

Food Behaviours among Male Subjects from Regions in the Coastal Belt of South Kanara: Influencing Factors

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KEYWORDS Food Behaviors. Food Procurement. Food Distribution. South Kanara. Daily Wagers. Professionals

ABSTRACT Food behaviors of male population are less frequently studied; however it is important to understand the food behavior pattern. This study aimed to determine food behavior of adult males belonging to different socio- economic and occupational status from Western belt of coastal Karnataka in South India. Information regarding factors contributing to decision-making about food procurement in the family, eating outside and other food related habits was obtained through pretested questionnaires. Food purchase behaviors were distinctly different in the two groups, professionals (PS) prioritized likes/ dislikes (62.6%) followed by nutritional requirements (24%) while the daily wagers (DW) considered cost of food followed by likes/ dislikes. 32% of DW mentioned eat the food available and 29.3% ate what was liked. On the other hand, 50% PS ate according to their liking. Boiled rice was the staple food. 26.6 and 64.0% of PS consumed pulses daily and weekly while majority (77.3%) of DW consumed weekly. Fruits were consumed more by PS. Sea foods and eggs were consumed frequently by PS. Among the beverages, tea and coffee was used by 94% PS while DW had *Kashaya* (56%) Eating outside was more frequent among PS (56%). Alcohol intake (33%) and smoking (46.6%) were significantly high among DW. Education, income and lifestyle patterns were major determining factors. Decision making for food procurement and distribution was associated with likes and dislikes and the cost.