



STUDY OF RELATIONSHIP BETWEEN ONLINE FOOD ORDERING, LIFESTYLE AND STUDY HABITS OF SECONDARY SCHOOL STUDENTS

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ABSTRACT

The present study was conducted on the sample of 59 randomly selected secondary level students taken from various schools of Chandigarh to show the relationship between online food ordering, lifestyle and study habits. The raw data was collected by administering the scales, Online Food Ordering, Lifestyle and Study Habits constructed and validated by the investigators themselves. The values of coefficient of correlation were calculated to study the relationship among the variables. The result indicated that the people with sedentary and passive lifestyle prefer to order food online more and more and vice versa. Also, students with good study habits have less tendency to order food online and vice versa. However, healthy lifestyle led to good study habits.

Key words: Online Food Ordering, Study Habits, Lifestyle, Sedentary lifestyle.

INTRODUCTION

For the past few years the life of teenage students have undergone a radical change. Their lifestyles, study habits, social lives, entertainment options and other activities have undergone a major shift. With a mobile in their hand, everything seems to be just a click away.

These days most parents are working which leaves these teenagers on their own at home. There is an increased pressure to excel in academic as well as in the field of co-curricular activities. More and more students are opting for extra coaching classes to cope up with the growing competition. As a result their physical activity is diminishing day by day. All these stresses and digital media distractions are changing the lifestyles of teenagers in big ways.

They are sitting most of the time, spending hours on tuitions or on video streaming apps like Netflix, Amazon Prime and social media platforms. Outdoor games, activities and family social gatherings have gone down on their priority list.

This kind of sedentary lifestyle is not only affecting the health of the teenagers but also influencing their study habits. More time on television, computers, and laptops leaves less room for regularity in study habits. Also the urge to check the mobile time and again for notifications, text messages etc. makes it difficult to concentrate on the studies. This transforms the teenagers into procrastinators who complete and prepare for assignments and exams at the last minute.

The compound effect of these things can also be seen in the ways the food choices of teenagers are changing. Their food preferences are inclining towards junk and fast food instead of simple

homemade food. Instant noodles and soft drinks seem more luring than eating fruits and drinking milk. Fast food provides them with an artificial sense of satisfaction when they feel stressed due to deadlines for assignments or preparations for exams. Nutritional values of the ordered food hold little value for them. Fatima & Rao (2018) assessed the online food practices of nutrition students and found that “79% of their subjects did not consider nutritional value of food while ordering food online”.

This is where online food ordering comes into the picture. It is a very easy and convenient way to order food from your favourite restaurant or food outlet even at odd hours. The online food ordering apps like Zomato and Swiggy promise to deliver piping hot Pizza, Burger and other things in few minutes. So whether you are couching in front of a Netflix show or studying at night, your favourite food is simply a click away. In small families, where both parents are working, one may order food for the family. Even when the parents are away for work or any social commitment, online food seem to reduce the hassle of preparing something to eat. Also ordered food may seem to be spicier, tastier and more attractive. Financial status of the parents not only affects the lifestyle of their child but also determines the number of times the child can order food online.

Online food ordering

Online food ordering is “the process of ordering food from a website or other application. The product can be either ready-to-eat food (e.g., direct from a certified home-kitchen, restaurant, or a ghost kitchen) or food that has not been specially prepared for direct consumption (e.g., vegetables direct from a farm/garden, frozen meats. etc)”. [1]

“The Online Ordering System can be defined as a simple and convenient way for customers to purchase food online, without having to go to the restaurant. This system is enabled by the internet – it is the internet that connects the restaurant or the food company on one hand, and the customer on other hand.” [2]

“An online food ordering system can be defined as software that allows restaurant businesses to accept and manage orders placed over the internet.” [3]

In this present study the meaning of online food ordering is not limited to orders placed via the internet but all those means used which delivers food to the customer’s doorstep and the customer does not have to go out to procure the food. It includes, placing orders over the phone, ordering via a restaurant’s/ food company’s website, using food delivery services like Zomato, Swiggy, Food Panda etc.

Lifestyle

The American Heritage[®] Dictionary of the English Language (2009) defined lifestyle as, “a way of life or a style of living that reflects the attitudes or values of a person or group”.

Business Dictionary defines lifestyle as, “a way of living of individuals, families (households), and societies, which they manifest in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is expressed in both work and

leisure behavior patterns and (on an individual basis) in activities, attitudes, interests, opinions, values, and allocation of income. It also reflects people's self-image or self-concept; the way they see themselves and believe they are seen by the others. Lifestyle is a composite of motivations, needs, and wants and is influenced by factors such as culture, family, reference groups, and social class". [4]

In the present study lifestyles of adolescents have been discussed in the context of active/ healthy in comparison to passive/ sedentary lifestyle. Those who exercise regularly, prefer nutritious homemade food than junk food, have regular sleeping patterns, like outdoor activities and sports are assumed to have healthy lifestyle. Whereas, those who spend more time on digital media, avoid exercising, prefer to eat fast food, remain awake at night are assumed to have sedentary lifestyle.

Study Habits

Good (1973) defined study habits as, "the students way of study whether systematic, efficient or inefficient etc."

Your Dictionary (2018) defines study habits as, "the definition of study habits are the behaviors used when preparing for tests or learning academic material".[5]

In the present study the researcher has considered regular and planned study habits as good. These habits include less digital media distractions, anxiety and stress.

Whereas, erratic way of working, studying just before the deadlines and more media distractions while studying are grouped under bad study habits.

REVIEW OF RELATED LITERATURE

El-Kader1 and Mohammad (2013) studied the relationship between lifestyle, general health & academic scores of nursing students and found that "there was a positive relationship between health status, health habits and academic scores. Also healthy lifestyle behaviors have impacts on students health and academic scores".

Madhvapaty&Dasgupta (2015) studied lifestyle trends on changing food habits of Indian Consumers and found that "there was a shift from opting to eat at home to opting to eat out. Although people are aware about the harmful effects of consumption of processed food but ease of purchase have been found to be the reason behind the consumption of food outside".

Dang et.al. (2018) studied the consumer preference and attitude regarding online food products and found that "81.3% participants in the study used internet to search for food products. Convenience and price were found to be important factors for online search for food".

Fatima & Rao (2018) assessed the online food practices of nutrition students and found that "online food ordering is on rise irrespective of health concerns. In spite of being nutrition students, importance was not given to health and nutritious value of food while ordering online".

Fleck (2018) in her article 'How junk food affects children,' highlighted the study of "women's and children's health network" showing that "Diet has a significant effect on the study habits of children. Junk food and foods with high sugar content deplete energy levels and ability to concentrate for extended periods of time. Energy and focus are especially crucial for school age children."

RATIONALE OF THE STUDY

Teenage is the time in life of an individual when he/she is full of energy, acquires habits which remain with him/her throughout his/her life and also affect his/her health and achievements in big ways. But advent of digital age has brought about a paradigm shift in the lifestyle of teenagers. This shift is seen as a radical change in their behavior patterns, food preferences, study habits, their relationship with their friends and family. The effect of change in lifestyle on health is studied by many researchers. Madhvapathy & Dasgupta (2015) found that "although people are aware about the harmful effects of consumption of processed food but ease of purchase have led them to consume food outside". El-Kaderi and Mohammad (2013) found that "healthy lifestyle behaviors have positive impact on students health and academic scores". Fatima & Rao (2018) found that "online food ordering is on rise irrespective of health concerns and importance was not given to health and nutritious value of food while ordering online". Fleck (2018) showed that, "Junk food and foods with high sugar content deplete energy levels and ability to concentrate for extended periods of time. Energy and focus are especially crucial for school age children." Beside these studies, lot many researchers also studied online food ordering behaviors, perceptions, practices, interest in mobile food apps, etc. of consumers. Fatima & Rao (2018) studied online food ordering practices of nutrition students. Dang et.al. (2018) studied consumer preferences and attitude regarding online food products. Prashar & Ghadiyali (2017) studied customer's attitude and perception towards digital food app services. Iyer (2019) studied consumers' behaviour towards food ordering mobile app.

The investigators were interested in studying the relationship between online food ordering, lifestyle and study habits of students. But a major gap was found in the researches relating to the relationship among these variables. It prompted the investigators to take up the study.

OBJECTIVES

The following objectives are based on the scores of secondary school level students of Chandigarh.

- To study the relationship between the mean scores of Online Food ordering and Lifestyle scales.
- To study the relationship between the mean scores of Online Food ordering and Study Habit Scales.
- To study the relationship between the mean scores of Lifestyle and Study Habit scales.

HYPOTHESES

The following hypotheses are based on the scores of secondary school level students of Chandigarh.

- There is no significant correlation between the mean scores of Online Food ordering and Lifestyle scales.
- There is no significant correlation between the mean scores of Online Food ordering and Study Habit Scales.
- There is no significant correlation between the mean scores of Lifestyle and Study Habit scales.

DELIMITATION OF THE STUDY

The study was delimited to Secondary level students of various schools of Chandigarh.

SAMPLE OF THE STUDY

The population of the study was all the secondary school level students studying in various schools of Chandigarh. The sample of 70 students of secondary school level was taken randomly from different schools of Chandigarh. The data of 11 sample students showed experimental mortality. Hence, the result of the study was based on the data of 59 sample students. The schools were selected randomly through lottery method.

TOOLS USED FOR THE STUDY

The investigators prepared the following scales for secondary school level students to study the relationship among the said variables:

1. Online Food ordering Scale
2. Lifestyle Scale
3. Study Habits Scale

DESIGN OF THE STUDY

Descriptive survey method was used to undertake the study. The responses of 59 secondary school level students regarding Online Food ordering, Lifestyle and Study habits were recorded through the three scales.

PROCEDURE

The purpose of the study was to see the relationship between Online Food Ordering, Lifestyle and Study habits of the sample students. Investigators constructed and validated the three scales relating to Online Food Ordering, Lifestyle and Study Habits of secondary school level students of Chandigarh. The three scales were employed on the said sample. The raw data was tabulated and scores were calculated. The obtained scores were subjected to analysis by calculating Pearson's correlation coefficient through SPSS. Finally the results were obtained and discussed.

STATISTICAL TOOLS USED

Descriptive statistics, such as, mean, mode, median, standard deviation and inferential statistics, such as, correlation were used to analyses the data.

ANALYSIS OF DATA

The analysis of data was done by testing the hypotheses framed for each objective.

1. The hypothesis of the first objective, “To study the relationship between the mean scores of Online Food ordering and Lifestyle scales,” was tested by calculating coefficient of correlation value between mean scores of online food ordering and lifestyle of the sample used for the study.

Table 1: Coefficient of correlation between Mean Scores of Online Food Ordering and Lifestyle

S.No.	Variable	N	Mean	SD	SEM	Coefficient of Correlation ‘r’	Level of significance
1.	Online Food ordering	59	34.59	8.822	1.149	-0.592	.01
2.	Lifestyle	59	42.97	5.774	0.752S		

Table 1 shows the coefficient of correlation value between the mean scores of Online Food Ordering and Lifestyle scales of the sample taken. The analysis was done on the sample of 59 students with mean value of 34.59 for Online Food Ordering scale and 42.97 for Lifestyle scale. The coefficient of correlation value has been found to be -0.592, which is significant at 0.01 level.

Hence, the hypothesis, “There is no significant correlation between the mean scores of Online Food Ordering and Lifestyle” of the sample taken for the study,” may not be accepted. Instead, there is a significant negative correlation between the mean scores of Online Food Ordering and Lifestyle scales. This means that students with healthy lifestyle have less tendency to order food online. Whereas students with sedentary or passive lifestyle tend to have more inclination towards online food ordering.

2. The hypothesis of the second objective, “To study the relationship between the mean scores of Online Food ordering and Study Habits,” was tested by calculating coefficient of correlation value between mean scores of online food ordering and Study Habits of the sample used for the study.

Table 2: Coefficient of correlation between Mean Scores of Online Food ordering and Study Habits

S.No.	Variable	N	Mean	SD	SEM	Coefficient of Correlation 'r'	Level of significance
1.	Online Food ordering	59	34.59	8.822	1.149	-0.594	.01
2.	Study Habits	59	47.34	5.871	0.764		

Table 2 shows the coefficient of correlation value between the mean scores of Online Food ordering and Study Habits of the sample taken. The analysis was done on the sample of 59 students with mean value of 34.59 for online food ordering and 47.34 for study habits. The coefficient of correlation value has been found to be -0.594, which is significant at 0.01 level.

Hence, the hypothesis, "There is no significant correlation between the mean scores of Online Food ordering and Study Habits" of the sample taken for the study, may not be accepted. Instead, there is a significant negative correlation between the mean scores of the Online Food ordering and Study Habits. This means that students with good study habits have less tendency to order food online. Whereas students with bad study habits tend to have more inclination towards online food ordering.

- The hypothesis of the third objective, "To study the relationship between the mean scores of Lifestyle and Study Habits," was tested by calculating coefficient of correlation value between mean scores of Lifestyle and Study Habits of the sample used for the study.

Table 3: Coefficient of correlation between the Mean Scores of Life style and Study Habits

S.No.	Variable	N	Mean	SD	SEM	Coefficient of Correlation 'r'	Level of significance
1.	Lifestyle	59	42.97	5.774	0.752	0.533	.01
2.	Study Habits	59	47.34	5.871	0764		

Table 3 shows the coefficient of correlation value between the mean scores of Lifestyle and Study Habits of the sample taken for the study. The analysis was done on the sample of 59 students with mean value of 42.97 for Lifestyle and 47.34 for Study Habits. The coefficient of correlation value has been found to be 0.533, which is significant at 0.01 level.

Hence, the hypothesis, "There is no significant correlation between the mean scores of Lifestyle and Study Habits" of the sample students, may not be accepted. Instead, there is a significant positive correlation between Lifestyle and Study Habits of adolescents. This means that students with healthy lifestyle have good study habits. Whereas students with sedentary lifestyle have bad study habits.

DISCUSSION

The result shows that the students who have sedentary life style, that is, spend more time on social media and TV, have irregular sleep cycles, eat lot of junk/ fast food, do not do any type of exercise etc. have a direct effect on their study habits and show bad study habits and vice versa. This means that such type of students have more tendency to get nervous or stressed before the exams. They try to cram the content rather than study systematically and regularly. They have increased urge to eat spicy or junk food. The coefficient of correlation value of 0.533 between lifestyle and study habit in the present study confirms this positive/ direct relationship.

The study also highlighted the negative/ inverse relationship of lifestyle and study habits with online food ordering. The coefficient of correlation values are found to be -0.592 and -0.594 respectively for lifestyle and online food ordering and study habits and online food ordering. This means that students with sedentary lifestyle and bad study habits tend to order food online more than students with active lifestyle and good study habits.

Hence lifestyle and study habits have an impact on online food ordering.

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