



The Trend of Consumption Pattern among College Students in Malang City

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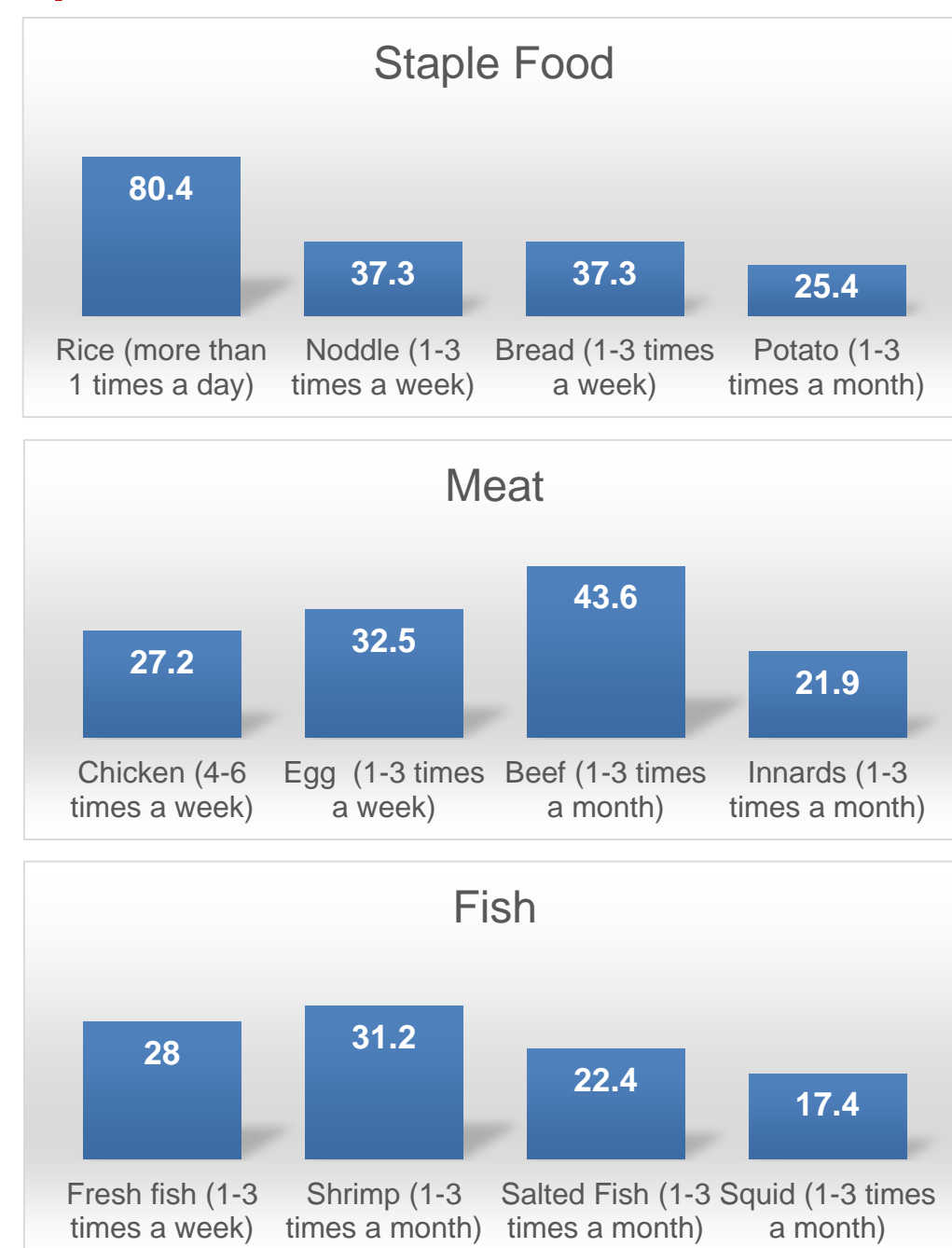
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AIM / OBJECTIVE

The background of this study is referring to the phenomenon of college students who live outside their hometown tend to have a careless eating behaviors. They usually bought meals to cafe/catering. In addition, the distance to traditional markets/ groceries/restaurants quite close to where they lived, so they can easily access to food.

Small retail food stores tend to concentrate near schools¹, providing students ready access to food on the way to and from school each day². Although some corner stores may stock healthier options, these tend to be more expensive compared with their less nutritious counterparts³.

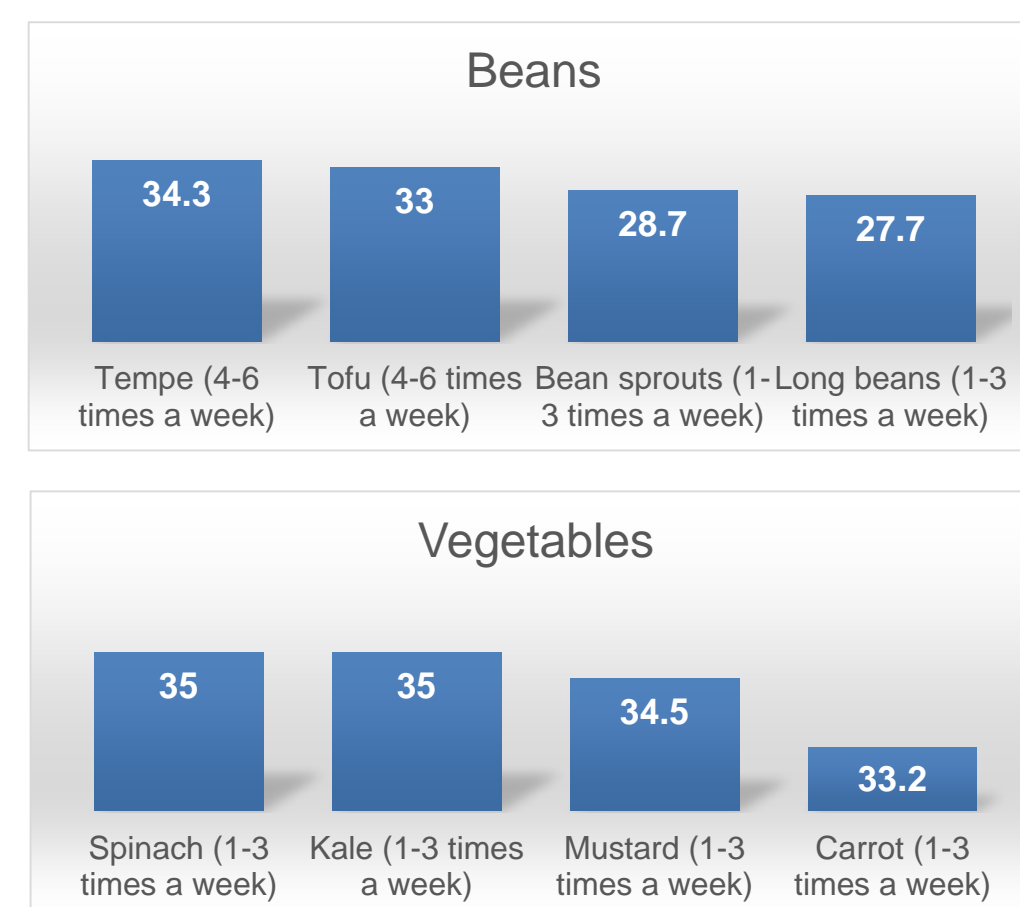
Graphic



Food prices contribute to students' eating behaviors, as adolescents, most of whom have a limited amount of spending money and consider price when choosing which food to purchase and eat^{4,5}. When these fruits and vegetables are included in analysis, healthy food cost significantly more than chips. They are unlikely to select a fruit or vegetable which are requiring preparation before it could be consumed⁶. The purpose of this study is to know the trend of consumption pattern among college students in Malang city.

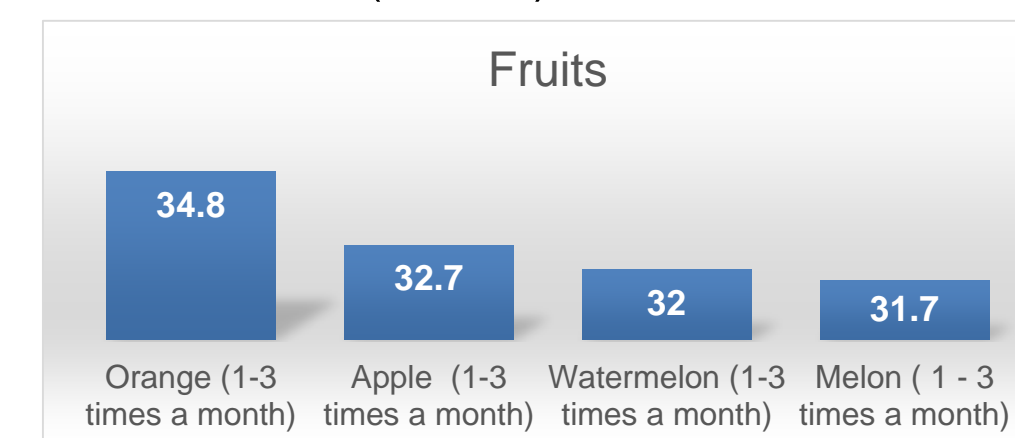
METHODS

This case study with 397 participants was recruited voluntarily. Participants were given the FFQ (Food Frequency Questionnaire) containing 10 categories including staple food, vegetables, fruits, meats, fast food, fish, beans, dairy products, drinks, and supplements. There were six frequencies assessed in this study such as 'more than 1 times a day', '1 times a day', '4-6 times a week', '1-3 times a week', '1-3 times a month', and 'never'. Statistical analysis was used in the form of descriptive frequency.



RESULTS

The staple food category showed the highest consumption of white rice more than 1 times a day (80.4%). Then, Fast food category showed the most consumption of instant noodles 1-3 times a week (35.9%). In addition, The meat category showed the highest consumption in chickens 4-6 times a week (27.2%). Moreover, Category of fish showed the most consumption in fresh fish 1-3 times a week (28%). Furthermore, Beans category showed the highest consumption of 4-6 times a week in tempe (34.3%) and tofu (33%). In contrast, Vegetables category showed the most consumption only for 1-3 times a week in spinach and kale respectively by 35%. Beside that, The category of fruits showed the highest consumption of oranges (34.8%) only for 1-3 times a month. Then, Dairy products category showed the highest consumption for 1-3 times a month in ice cream (40.1%). Drinks category showed the most consumption of juice for 1-3 times a week (32.2%). Finally, as many as 78.3% never consumed supplements, but honey was still consumed for 1-3 times a month (19.9%).



Image



CONCLUSIONS

The consumption of Instant noodle is relatively high while vegetables (in weekly) and fruits (in monthly) are not consumed daily. Then, chicken is more often consumed than fresh fish. For dairy products, yogurt is less consumed than ice cream. However, juice is relatively often consumed as a healthy drink.



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