

Societal Changes And Its Impact On Food Habits

Dr.Kotigari Reddi Swaroop, Dr. Repalle Giddaiah

Abstract : The social change in India is more complex, more societal changes are happening in the country, people are shifting from rural to urban, per capita income is growing, literacy is increasing, number of working women are becoming more, per capita consumption of the livestock is increasing, per capita growth of India is increasing, house hold size is decreasing in this situation people are shifting their food habits towards the processed food, there is a shift towards the healthier food, there a shift towards the meat related products and there is shift towards the more caloric food. The present paper mainly focuses on the societal changes and their impact on the food habits of the people

Index Terms: Societal changes, Food habits, migration, Percapita Income, literacy, food, processed food



1. INTRODUCTION

Social change is the alteration of culture and alteration of the social organization or structure over time. In the present world we are aware that society is not stable the factors like social, political, Economic and cultural changes influence constantly (Arce & Marsden, 1993). There are a range of classical theories and research methods available within sociology to study the social change. The social change is the alternation or modification that takes place in a social structure or function of a society. Social changes can occur from the changes in the technology, Beurocritization, competition, conflicts, urbanization, lack of resources and depletion of resources, cultural changes and industrialization etc., (Cuevas, Novillo, Campos, Dacar, & Ojeda, 2010) (Erickson) (Gofton, 1995) Not everyone likes the same food, but some foods are particularly popular and some are unpopular. The taste, texture and appearance of foods can also affect the people in different ways; People should choose a balanced diet with a wide range of foods. Most foods are grown in a particular season these are called 'seasonal foods'. Technology and the import of food, however, has allowed food to be available all the year. Frozen foods such as vegetables are of a great alternative to fresh, if they are unavailable. According to MOHW report Malnutrition and Anemia (2011) there is a persistent level of malnutrition with over 40% of children and 36% of adults and women classified as undernourished. The reasons for such high levels of malnutrition and anemia are complex (Lummel, 2016). They include poverty, gender inequity, specific dietary patterns and recurrent illness, all these acting in conjunction. Patriarchy and gender discrimination contribute to malnutrition levels by early age of marriage and birth of the first child, reduced access to nutrition during critical periods like pregnancy, lactation, adolescence and the first five years of life, and less access to education and health care. Keeping girls in schools till they complete adolescence could be one of the most effective health measures. The main reason of the malnutrition is lack of resources and another main reason is Social change. The social change is the alternation or modification that takes place in a social structure or function of a society

2 REVIEW

The below listed are the societal changes and how it will impact on the food habits of the people, for this study there is a vast literature is available, by studying this it reveals about how people changed their food habits and necessary outcomes are also depicted with the previous literature study.

Age and their role in food consumption:

The middle & old age groups are more calorie cautious when compared to adult and children because of The nature of urban jobs leads to obesity and diabetes and it is rapidly increasing in the developing countries when compared to the rural areas especially in old and middle age groups and there is a decrease of sugar intake, fats and animal products in them (Ercsey-Ravasz, Toroczka, Lakner, one, & 2012) (Galef, 1993). Whenever there is an increase in disposable income people shift from plant based protein to animal based protein and processed food. The daily energy intake for the low-status strata was 1600 kcal, whereas the high-status strata consumed 3000 kcal, Even though the increase in disposable income may not lead to improvement in dietary quality the availability of these food is a major concern and powerful approach for selection of these dietary food (Rotberg, Rabb, & Boserup). Educated class may adopt healthy life style by choosing nutritious balanced lifestyle diet, but when people have less choices in that area people will choose less balanced diet forcibly.

Urban and rural area impact on food consumption

In urban areas there will be more access to the processed foods rather than organic foods so, they tend to eat ready to eat foods, which will be tasty, colorful and have more flavors even though there is no nutritional and balanced diet people tend to attract towards this items and consume the products and it is completely laden by fats and oils and consist of animal protein this leads people to realize the adverse effects from fast foods (values & 2014) (nutrition & 2004). The processing food has destroyed most of the advantages of the original food product with poor nutritional value. The rapid expansion of super markets, departmental store, wholesale stores and retail stores in urban areas had given an opportunity for foreign suppliers to use this infrastructure and to provide this imported foods for more competitive price to the people (Starr, 2010). super markets has a strong influence on food choices, weight and health of the consumers. Supermarkets in collaboration with big food manufacturers have together transformed the country itself (Galef, 1993) (Starr, 2010) (Ercsey-Ravasz M. , Toroczka, Lakner, & Baranyi, 2012). Refrigeration of stock and a larger variety of produce from across the world at more affordable prices and

- Dr. Kotigari Reddi Swaroop, Assistant Professor, School of Management, Reva University, India, PH-8328031388.
E-mail: reddi.swaroop@gmail.com
- Dr.Repalle Giddaiah, Assistant Professor, School of Economics and Commerce, CMR University, India, PH-8147520887,
E-mail: drrepalle@yahoo.com

the increasing in floor space opened a door for manufacturers and retailers to showcase a widening range of products and gave consumers an opportunity to compare products and select their preferred choice (Lummel, 2016) (Gofton, 1995). Social facilitation effect leads to lower levels of food consumption when people eat alone and to higher levels when eating occurs in a group setting, especially when the groups are composed of familiar people. Family and friends provide a source of modeling and peer pressure for consuming particular foods, including higher-fat foods, and for trying new foods. Impact of Trade Policies, FDI & their role in food consumption: The changes in trade policies has resulted in the rise of meat availability, processed food and its consumption has risen (Burns, 2004). They have pointed out that these policies of trade liberalization have impacted health of the consumers by contributing to nutrition transition. This transition is associated with rise in the rates of people suffering from obesity and other chronic disease (Lummel, 2016). Trade liberalization has led to people to consume more processed and high calorie food which is poor in nutrient content and this has happened due to removal of trade barriers in foreign investment. After the incorporation of foreign direct investment by food companies the availability of processed food has become more evident in developing countries. FDI has brought about revolutionary change to enter in new markets. Due to this flow of FDI many global retail multinationals have come up (values & 2014) (Blaga R., et al., 2007). The increase in level of FDI has led to a nutrition transition and the processed food market takes a different turn and more unhealthy and processed food is readily available in developing countries.

Increase in Literacy Rate:

The increase in literacy includes the appreciation and understanding of flavor, quality, pleasure and artistry of food production and convivial eating (Starr, 2010). Some products green wash themselves as healthier, marketing techniques also encourage purchases of food products labeled as "healthier," however, raises issues related to the appropriateness of such methods (Rahman & Reynolds, 2019). Health claims for one attribute of a particular product (e.g., low-fat) also raise issues because foods may be healthier for one reason, but rather unhealthy for other reasons.

Cultural Impact on Food:

Modern western culture has a major impact on the levels of consumption and it should not exceed the basic need. Culture, religion and traditional knowledge affect the food, nutrition, community diet, food preferences, child feeding practices, knowledge on nutrition and other preparation and processing techniques (Opuszynski, Biology, & 1993). Some foods and drinks are taboo in certain religions and in some religions they are accepted.

Changes in food consumption due to working women

There has been an increase in working women and managing the home and work become very tuff and for then convenience become the driving factor for consumer purchases (Gofton, 1995) and advances in the food technology makes women to cook food in minutes and because of work and other related stress women are taking lower energy and less nutritious diet and they are mainly depending on the ready to eat foods

rather than traditional organic food (Niehof, 2010) (Arce & Marsden, 1993).

3 BACKGROUND AND METHODOLOGY

Unhealthy eating habits and inactivity affect the quality of life and cause disabilities. Good nutrition provides essential nutrients that act as a building block for life and energy source. The nutrition is very important in improving the immune system of the body and it also decreases the humanitarian diseases arising from the malnutrition, With the good nutrition we can decrease the death rate and it also lead to healthy and potential human development. The study is mainly descriptive in nature and secondary data is used and it is collected from the various sources such as websites, journals, reports, statistics from the government of India etc., Scope is limited to Indian population and their food habits. The food we eat will tells were we are from and our cultural profile. The food thus we eat should be nutritious but this is lacking in the developing countries and under developed countries. To determine how the Indian society is changing below are the statistics which reveals the changing pattern of the society.

3.1 Migration:

Table 3.1 Distribution of Migrants in India (percentage)						
Streams	Male			Female		
	2001 Census	1999– 2000 NSSO	2007– 2008 NSSO	2001 Census	1999– 2000 NSSO	2007– 2008 NSSO
Rural to Rural	36.3	32.3	27.1	72.4	70.3	70
Rural to Urban	34.2	34.3	39	13.5	14.4	14.8
Urban to Rural	6.2	10.7	8.9	4.1	5.2	4.9
Urban to Urban	23	22.6	24.8	9.9	10.1	10.3
Total	100	100	100	100	100	100
<i>Source: Census of India 2001; NSSO, 2010.</i>						
<i>Note: Rural-urban unclassifiable is excluded.</i>						

Table 3.1 shows the composition of migration streams by sex. It is seen from the table that the rural to urban stream has the largest proportion of male migrants (39% in 2007–08) followed by the rural to rural stream (27%). Amongst females, rural to rural migration is the dominant form of migration followed by rural to urban. However, between 2000 and 2007, the percentage of female migrants across different streams has not changed that much. In other words, it indicates that the female migration was more or less in equal intensity across all streams of migration, whereas this is not the case with male migration. Though rural to rural male migration has definitely declined, rural to urban has significantly increased in recent years with some increase in urban to urban male migration.

3.2 Women Employment:

The societal changes in India have been a major factor in changing the role and status of women. The segregation of women was an elite form of showing class distinction and family status. The modern family seeks to improve its social position through rising in the economic ladder in which there is greater comfort and a greater promise for a better future for their children. The rural women have been working in fields and farms from time immemorial. The significant thing is the new opportunities for women in the non-agricultural sector.

Table 3.2 Employment of Women Workers in Public and Private Sectors in India (1990 to 2010)			
(In ' 000)			
Years	Employment as on 31st March		
	Public Sector	Private Sector	Total
1990	2250.1	1393.6	3643.7
1995	2600.4	1627.5	4227.9
2000	2857	2065.8	4922.8
2005#	29.21	20.95	50.16
2010#	31.96	26.63	58.59

figures in lakhs, Source : Ministry of Labour and Employment, Govt. of India.

The above table 3.2 depicts the employment of women workers in the public and private sector, it was seen that there is gradual increase from the year 1990 to 2010 in every 5 years. In all the years the women workers are more in the public sector when compared to the private sector. In the year 1990 total women employees are 3463.7 thousands, in 1995 the women employees were increased to 4227.9, further in 2000 it was 4922.8 thousands, in the year 2005 the total women's working were 50.16 lakhs and in 2010 the total women's working were 58.59 lakhs .

3.3 Literacy in India:

Table 3.3 Literacy Rate in India (As per 1951 to 2011 Census)							
States/UTs	1951	1961	1971	1981	1991	2001	2011
India	18.33	28.3	34.45	41.43	52.22	64.84	72.99

Source: Office of the Registrar General and Census Commissioner, India & Planning Commission, Govt. of India.

The above table 3.3 depicts about the literacy in India from 1951 to 2011 there is a steady increase can be seen from 1951, the 1951 literacy rate is 18.33 percent, in 1961 it is increased to 28.3 percent further in 1971 it is 34.45 percent with gradual increase in 1981, 1991 and 2001 which includes 41.43 percent, 52.2 percent and 64.84 percent respectively and in 2011 the literacy rate is 72.9 percent.

3.4 Per capita growth:

Table 3.4 Percentage Growth Rate of Per Capita in India										
{(At Constant 2004-05 Prices) (2005-2006 to 2014-2015)}										
	% Growth									
	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15
India	7.75	7.89	8.07	4.69	6.76	6.79	5.10	2.12	2.70	-

Source: Central Statistical Organization.

The above table 3.4 represents the percentage growth rate of per capita in India from 2005-06 to 2014-15, the highest per capita growth can be seen in the year 2007-2008 that is 8.07 and least per capita growth is seen in the year 2012-13 that is 2.12, The per capita growth in the year 2013-14 is 2.70 it is slightly higher than the previous year 2012-13 which is 2.12 but it is very less when compared to 2007-08. There is a gradual up and down can be observed every year.

3.5 Per Capita Production and consumption of food grains in India:

Table 3.5 Per Capita Production and Consumption of Food grains in India (2008-2009 to 2011-2012)		
(In Kg. Per Capita)		
Year	Production	Consumption
2008-09	204.8	202.2
2009-10	188	182.4
2010-11	197.2	197.9
2011-12	202.1	-

Source : Lok Sabha Unstarred Question No. 3361

The above table 3.5 represents the per capita production and consumption of food grains in India from 2008-09 to 2011-12, in the year 2008-09 the production of the food grains is 204.8 and the consumption was 202.2, in the year 2009-10 the production is decreased and to 188 and the consumption is also decreased to 182.4 , in the year 2010-11 the production was 192.7 and the consumption is 197.9 which is slightly higher than the previous year.

3.6 Per capita consumption of livestock products:

Table 3.6 Per Capita Consumption of Livestock Products in India (1980,1990 and 2000)			
(Kg/Person/Year)			
Commodity	1980	1990	2000
Milk	40.4	54.9	66.9
Meat	3.7	4.5	4.5
Egg	0.7	1.2	1.5

Source : Annual Report 2003-2004, Ministry of Agriculture, GOI.

The above table 3.6 depicts about the per capita consumption of livestock products in India in the year 1980 to 2000, in 1980 the milk consumed in the year was 40.4 kg/person/ year, and it is increased in the year 1990 that is 54.9 kg/person/ year and in the year 2000 it is again increased to 66.9 kg/person/ year. The meat consumption in the year 1980 is 3.7 kg/person/year and it gradually increased to 4.5 kg/person/year in the year 1990 and 2000 it remained same that is 4.5. The egg consumption in the year 1980 it was 0.7 kg/person/year and it is increased in the year 1990 to 1.2 kg/person/year and further it increased in the year 2000 to 1.5 kg/person/year.

3.7 Changes in the household Size:

In India, Indian family system has undergone drastic changes in response to the development in terms of the industrialization, education and urbanization. Industrialization and urbanization, leading to accelerated rate of rural-urban migration, diversification of gainful economic activities and individual-friendly property laws, had consequential impact in terms of drastic reduction in the size of family in the country.

Table 3.7 Number of households, population, and average household size

Year		No. of Households	Growth Rate	Population	Average household size
1971	Total	99,662,971		528,917,868	5.3
	Rural	78,925,295(79.192)		421,951,334	5.3
	Urban	20,737,676(20.80)		106,950,831	5.2
1981	Total	118,832,680		659,300,460	5.5
	Rural	90,124,596(75.84)	14.18%	502,880,692	5.6
	Urban	28,708,084(24.15)	38.43	156,419,768	5.4
1991	Total	148,165,097		816,169,666	5.5
	Rural	108,227,175(73.04)	20.08%	602,885,849	5.6
	Urban	39,937,922(26.95)	39.11%	213,283,817	5.3
2001	Total	187,096,612		991,811,100	5.3
	Rural	132,376,300(70.75)	22.31%	711,647,289	5.4
	Urban	54,720,312(29.24)	37.01%	280,163,811	5.1

Source: Census of India

The above Table 3.7 depicts that average household size between the years 1971-2001. It may be seen that the average household size at national level has declined slightly from 5.5 in 1991 to 5.3 in 2001. Similar pattern has been noted for rural and urban households. During the decade 1971-1981 the population growth was higher than the growth in households, a phenomenon which saw a turnaround during 1981-1991 when the number of households grew at a faster pace than the population and thereafter even faster rate in the last decade (1991-2001). This is perhaps indicative of growing nuclearization of families in the society which is more evident in urban area than in rural.

3.8 Employment:

The participation of women in the labor force has always been lower than that of men, in both rural and urban areas, with the difference more pronounced in urban areas. In rural areas, women mainly work on farms, carrying their young children with them. As the number of nuclear families increases in urban areas, women find it difficult to handle careers alongside their responsibilities with regard to children. Female literacy is low in India compared to Western countries due to the traditional social attitude that accepts the subjugation of women. In low-income families, often the male child is educated at the expense of the female. According to Institute for Population Studies statistics, India has one of the highest percentages of illiterate females in the world, a fact that is directly leading to lesser employment opportunities. Acknowledging this, the Indian government has made female education a priority through its universal primary education program the Sarva Shiksha Abhiyan or 'Education for All' initiative, which places special emphasis on female education and the achievement of gender parity leading to better employment opportunities. The below Table 3.8 depicts a gradual percentage increase in employment of males over the years especially the work participation rates in 2011 rural (53.0%) and urban recording (53.8%). Although female work participation rate of 25.5% in the year 2011, it has increased over time yet it is far less than the male work participation rate of 53.3%.

Table 3.8 Work participation rate in India

Year	Rural/Urban	Persons	Male	Growth Rate	Female	Growth Rate
1971	Total	33.08	52.61		12.11	
	Rural	34.03	53.62		13.42	
	Urban	29.34	48.82		6.68	
1981	Total	36.70	52.62		19.67	
	Rural	38.79	53.77	0.15	23.06	9.64
	Urban	29.99	49.06	0.24	8.31	1.63
1991	Total	37.50	51.61		22.27	
	Rural	40.09	52.58	-1.19	26.79	3.73
	Urban	30.16	48.92	-0.14	9.19	0.88
2001	Total	39.10	51.68		25.63	
	Rural	41.75	52.11	-0.47	30.79	4
	Urban	32.25	50.60	1.68	11.88	2.69
2011	Total	39.8	53.3		25.5	
	Rural	41.8	53.0	0.89	30.0	-0.79
	Urban	35.3	53.8	3.2	15.4	3.52

Source: Office of the registrar general, GOI

4 IMPLICATIONS OF SHIFT ON FOOD INDUSTRY

Farmers need to understand the shift in food habits and accordingly they have to plan their cultivation process of that particular crops and they need focus more on to produce the fruits, vegetables, grains which are organic because the people are becoming more health conscious and shifting their habits to eat more fruits and vegetables in urban areas especially. Scientists need to develop superior advanced technologies in order to improve the productivity of the crops, the main shift is towards the processed food and its packaging to improve the life span of the product, and scientists need to work on storage of the food and packaging of the food to increase the life span of the product. Marketers need to use the word healthier or organic in order to make the customer to know that it is a healthier product, people are now become more health conscious so, in order catch that market competition and to motivate the people this word should be included in packaging. Policy makers need to encourage the healthier products by banning the harmful products which was proved in case of Magi noodles and BT Brinjal which were banned by the government and government need to take regular check on this products that are in the market and the products that harm the health of the people in future they should ban such type of products and should be punished.

5. CONCLUSION:

The above literature gives idea on how the societal changes impact on the food habits of the people, the important food habit changes are by when there is a raise of income the consumers shift their consumption patterns to higher fat foods, ready-made processed foods and animal source food, with the influence of the urbanization the consumption pattern is shifting to the more caloric food because of the availability and the expansion of the super market there is no balanced diets are seen because family, friends, peers will influence the consumption patterns of the individual and also influence them to try new foods which contains high fat, the increase in the literacy rates of the people will increase the consumption pattern and shift their food habits towards the consumption of the fruits, vegetables and also motivates them to take food

containing different flavor, quality, pleasure and artistry. With the impact of culture the religions will restrict the consumption of high nutritious food and which in turn favor's the consumption of the low nutritious food which are not otherwise taboo, they usually include their food with low nutritious food, With the increased working women convenience become the driving factor and consumption pattern is shifting to ready-made processed food which are easy to cook. Further research can be done on the type of food consumption in different age groups, and what are the factors that affecting food consumption and why the shift in food habits are really happening in this detailed study can be taken up.

BIBLIOGRAPHY

- [1] Arce, A., & Marsden, T. (1993). The social construction of international food: a new research agenda. *Economic Geography*, 69(3), 293-311.
- [2] Arce, A., geography, T.-E., & 1993, u. (1993.). The social construction of international food: a new research agenda. Taylor & Francis.
- [3] Blaga, R., Durand, B., Antoniu, S C.-T., & et al. (2007). A dramatic increase in the incidence of human trichinellosis in Romania over the past 25 years: Impact of political changes and regional food habits. *ASTMH*.
- [4] Blaga, R., Durand, B., Antoniu, S., Gherman, C., Cretu, C., Cozma, V., et al. (2007). A dramatic increase in the incidence of human trichinellosis in Romania over the past 25 years: Impact of political changes and regional food habits. *American Journal of Tropical Medicine and Hygiene*, 76(5), 983-986.
- [5] Burns, C. (2004). Effect of migration on food habits of Somali women living as refugees in Australia. *Ecology of Food and Nutrition*, 43(3), 213-229.
- [6] Cuevas, M., Novillo, A., Campos, C., Dacar, M., & Ojeda, R. (2010). Food habits and impact of rooting behaviour of the invasive wild boar, *Sus scrofa*, in a protected area of the Monte Desert, Argentina. *Journal of Arid Environments*.
- [7] De Blok Berber, B., Vlieg-Boerstra, J., Elberink, J., Duiverman, E., Dunngalvin, A., O', J., et al. (2007). Chapter A framework for measuring the social impact of food allergy across Europe: a EuroPrevall state of the art paper.
- [8] De Blok, B., Vlieg-Boerstra, B., Oude Elberink, J., Duiverman, E., DunnGalvin, A., Hourihane, J., et al. (2007). A framework for measuring the social impact of food allergy across Europe: A EuroPrevall state of the art paper. *Allergy: European Journal of Allergy and Clinical Immunology*, 62(7), 733-737.
- [9] Ercsey-Ravasz, M., Toroczka, Z., Lakner, Z., & Baranyi, J. (2012). Complexity of the international agro-food trade network and its impact on food safety. *PLoS ONE*, 7(5).
- [10] Ercsey-Ravasz, M., Toroczka, Z., Lakner, Z., one, J.-P., & (2012). Complexity of the international agro-food trade network and its impact on food safety. *journals.plos.org*.
- [11] Ericksen, P. (2002.). Conceptualizing food systems for global environmental change research.
- [12] Frewer, L., Miles, S., & Marsh, R. (2002). The media and genetically modified foods: Evidence in support of social amplification of risk. *Risk Analysis*, 22(4), 701-711.
- [13] Frewer, L., Miles, S., (2002.). The media and genetically modified foods: evidence in support of social amplification of risk. Wiley Online Library.
- [14] Friberg, S., Larsson, K., & Sjoblom, J. (2003). Food emulsions.
- [15] Galef, B. (1993). Functions of social learning about food: a causal analysis of effects of diet novelty on preference transmission.
- [16] Gerontologist, K.-T.(1975). Preliminary observations on media use and food habits of the elderly. *academic.oup.com*.
- [17] Gofton, L. (1995). Dollar rich and time poor?: Some problems in interpreting changing food habits. *British Food Journal*, 97(10), 11-16.
- [18] Gray, L., Guzman, P., Glowa, K., & Drevno, A. (2014, 2). Can home gardens scale up into movements for social change? The role of home gardens in providing food security and community change in San Jose, California. *Local Environment*, 19(2), 187-203.
- [19] Gray, L., Guzman, P & Glowa, (2014). Can home gardens scale up into movements for social change? The role of home gardens in providing food security and community change in San Jose, California. Taylor & Francis.
- [20] Gregory, P., Ingram, J., & Brklacich, M. (2005). Climate change and food security. *Philosophical Transactions of the Royal Society B: Biological Sciences*. 360, pp. 2139-2148. Royal Society.
- [21] Guthrie, J., Lin, B., behavior, E.-J., (2002). Role of food prepared away from home in the American diet, 1977-78 versus 1994-96: changes and consequences. Elsevier.
- [22] Hinrichs, C. (2014). Transitions to sustainability: A change in thinking about food systems change? *Agriculture and Human Values*, 31(1), 143-155.impact on food habits - Google Scholar. (n.d.). Retrieved from https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=impact+on+food+habits&btnG=Journal,
- [23] https://www.who.int/nutrition/publications/micronutrients/global_prevalence_anaemia_2011/en/ (MOHW report Malnutrition and Anemia
- [24] Laberal rumre (1995). Dollar rich and time poor? Some problems in interpreting changing food habits. *emeraldinsight.com*.
- [25] Jyoti, D., Frongillo & E.stre S.T., (2005). Food insecurity affects school children's academic performance, weight gain, and social skills. *academic.oup.com*.
- [26] Lummel, P. (2016). Food and the City in Europe since 1800.
- [27] Mammaly, O.-J., (1984.). Food habits and prey impact by feral and house-based domestic cats in a rural area in southern Sweden. *academic.oup.com*.
- [28] McMichael, P. (2016). Development and social change: A global perspective.
- [29] Min, H., & Galle, W. (1997). Green Purchasing Strategies: Trends and Implications. *International Journal of Purchasing and Materials Management*, 33(2), 10-17.
- [30] Nelson, M., Ingram, S., Dugmore, A., Streeter, R., Peeples, M., MCGovern, T., et al. (n.d.). Climate challenges, vulnerabilities, and food security.
- [31] Niehof, A. (2010). Food, diversity, vulnerability and social change: Research findings from insular Southeast Asia.
- [32] nutrition, C.-E., & 2004, u. (n.d.). Effect of migration on food habits of Somali women living as refugees in Australia. Taylor & Francis.
- [33] Opuszynski, K., & Shireman, J. (1993). Food habits, feeding behaviour and impact of triploid bighead carp,

- Hypophthalmichthys nobilis, in experimental ponds. *Journal of Fish Biology*, 42(4), 517-530.
- [34] Prigioni, C., Balestrieri, A., *ZOOLOGICA-PRAHA*-(2006.). Food habits of the coypu, *Myocastor coypus*, and its impact on aquatic vegetation in a freshwater habitat of NW Italy. *academia.edu*.
- [35] Rahman, I., & Reynolds, D. (2019). The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality and Tourism Administration*, 20(1), 47-74.
- [36] Ramayah, T., Lee, J., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), 1419-1427.
- [37] Raulio, S., Roos, E., & Prättälä, R. (2014.). School and workplace meals promote healthy food habits. 987-992.
- [38] Rodríguez-Tadeo (2014.). Food neophobia: impact on food habits and acceptance of healthy foods in schoolchildren. *europemc.org*.
- [39] Rotberg, R., Rabb, T., & Boserup, E. (n.d.). Hunger And History: The Impact Of Changing Food Production And Consumption Patterns On Society. social changes and its impact on food - Google Scholar. (n.d.). Retrieved from https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=social+changes+and+its+impact+on+food&btnG=societal+changes+and+its+impact+on+food
- [40] Souza, C., & Taghian, M. (2011). advertising themes Green advertising effects on attitude and choice of advertising themes. 17(3), 51-66.
- [41] Starr, A. (2010). Local Food: A Social Movement?
- [42] values, C.-A.,(2014). Transitions to sustainability: a change in thinking about food systems change? Springer.