition" and "Convenience". "Low Cost" is gained least response compare to above reasons. Third rank is allotted for this reason.

10.8. RELATION BETWEEN TIME OF CONSUMING SNACKS AND OPINION ABOUT CONSUMING SNACKS

The relation between time of consuming snacks and opinion about consuming snacks of kids has been analysed with the help of cross tabulation with percentage test based on the basis on hypothesis. i.e. there is no relation between the opinion about consuming snacks and time of consuming. The result of the analysis is shown below in the Table 10.8.

Table no. 10.8. Relation between time of consuming snacks and opinion about consuming snacks

DETAILS		Opinion about Consuming Snacks		Total
		Healthy	Unhealthy	
Snacks Taking Time	Morning	9	9	18
	Afternoon	8	5	13
	Evening	20	9	29
	Night	1	0	1
	Any time	4	4	8
Total		32	18	50

Percentages and totals are based on respondents.

It is observed from the above table 10.8 that the calculated Dichotomy value is less than one percent critical value for the opinion 'Healthy' and 'Unhealthy'. In all opinion. Hence the tabulated values are highly influenced to the evening time with healthy snacks. The percentile score value is 20. Hence it can be concluded that there is an association between the snacks consuming time and opinion about the snacks. Majority of the respondents are opinion that they are taking healthy snacks at all the times. 18 respondents are opinion that the kids are not taking healthy snacks in a day.

10.9. NUMBER OF TIMES CONSUMING SNACKS IN A DAY

Number of times taking snacks is based on the various factors that are situation, climate, interest, availability, environment and items. The researcher made an attempt to analyse the kid's mentality to number of times consuming snacks in a day. Duration is taken by the researcher for this study known as two times, three times and more than three times. The result is presented in table non 10.9

Table 10.9 Number of times consuming snacks in a day

PARTICULARS	GK	PER	LK	PER	BK	PER	Total Res	Overall Per
Two times	6	75	8	61.54	21	72.42	35	70
Three times	0	0	2	15.38	4	13.79	6	12
More than three times	2	25	3	23.08	4	13.79	9	18
Total	8	100	13	100	29	100	50	100

Table no 10.9 express that the 70 percent of the kids are consuming snacks two times in a day from all the category of respondents. 12 percent of the respondents consuming snacks three times in a day and 18 percent of the kids are having snacks more than three times. It is concluded that the snacks are provided by the parents to their kids in restricted times because of health hygienic.

10.10. OPINION ABOUT NATURE OF EATING SNACKS

Snacks is related to health maintenance because some snacks are creating obesity, breathing issue, digest issue, eye problems and more. The parents are giving more concentration in consuming snacks by their kids. The researcher made an attempt to analyse opinion about the nature of snacks and results are given in Table no 10.10.

Table 10.10 Opinion about eating snacks

DETAILS	GK		LK		BK	
	Res	Score	Res	Score	Res	Score
Healthy	5	15	7	21	19	57
Neutral	0	0	0	0	0	0
Un healthy	3	3	6	6	10	10
Total	8	18	13	27	29	67
Result	18 / 24 * 100 = 75%		27 / 39 * 100 = 69.2%		67 / 87 * 100 = 77%	

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

The above table 10.10. shows that the respondent's opinion towards the nature of eating snacks. The satisfaction score of the respondents towards nature of eating snacks is in Big Kid 77 percent, Grade school kid 75 percent and 69.2 percent for 69.2 kid. They opined that they are consuming healthy snacks only. Very few respondents are had unhealthy snacks due to non-awareness of quality of snacks.

10.11. REASON FOR PREFERRING SNACKS

Snacks had by the kids to keep their health in good condition, increase body energy level, develop immunity power and be active. The kids had their snacks for the following reasons that are taste, convenient, nutrition and available at low cost. The researcher studied about the reason for taking snacks with a preferred snack and the result is presented in table no 10.11

Table no. 10.11. Reason for preferring snacks

PARTICULARS		REASON FOR PREFERRING SNACKS				Total
		Taste	Convenience	Health Nutrition	Low Cost	
Kinds of Snacks	Chocolates	28	5	3	1	37
	Cookies	22	4	3	2	31
	Dry fruits	1	1	1	0	3
	Grains	2	0	0	0	2
	Sandwich	1	0	2	0	3
	Cake	10	1	1	1	13
	Bread	7	1	1	0	9
	Fresh Fruits	7	1	0	0	8
	Ice Creams	7	4	2	1	14
	Chats	2	0	0	0	2
	Fresh vegetables	6	0	2	0	8
	Confectionary	2	0	0	0	2
	Burger	1	0	0	0	1
Savoury	4	0	1	0	5	
Total		100	17	16	5	138

Percentages and totals are based on responses. a. Dichotomy group tabulated at value 1.

Majority of the respondents are taking snacks is for its Taste. This is the primary reason for choosing the variety of the snacks. Hence it is scored First Rank. The second rank goes to convenient aspect. It is for few products only that is chocolates, Ice creams and cookies. Third place goes to nutritional level because the kids are giving priority to healthy snacks and finally the people not considering cost of the snacks. They are consuming snacks without considering the cost.

10.12. PLACE OF BUYING SNACKS

People buying their needed products from various sources such as online shopping, retail stores, street vendor, super markets, petty shops, own manufacturing and import from various countries. Quantity of purchase is also decided through only the place. The researcher wants to know the place of purchase and the result is presented in Table No. 10.12.

Table 10.12 Place of buying snacks

PARTICULARS	GK	PER	LK	PER	BK	PER	Total Res	Overall Per
Retail stores	1	12.5	1	7.69	7	24.14	9	18
Super market	0	0	5	38.46	8	27.59	13	26
Street shops	7	87.5	7	53.85	10	34.48	24	48
Petty shops	0	0	0	0	3	10.34	3	6
Street vendor	0	0	0	0	1	3.45	1	2
Total	8	100	13	100	29	100	50	100

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

Table no 10.12 points out that among the respondents from 48 percent respondents buying snacks in street shops (87.5 percent in Grade school kid, 53.85 percent in little kid category and 34.48 percent in Big kid). Generally, 26 percent respondents are buying snacks from super market (Little Kid category 38.46 percent). 18 percent of the respondents are buying snacks from retail stores. Minimized respondents are buying their snacks from petty shops and street vendor.

10.13. EDUCATORS

The kids are getting awareness about the snacks through the various sources such as teacher, parents, self, friends and neighbours. The researcher made an attempt to analyse the role of educators and their contributions to create awareness about the snacks. The result is given in table no 10.13.

Table no 10.13. Educators

PARTICULARS	GK	PER	LK	PER	BK	PER	Total Res	Overall Per
Teacher	0	0	1	16.6	5	20	6	18.75
Parents	3	100	4	66.7	14	64	21	65.62
Self	0	0	1	16.7	3	12	4	12.5
Friends and neighbours	0	0	0	0	1	4	1	3.12
Total	3	100	6	100	25	100	32	100

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

It is observed from the above table 10.13 that 100 percent in Grade School kid category, 66.7 percent in Little kid category and 64 percent in Big kid category parents are giving education about snacks to their kids. Among the 32 respondent's 18.75 percent of respondents are getting education regarding snacks through their teacher. Rest of educating sources are secured least percentage.

10.14. CONSUMPTION QUANTITY OF SNACKS

From the above snacks items, the researcher made an attempt to analyse the quantity consumed by the kids and result is given in table no 10.14. The purchase of quantity is based on the price of product, need of the product, likeness of the product and availability.

Table 10.14 Consumption quantity of snacks

PARTICULARS	A LOT	A SOME	A LITTLE
Chocolate	11	23	14
Cookies	13	17	8
Dry Fruits	7	3	7
Grains	4	7	1
Sandwich	2	3	5
Cake	11	10	10
Bread	10	12	5
Fresh Fruits	13	9	8
Ice Creams	12	16	8
Chats	4	6	3
Fresh Vegetables	6	6	8
Confectionary	2	5	4
Burger	3	3	7
Savoury	4	9	7

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

Table no 10.14 observed that the kids are buying moderate quantity of chocolates. Second option given by the kids to buy cookies in some quantity. Ice cream is purchased in little quantity only. All other items purchased by the kids in little quantity.

10.15. OPINION ABOUT SNACKS CONSUMPTION

The researcher made an attempt to analyse the opinion towards the consumption of snacks and he has used Cronbach's Alpha analysis for a clarity of opinion results. Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. ... Cronbach's alpha is thus a function of the number of items in a test, the average covariance between pairs of items, and the variance of the total score.

Table no 10.15. Reliability statistics

Cronbach's Alpha	N of Items
.763	14

Table no 10.16 Scale statistics

Mean	Variance	Std. Deviation	N of Items
11.4800	33.602	5.79669	14

Table no 10.17 Item-total statistics

SNACKS	Mean	Standard Deviation	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Chocolate	2.42	.73095	9.0600	36.547	-.394	.809
Cookies	1.22	.81541	10.2600	30.033	.325	.754
Dry fruits	.56	.86094	10.9200	29.136	.401	.747
Grains	.36	.69282	11.1200	30.434	.352	.752
Sandwich	.4	.83299	11.0800	28.075	.547	.732

Cake	1.02	.93656	10.4600	27.968	.480	.738
Bread	.98	.97917	10.5000	27.888	.460	.740
Fresh fruits	.86	.85738	10.6200	29.465	.365	.750
Ice Creams	1.06	.79308	10.4200	29.065	.457	.742
Chats	.44	.78662	11.0400	28.692	.509	.737
Fresh Vegetables	.74	.98582	10.7400	28.441	.398	.747
Confectionary	.34	.68839	11.1400	30.041	.409	.747
Burger	.42	.78480	11.0600	29.119	.457	.742
Savoury	.66	.89466	10.8200	28.110	.495	.737

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

The minimum acceptable value for Cronbach's alpha ca 0.70; Below this value the internal consistency of the common range is low. Meanwhile, the maximum expected value is 0.90; Above this value is perceived as redundancy or duplication. There's an indication somewhere else that every kind of research can take one value as of significant reliability. So, for an exploratory research, .70 is fine. For basic research, .80. For applied research, in a controlled group of focal subjects chosen based on previous researches, .90 is a great value. The study is basically qualitative in nature and results are given in above table no 10.15 to 10.17 In order to provide a justification for the adoption of this model, a sample of 50 respondents from this model is compared with the same number from the other model. The Cronbach's alpha is calculated to be more than 0.7.

10.16. PROBLEMS FACED DUE TO CONSUMING SNACKS.

In recent era the kids are facing so many health issues due to their food practices. The products are manufactured with chemical and mixing some unwanted ingredients. It creates more issues to kids such as fat content, fatness, food poisoning, more sweetness, additives and food allergies. The following table no 10.18 shows the result.

Table no. 10.18. Problems faced due to consuming snacks

PARTICULARS	GK	LK	BK	TOTAL	Percentage
Fat in snacks	1	6	6	13	45
Food poisoning	0	0	1	01	3.5
More sweetness	1	3	3	07	24.14
Additives	1	1	3	05	17.2
Food allergies	1	0	2	03	10.4
Total	4	10	15	29	100

Source: Primary Data; (GSK – Grade School Kid; LK – Little Kid; BK – Big Kid)

It is observed from the above table 10.18 that 45 percent of the kids are affected through the fat content level. 24.14 percent of the kids are faced sweetness issue while taking snacks. 17.2 percent felt more additives in the snacks. 10.4 percent kids are having food allergies and it is affected their health also. 3.5 percent of the respondents are faced food poison and they faced digestion problem, vomiting sensation and diarrea.

10.17. ATTITUDE TOWARDS EATING SNACKS

Kids attitude differ from snacks to snacks and time to time. Attitudes are analysed in five-point scaling attributes. The attributes are Agree a Lot, agree a little, disagree a little and Disagree a lot. Score is given 5,4,3,2,1. The researcher made an attempt to analyse the attitude and Cronbach's Alpha statistics used and the result is presented in Table no 10.19 to 10.21.

Table no 10.19. Reliability statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.774	.764	18

Table no 10.20. Scale statistics

Mean	Variance	Std. Deviation	N of Items
44.4000	118.408	10.88155	18

Table no 10.21. Anova with Friedman's test

Particulars	Sum of Squares	df	Mean Square	Friedman's Chi-Square	Sig	
Between People	322.333	49	6.578			
Within People	Between Items	263.880 ^a	17	15.522	149.366	.000
	Residual	1237.787	833	1.486		
	Total	1501.667	850	1.767		
Total	1824.000	899	2.029			

Grand Mean = 2.4667. a. Kendall's coefficient of concordance W = .145.

Cronbach's alpha is a measure used to assess the reliability, or internal consistency, of a set of scale or test items. In other words, the reliability of any given measurement refers to the extent to which it is a consistent measure of a concept, and Cronbach's alpha is one way of measuring the strength of that consistency. It is computed by correlating the score for each scale item with the total score for each observation (usually individual survey respondents or test takers), and then comparing that to the variance for all individual item scores: $\alpha = \frac{(k-1)(1 - \sum ki = 1 \sigma^2 y_i \sigma^2 x)}{(k-1)(1 - \sum i = 1 k \sigma y_i^2 \sigma^2 x)}$ The resulting α coefficient of reliability ranges from 0 to 1 in providing this overall assessment of a measure's reliability. If all of the scale items are entirely independent from one another (i.e., are not correlated or share no covariance), then $\alpha = 0$; and, if all of the items have high covariances, then α will approach 1 as the number of items in the scale approaches infinity. In other words, the higher the α coefficient, the more the items have shared covariance and probably measure the same underlying concept.

The standards for what makes a “good” α coefficient are entirely arbitrary and depend on your theoretical knowledge of the scale in question, many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficients that are less than 0.5 are usually unacceptable, especially for scales purporting to be unidimensional. The coefficient value is arrived from Cronbach’s analysis is 0.774. The researcher conclude that the attitudes are highly acceptable.

11. FINDINGS

1. This study is carried out based on age. 16% of the respondents are between 5 to 6 years age group called as a Grade Schooler Kid. 26% of kids between 7 years to 8 years category so this category is called as Little kid. 58% of the respondents are falls in 9 years to 10 years category. This segment of respondents called as Big Kid.
2. 58 percent boys and 42 percent girls participated in this study. Majority of the respondents under the Big kids’ category likely 16 percent of the Boys kids and 13 percent of the Girls kids.
3. Majority of the respondents completed their primary education in all the category of kids. Cent percent of the respondents in little and big kids’ category finished the primary level education.
4. 66 percent of the kids said that the Father an earning member in a family. 30 percent of the responses are opined that father and mother is earning in a family.
5. Majority of the respondents are doing self-employment in all the category that are Grade School Kid Category 50 percent respondents, under Big Kid category 48 percent and 46 percent parents are in Little kid category.
6. Majority of the kids are living in Nuclear Family. 28 percent of the Kids are opinion that the parents are living in Joint family.
7. 62 percent of the respondents are more than 20kilogram category. 32 percent respondents are between 16kilogram and 20kilogram category. Minimized percentage of the respondents are in less than 16kilogram category.
8. 62.1 percent of the big kids are more than 125cm height category. 69.2 percent of the little kids are between 100cm and 125cm height category. 75 percent of the grade school kids are in less than 100cm category.
9. 76 percent of the respondents in all the category they are getting pocket money from their parents and remaining 24 percent of the kids are not having pocket money for buying snacks in their school.
10. Cent percent of all the category of kids are responded that they are consuming snacks in their interest.
11. 50 respondents known about the snacks through 95 sources of awareness. 38 out of 50 respondents known about the snacks through only parents and friends at 76 percent of the kids. TV advertisement is the most popular choice of 22 kids to aware about snacks.
12. 92 percent of the respondents are every day consuming snacks. Remaining 8 percentage of the kids are not having snacks regularly.
13. 14.8 percent kids are preferring to consume Ice Cream. 11.35 percent kids are consuming cake and 9.6 percent of kids prefer to buy fresh fruits. 8.7 percent respondents are consuming chocolates and bread.
14. Majority of Fizzy drinks preferred by Grade schooler, Sweetness snack is preferred by Little kids and Oil snack is preferred by Big Kids. These are all the items secured first rank.
15. Majority of the respondents are opined that the snacks are had sometimes in a day. The satisfaction score given by the sample of respondents Grade Kids level – 79.16 percent, Little kids level – 79.48 percent and Big kids level scored 73.56 percent.
16. Majority of the respondents in all category of kids have preferred snacks for the reason is “Taste”. Hence first rank is gained by this reason. The second rank gained by “Health Nutrition” and “Convenience”. “Low Cost” is gained least response compare to above reasons.
17. The sample respondents 2 is completely vegetarian and 6 is Non vegetarian in Grade school kids’ category. In Little Kids category 3 Kids are in Completely Vegetarian, 2 Kids are in Partly vegetarian, 7 Kids are in Non-Vegetarian and 1 kid is medical snacks category. Out of 29 Big Kids, 11 kids are partly vegetarian kids, 7 kids are non-vegetarian category, 6 Kids are in medical snacks category, 4 kids are purely vegetarian category and only one kid is in Traditional snacks.
18. The calculated Dichotomy value is less than one percent critical value for the opinion ‘Healthy’ and ‘Unhealthy’. In all opinion. Hence the tabulated values are highly influenced to the evening time with healthy snacks. The percentile score value is 20. Hence it can be concluded that there is an association between the snacks consuming time and opinion about the snacks. Majority of the respondents are opinion that they are taking healthy snacks at all the times.
19. 70 percent of the kids are consuming snacks two times in a day from all the category of respondents. 12 percent of the respondents consuming snacks three times in a day and 18 percent of the kids are having snacks more than three times.
20. It is inferred from the above table that majority of respondents have opined that “Normal” to eat snacks. The satisfaction score for this criterion is in Little Kids level is 71.7 percent, in Big Kids level is 64.5 percent and 62.5 percent is for Grade school kids.
21. Majority of the respondents taking snacks only on table. 10 percent of respondents are taking snacks in playing place and 4 percent of respondents are taken while walking and 2 percent of the respondents taking only when they are in bed.
22. The satisfaction score of the respondents towards nature of eating snacks is in Big Kid 77 percent, Grade school kid 75 percent and 69.2 percent for 69.2 kid. They opined that they are consuming healthy snacks only.
23. Majority of the respondents are taking snacks is for its Taste. This is the primary reason for choosing the variety of the snacks. Hence it is scored First Rank. The second rank goes to convenient aspect.
24. 48 percent respondents buying snacks in street shops (87.5 percent in Grade school kid, 53.85 percent in little kid category and 34.48 percent in Big kid). Generally, 26 percent respondents are buying snacks from super market (Little Kid category 38.46 percent).
25. The satisfaction score secured by a little kid category 82.1 percent, Grade School kid category scored 70.8 percent and Big kid category is secured 70.1 percent. Majority of the Grade School kid and Little kid category respondents are buying their snacks with an assistance of a persons.
26. Majority of kids are motivated to have snacks by his/her Mother. Hence the first rank has been allotted. Following that Father is also an influencing to have snacks and he secured second place in all the category of kids.
27. Majority of the respondents got advice from his/her father and mother to take or consume snacks. Minimized percentage of the relations are giving advice regarding consuming snacks to kids those who related to them.

28. 64 percentage of the kids getting education regarding the consumption of snacks. Among the 36 percentage of the respondents not creating awareness about snacks among the snacks.
29. 100 percent in Grade School kid category, 66.7 percent in Little kid category and 64 percent in Big kid category parents are giving education about snacks to their kids. Among the 32 respondent's 18.75 percent of respondents are getting education regarding snacks through their teacher.
30. 50 respondents 48 respondents buying chocolates, 38 respondents are buying cookies, 36 respondents are buying ice creams, 31 respondents are preferring cake, 30 respondents are preferring fresh fruits and 27 respondents are consuming bread from the market.
31. kids are buying moderate quantity of chocolates. Second option given by the kids to buy cookies in some quantity. Ice cream is purchased in little quantity only.
32. The minimum acceptable value for Cronbach's alpha ca 0.70; Below this value the internal consistency of the common range is low. Meanwhile, the maximum expected value is 0.90; Above this value is perceived as redundancy or duplication. a sample of 50 respondents from this model is compared with the same number from the other model. The Cronbach's alpha is calculated to be more than 0.7.
33. It is inferred from the above table that majority of the respondents have opined that not opting fresh fruits instead of other snacks. The satisfaction score given by Big kids at 75 percent.
34. 74 percent of kids are preferred to take their snacks only in the outside. Remaining 26 percent of kids only preferred to take their snacks at their home.
35. 29 respondents eating snacks at school in regular interval. 19 respondents are having snacks at their home.
36. This indicates a more heterogeneous or dissimilar spread of raw scores on a scale. A lower value of the standard deviation indicates a narrower distribution (more similar or homogeneous) of the raw scores around the mean. Grains scored lowest value of standard deviation 0.19795 and mean .04. Kids are not giving priority to buy this kind of snacks from the outside.
37. 45 percent of the kids are affected through the fat content level. 24.14 percent of the kids are faced sweetness issue while taking snacks. 17.2 percent felt more additives in the snacks. 10.4 percent kids are having food allergies and it is affected their health.
38. The standards for what makes a "good" α coefficient are entirely arbitrary and depend on your theoretical knowledge of the scale in question, many methodologists recommend a minimum α coefficient between 0.65 and 0.8 (or higher in many cases); α coefficients that are less than 0.5 are usually unacceptable, especially for scales purporting to be unidimensional. The coefficient value is arrived from Cronbach's analysis is 0.774. The researcher conclude that the attitudes are highly acceptable.

12. CONCLUSION

Children & adolescents are driven by taste - important to understand likes & dislikes. Adolescents are hungry! This, together with the need for convenience and the perception that healthy foods won't fill them up, may be contributors to unhealthy snacking. Parental influence plays an important role in young people's food choices. This influence may be positive or negative, usually depending on the age of the child. Information/Intervention - need to make it easy for young people to put healthy eating messages into practice. However, careful using 'healthy' labels as they can lead to negative expectation of the product General statements regarding preferred sensory characteristics are difficult to make as preferences.

13. REFERENCES

1. Lake, A.A., Mathers, J.C., Rugg-Gunn, A.J., Adamson," Longitudinal changes in food habits between adolescence (11–12 years) and adulthood (32–33 years)", April 2006.
2. Harnack, L., Walters, S.A., Jacobs, "D.R. Dietary intake and food sources of whole grains among US children and adolescents" Journal of the American Dietetic Association, 2003.
3. Ball, K., Crawford, D. "Socioeconomic status and weight change in adults": a review. Social Science & Medicine, volume 4, issue 3, 2010,
4. James, J., Nadeau, D., & Underwood, A, "A revolutionary eating plan for optimum Health", Hyperion, 2003.
5. Hwang, J., & Lorenzen, C. L," Effective nutrition labeling of restaurant menu and pricing of healthy menu". Journal of Foodservice, volume 19, issue 5, pg no270–276.
6. Hurst, A, "Emerging trends in college and university food service", Journal of College & University Foodservice, volume 3, issue 3, 2003.
7. Horacek, T. M., & Betts, N. M. "Students cluster into 4 groups according to the factors influencing their dietary intake", Journal of the American Dietetic Association, 1998.
8. Hekler, E. B., Gardner, C. D., & Robinson, T. Nefesh of a college course about food and society on students' eating behaviors", American journal of preventive medicine, volume 38, Issue 5, pg no 543–547, 2010.
9. Grainger, C., Senauer, B., & Runge, C. F, "Nutritional Improvements and student food choices in a school lunch program", Journal of Consumer Affairs, volume41, issue 2, pg no 265-284, 2007
10. Flegal, K. M., Carroll, M. D., Ogden, C. L., & Johnson, C. L, "Prevalence and trends in obesity among US adults, 2010-2012". Journal of the American Medical Association, 2013.
11. Fitzpatrick, M. P., Chapman, G. E., & Barr, S, "Lower-fat menu items in restaurants satisfy customers", Journal of the American Dietetic Association, volume 5, pg no 510–514, 1999.
12. Driskell, J. A., Kim, Y. N., & Goebel, K. J, "Few differences found in the typical eating and physical activity habits of lower-level and upper-level university students", Journal of the American Dietetic Association, volume105, issue 5, pg no 798– 801, 2005.
13. Davy, S. R., Benes, B. A., & Driskell, J. A, "Sex differences in dieting trends, eating habits, and nutrition beliefs of students", Journal of the American Dietetic Association, volume 106, issue10, pg no 1673–1677, 2006.
14. Butler, S., Black, D., Blue, C., & Grete beck, R," Change in Diet, Physical activity, and body weight in female", American Journal of Health Behavior, volume28, issue 2, pg. no 24-32, 2004.
15. Brown, L. B., Dresen, R. K., & Eggett, D. L, "students can benefit by participating in a prepaid meal plan", Journal of the American Dietetic Association, volume 105, issue 3, pg no 445–448, 2005.

16. Bowman, S. A., Gortmaker, S. L., Ebbeling, C. B., Pereira, M. A., & Ludwig, D. S, “Effects of fast-food consumption on energy intake and diet quality among children in a national household survey”, *Pediatrics*, volume 113, issue 1, pg no 112, 2004.
17. Birch, L. L, “Development of food preferences”, *Annual review of nutrition*, volume 19, issue 1, pg no 41–62, 1999.
18. Stephan Marette, Sylvie Issanchou, Sandrine Monnery-Patris, “Are Children more Paternalistic than their Mothers when Choosing Snacks?” *Journal of Economic Psychology*, Volume 55, Pg no: 61-76, Aug 2016.
19. Chelsie Yount-Andreacuta, “Snack Sharing and the Moral Metalanguage of Exchange: Children's Reproduction of Rank-Based Redistribution in Senegal”, *Journal of Linguistic Anthropology* , Volume 26, issue 1, Pg no 41-61, May 2016.
20. Ruby Natale, Stephanie Camejo, Lee M Sanders, “Communities Putting Prevention to Work: Results of an Obesity Prevention Initiative in Child Care Facilities”, *Journal of Research in Childhood Education*, Volume 30, issue 3, Pg no 306-31, 2016.
21. Degotardi, Sheila, Torr, “Infant-Toddler Educators' Language Support Practices during Snack-Time”, *Australian Journal of Early Childhood*, Volume 41, issue 4, Pg no: 52-62, 2016.
22. Sunita, Ravindra, “Impact of Tv Advertisement on Children with Special Reference to Confectionary Products (biscuits; Snacks; Ice-Cream and Chocolates) in Rewari District, Haryana”, *International Journal of Social Science and Interdisciplinary Research*, Volume 4 , issue 11, PP: 10-19, Nov 2015.
23. Rachma Indah Nurbani, “Food Price Volatility and the Worrying Trend in Children's Snacking in Indonesia”, *IDS Bulletin*, Volume 46 issue 6, Pg no 90-97, , Nov 2015.
24. Soo Hoon Lee; Lay Wah Lee “ Promoting Snack Time Interactions of Children with Autism in a Malaysian Preschool”, *Topics in Early Childhood Special Education*, Volume 35, issue 2, Pg no 89-101, Aug 2015.
25. Laura Enax, Bernd Weber, “Food Packaging Cues Influence Taste Perception and Increase Effort Provision for a Recommended Snack Product in Children”, *Frontiers in Psychology*, Jul 2015.

