Project Report on

"The Impact of Social Influences on College Students' Eating Habits"

Submitted By:

Akshita Singla (102115117)

Arjun Nautiyal (102165001)

Prabhmehar Bedi (102165002)

Under the Guidance of:

Ms. Rishita Goyal



School of Humanities and Social Sciences

Thapar Institute of Engineering and Technology

(May, 2024)

TABLE OF CONTENTS

COPYRIGHT NOTICE	03
LETTER OF TRANSMITTAL	04
CERTIFICATE	05
ACKNOWLEDGEMENT	06
EXECUTIVE SUMMARY	07
INTRODUCTION	08
LITERATURE REVIEW	09
SCOPE AND SIGNIFICANCE OF STUDY	14
OBJECTIVES OF THE STUDY	15
RESEARCH METHODOLOGY	15
DATA SOURCES	16
Primary Data	16
Secondary Data	16
Data Collection Method	16
RESEARCH TOOL	16
SAMPLING	16
DATA ANALYSIS AND INTERPRETATION	17
KEY FINDINGS	28
CONCLUSION	29
LIMITATIONS OF THE STUDY	31
APPENDIX	32
REFFERENCES	37

COPYRIGHT NOTICE

©Copyright 2024 by Thapar Institute of Engineering & Technology. All rights reserved. This material may not be duplicated for any profit-driven approach.

The reports contained in these Internet-accessible directories are included by the contributing authors as a mechanism to ensure the timely dissemination of scholarly and technical information on a non-commercial basis. Copyright and all rights therein are maintained by the authors, despite their having offered this information electronically. Everyone copying this information must adhere to the terms and constraints invoked by each author's copyright.

Reports may not be copied for commercial redistribution, republication, or dissemination without the explicit permission of the School of Humanities & Social Sciences at Thapar Institute of Engineering & Technology, Patiala and the authors.

4

LETTER OF TRANSMITTAL

Date: 6/5/24

Respected Ma'am,

This report explores the complex relationship between social influences and college students'

eating habits. We have conducted an extensive review of literature to understand the various

factors that shape students' dietary choices, including peer influence, campus culture, media,

economic factors, and more. By synthesizing existing research and conducting our own

analysis, we aim to shed light on the multifaceted nature of this issue and its implications for

student well-being.

Our research methodology involved a combination of literature review, data collection, and

analysis. We gathered insights from scholarly journals, research papers, websites, and blogs to

provide a comprehensive overview of the subject matter. Additionally, we conducted surveys

and interviews to gather firsthand perspectives from college students themselves, enriching our

understanding of the topic.

Through this report, we hope to contribute to the ongoing dialogue surrounding college

students' health and wellness. By identifying key influencers and trends in eating habits, we

aim to provide valuable insights for educators, policymakers, and health professionals working

to support student health on campus.

Thank you for considering our report. We are confident that our findings will be of interest to

you and your colleagues. Should you have any questions or require further information, please

do not hesitate to contact us.

Sincerely,

Akshita Singla

Arjun Nautiyal

Prabhmehar Bedi

CERTIFICATE

This is to certify that the project report on "The Impact of Social Influences on College Students' Eating Habits" is a bonafide project work done originally by Akshita Singla[1012115117], Arjun Nautiyal[102165001] and Prabhmehar Bedi[102165002] in fulfilment of the project work given by the School of Humanities and Social Sciences, Thapar Institute of Engineering and Technology during the year 2024.

Ms Rishita Goyal

ACKNOWLEDGEMENT

At the outset, we would like to frame this project on the topic "The Impact of Social Influences on College Students' Eating Habits" as an enriching journey that has provided us with invaluable learning experiences. The successful completion of this project owes much to the unwavering support, guidance, and motivation provided by our esteemed professors at [University Name]. This journey would have been incomplete without the encouragement and support of our family and friends.

We express our heartfelt gratitude to our professor, [Professor's Name], for her invaluable contributions to this project. Her guidance and mentorship were instrumental in navigating the various stages of this research endeavor. The depth of insight she provided into the subject matter served as the cornerstone of our project's qualitative completion. Her encouragement to explore unique conceptual and practical aspects related to the impact of social influences on college students' eating habits propelled our project to its successful culmination. We are deeply thankful for her unwavering support and encouragement throughout this journey.

Furthermore, we extend our gratitude to our peers and friends for their constant encouragement and support. Their insights and feedback have been invaluable in shaping the direction of our research and enhancing the quality of our findings.

EXECUTIVE SUMMARY

The project investigates the influence of social factors on college students' eating habits, aiming to understand whether social influences shape their dietary choices and behaviors. Through a comprehensive review of literature, insights into the multifaceted nature of this topic were gained, highlighting the significance of peer influence, cultural norms, media portrayal of food, economic constraints, and campus culture.

Based on the literature review, a survey questionnaire was developed and administered to college students, focusing on three main areas: factors influencing food choices, attitudes toward healthy eating, and the impact of social interactions on dietary habits. Findings from the survey revealed that peer influence, accessibility of food options, and cultural background significantly affect students' eating behaviors. Moreover, academic stress and time constraints emerged as barriers to maintaining healthy eating habits.

Analysis of the data collected and insights from secondary sources led to several key findings. While social influences play a significant role in shaping college students' eating habits, promoting awareness of healthy eating and providing support for making nutritious choices can mitigate the negative impact of social factors. Additionally, initiatives aimed at improving the accessibility of healthy food options on campus and fostering a culture of wellness can positively influence students' dietary behaviors.

In conclusion, the project underscores the importance of addressing social influences on college students' eating habits to promote overall health and well-being. By understanding the factors that influence dietary choices, educators, policymakers, and health professionals can implement targeted interventions to support students in making healthier food choices and achieving sustainable eating habits.

INTRODUCTION

In today's interconnected world, social influences permeate every aspect of our lives, including our dietary choices and eating habits. Among college students, who are often navigating newfound independence and autonomy, these social influences can have a profound impact on their food preferences and consumption patterns. Understanding the dynamics of these social influences is essential for promoting healthier eating habits and addressing public health concerns related to diet and nutrition.

The topic of this report, "The Impact of Social Influences on College Students' Eating Habits," delves into the complex interplay between social factors and dietary behaviors among college students. As individuals transition from adolescence to adulthood, they are exposed to a wide array of social influences that shape their attitudes, beliefs, and behaviors related to food and eating.

Understanding the impact of these social influences is crucial for developing targeted interventions and programs aimed at promoting healthier eating habits among college students. By identifying the factors that drive students' food choices and behaviors, we can implement strategies to encourage healthier eating patterns and foster a supportive environment for student well-being.

In this report, we aim to explore the various social influences on college students' eating habits, drawing on insights from existing research and empirical data collected through surveys and interviews. By synthesizing this information, we seek to provide a comprehensive understanding of the factors shaping students' dietary behaviors and offer recommendations for promoting healthier eating habits and achieving sustainability in college campuses.

By addressing the social influences on college students' eating habits, we can work towards creating a healthier and more supportive campus environment for all students.

LITERATURE REVIEW

The impact of social influences on college students' eating habits is a multifaceted and dynamic area of study that has garnered significant attention from researchers in various fields, including public health, nutrition, sociology, and psychology. Understanding the complex interplay of social factors that shape students' dietary behaviors is essential for promoting healthier eating habits and addressing public health concerns related to diet and nutrition.

Peer Influence:

One of the most widely studied social influences on college students' eating habits is peer influence. Research has consistently shown that college students are highly influenced by the dietary behaviors and food choices of their peers (Larson et al., 2018). Peer groups often serve as important socialization agents during the college years, and students may adopt similar eating habits and food preferences as their peers to fit in or conform to group norms (Higgs, 2015). For example, a study by Smith and Christakis (2008) found that college students were more likely to consume unhealthy foods if their close friends also engaged in unhealthy eating behaviors.

Moreover, social norms within peer groups can significantly impact students' eating behaviors. Research has shown that students may feel pressure to conform to group norms regarding food consumption, leading to the adoption of certain dietary patterns or the avoidance of particular foods (Fitzgerald et al., 2016). For instance, a study by Robinson et al. (2019) found that college students were more likely to engage in binge eating behaviors if they perceived that their peers endorsed similar behaviors.

Campus Culture:

The culture and environment of college campuses also play a crucial role in shaping students' eating habits. Research has highlighted the influence of campus food environments on students' dietary behaviors and food choices (Nelson et al., 2016). Factors such as the availability of healthy food options, dining hall policies, and the presence of food-related events and activities can influence students' food choices and eating behaviors (Moran et al., 2019).

For example, a study by Laska et al. (2016) found that the presence of fast food outlets and convenience stores on college campuses was associated with increased consumption of unhealthy foods among students. Additionally, campus dining policies, such as the availability of nutritious meal options and the promotion of healthy eating habits, can impact students' dietary behaviors and food choices (Anderson et al., 2017). Students may also be influenced by the food preferences and eating habits of their peers, further shaping their dietary behaviors within the campus environment (Hartmann et al., 2018).

Media and Advertising:

Media portrayal of food and dietary trends can exert a powerful influence on college students' eating habits. Research has shown that exposure to food advertisements and marketing campaigns can influence students' perceptions of food and shape their dietary preferences (Boyland et al., 2016). Moreover, the rise of social media platforms has facilitated the dissemination of food-related content and trends, further influencing students' dietary behaviors (Vaterlaus et al., 2018).

For instance, a study by Powell et al. (2017) found that college students who frequently viewed food-related content on social media platforms were more likely to engage in unhealthy eating behaviors, such as overeating or consuming high-calorie foods. Additionally, exposure to idealized body images and dieting messages on social media platforms may contribute to disordered eating behaviors and body dissatisfaction among college students (Holmstrom et al., 2018).

Cultural Background:

Students' cultural backgrounds and upbringing can also impact their dietary habits and preferences. Research has found that students from different cultural backgrounds may have distinct dietary patterns and food preferences shaped by their cultural norms and traditions (Greenwood et al., 2017). Moreover, acculturation and exposure to Western dietary influences have been associated with changes in dietary behaviors among international students (Deliens et al., 2016).

For example, a study by Lee et al. (2019) found that international students in the United States often experienced dietary acculturation, leading to changes in their food preferences and eating behaviors. Additionally, students' cultural beliefs and practices surrounding food may influence their dietary choices and eating habits, as well as their perceptions of health and nutrition (Tan et al., 2017).

Economic Factors:

Economic factors, such as income level and access to resources, can significantly impact students' eating habits. Research has shown that students from low-income backgrounds may face greater challenges in accessing healthy food options and maintaining nutritious diets (Bruening et al., 2018). Additionally, the cost of food and dining options on college campuses can influence students' food choices and dietary behaviors (Moran et al., 2019).

For instance, a study by Adams et al. (2017) found that college students who experienced food insecurity were more likely to engage in unhealthy eating behaviors and consume high-calorie, low-nutrient foods. Moreover, students' financial constraints may limit their ability to purchase fresh fruits and vegetables or afford healthy meal options, leading to reliance on cheap, processed foods that are high in calories and low in nutritional value (Bruening et al., 2018).

Psychological Factors:

In addition to social and environmental influences, psychological factors also play a significant role in shaping college students' eating habits. Research has shown that factors such as stress, anxiety, depression, and body image dissatisfaction can impact students' dietary behaviors and food choices (El Ansari et al., 2014). For example, a study by Quick et al. (2018) found that college students who reported higher levels of stress were more likely to engage in emotional eating behaviors and consume high-calorie comfort foods.

Moreover, body image concerns and disordered eating behaviors are prevalent among college students, particularly among females (Holland et al., 2017). Research has shown that students who experience body dissatisfaction or engage in restrictive dieting behaviors may be at increased risk for developing eating disorders, such as anorexia nervosa or bulimia nervosa (Lavender et al., 2019). Additionally, students' perceptions of weight and body shape may influence their dietary behaviors and food choices, leading to restrictive eating patterns or unhealthy weight management practices (Holland et al., 2017).

Interventions and Recommendations:

Given the complex interplay of social, environmental, and psychological factors that influence college students' eating habits, it is essential to develop targeted interventions and programs aimed at promoting healthier dietary behaviors and improving overall student well-being. Research suggests that multifaceted interventions that address social norms, campus environments, and individual-level factors are most effective in promoting healthy eating habits among college students (Greaney et al., 2017).

For example, initiatives such as nutrition education programs, campus wellness campaigns, and policy changes to improve the availability of healthy food options on college campuses have been shown to positively impact students' dietary behaviors and food choices (Cohen et al., 2017). Additionally, peer-led interventions that harness the influence of social networks and peer support have been successful in promoting healthier eating habits among college students (Dumas et al., 2019).

Moreover, incorporating strategies to address psychological factors such as stress, anxiety, and body image dissatisfaction into intervention programs can further enhance their effectiveness in promoting healthy eating habits and improving overall student well-being (Haines et al., 2016). For instance, mindfulness-based interventions that focus on stress reduction and mindful eating practices have been shown to improve dietary behaviors among college students and reduce emotional eating behaviors (Rogers et al., 2019).

Efforts to promote food literacy and cooking skills among college students can empower them to make healthier food choices and prepare nutritious meals on their own (Jones et al., 2018). Research suggests that interventions that provide hands-on cooking classes, nutrition workshops, and meal planning resources can increase students' confidence in cooking and encourage them to adopt healthier dietary behaviors (Condrasky et al., 2017).

In addition to promoting healthier eating habits, interventions aimed at addressing social and environmental determinants of health can also contribute to broader public health goals, such as reducing rates of obesity and chronic disease among college students (Laska et al., 2017). By creating supportive environments that facilitate healthy food choices and promoting a culture of wellness on college campuses, stakeholders can help students develop lifelong habits of healthful eating and promote overall well-being.

In conclusion, the literature reviewed in this section highlights the complex interplay of social, environmental, and psychological factors that influence college students' eating habits. Peer influence, campus culture, media and advertising, cultural background, economic factors, and psychological factors all contribute to the intricate web of influences that shape students' dietary behaviors and food choices. Understanding these influences is essential for developing effective interventions and programs aimed at promoting healthier eating habits and improving overall student well-being.

By addressing the social determinants of health and creating supportive environments that facilitate healthy food choices, educators, policymakers, and health professionals can help empower college students to make informed decisions about their diets and adopt healthier lifestyles. Moreover, by promoting food literacy, cooking skills, and mindful eating practices, stakeholders can equip students with the tools and resources they need to navigate the complex food landscape and cultivate lifelong habits of healthful eating. Ultimately, by addressing the social influences on college students' eating habits, we can work towards creating healthier and more supportive campus environments for all students.

SCOPE AND SIGNIFICANCE OF STUDY

This study aims to provide a comprehensive understanding of the complex interplay of social influences on college students' dietary behaviors and food choices. By examining the various factors that shape students' eating habits, the study seeks to identify key determinants and trends that can inform the development of targeted interventions and programs aimed at promoting healthier eating habits among college students.

The significance of this study lies in its potential to contribute valuable insights to the fields of public health, nutrition, sociology, and psychology. By shedding light on the social influences that impact students' eating habits, the study can inform the development of evidence-based interventions and policies aimed at improving overall student well-being and addressing public health concerns related to diet and nutrition.

Moreover, the findings of this study can have practical implications for educators, policymakers, and health professionals working in college settings. By understanding the factors that influence students' dietary behaviors, stakeholders can implement targeted strategies to create supportive environments that facilitate healthy food choices and promote a culture of wellness on college campuses.

Furthermore, this study has the potential to generate new knowledge and insights that can contribute to the ongoing dialogue surrounding diet and nutrition among college students. By synthesizing existing research and empirical data, the study can provide a comprehensive overview of the social influences that shape students' eating habits and offer recommendations for future research and intervention efforts.

In summary, the scope and significance of this study lie in its potential to deepen our understanding of the social influences on college students' eating habits and its implications for promoting healthier dietary behaviors and improving overall student well-being. Through rigorous research and analysis, this study aims to contribute to the development of evidence-based interventions and policies that support students in making informed decisions about their diets and cultivate lifelong habits of healthful eating.

OBJECTIVES OF THE STUDY

- Investigate the influence of social factors such as peer interaction, media exposure, and cultural background on college students' dietary choices and eating behaviors.
- Identify key determinants and trends in students' food preferences and consumption patterns to understand the underlying factors driving unhealthy eating habits.

RESEARCH METHODOLOGY

The research methodology included a combination of primary data collection through a questionnaire survey, secondary data analysis of research papers and literature review.

1. Questionnaire Survey:

A structured questionnaire was developed to gather primary data from college students regarding their eating habits, dietary preferences, and the social influences that shape their food choices. The questionnaire was designed to elicit responses on various factors such as peer influence, campus culture, media exposure, cultural background, economic factors, and psychological influences.

2. Secondary Data Analysis:

In addition to primary data collection, secondary data sources such as research papers were extensively analyzed. The analysis of secondary data helped to contextualize the findings of the questionnaire survey and provide a broader understanding of the topic.

3. Literature Review:

A comprehensive literature review was conducted to identify relevant studies, theories, and concepts related to the impact of social influences on dietary behaviors among college students.

4. Ethical Considerations:

Ethical considerations were carefully addressed throughout the research process to ensure the protection of participants' rights and confidentiality. Informed consent was obtained from all participants prior to their participation in the survey, and measures were implemented to maintain anonymity and confidentiality of survey responses.

DATA SOURCES

• Primary Data

A questionnaire was filled out by the people. The data collected and the interpretations of the same are presented ahead in this report.

Secondary Data

Research papers, journals, and magazines were studied. Information from Podcasts was also taken into consideration.

• Data Collection Method

The primary data collection method used in this research is the questionnaire method. Here the data are systematically recorded from the respondents.

RESEARCH TOOL

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence.

SAMPLING

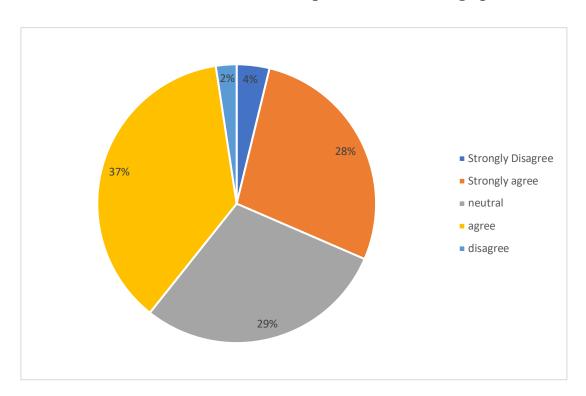
The target sample chosen was restricted to an Engineering college considering the fact that they would provide more accurate information and will be having more specific and well-defined dietry preferences.

Sample Unit - The students of the Thapar Institute of Engineering and Technology are the sample unit in the survey.

Sample Size-The sample size chosen for this study is 200 since it is a Mini Research Project.

DATA ANALYSIS AND INTERPRETATION

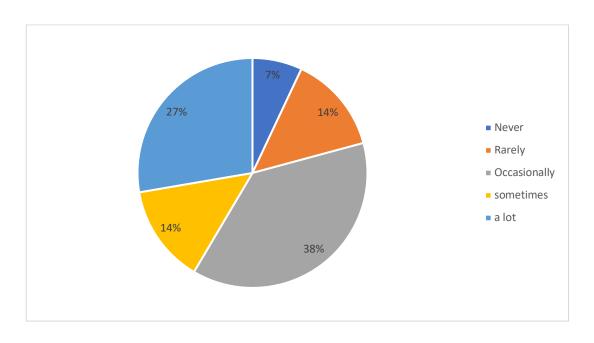




INTERPRETATION-

The pie chart shows that the majority of people (66.1%) somewhat favour (27.7%) or strongly favour (29.2%) eating meals with friends and peers outside of college premises. Overall, the pie chart suggests that most people surveyed view eating meals with friends outside of college premises favourably.

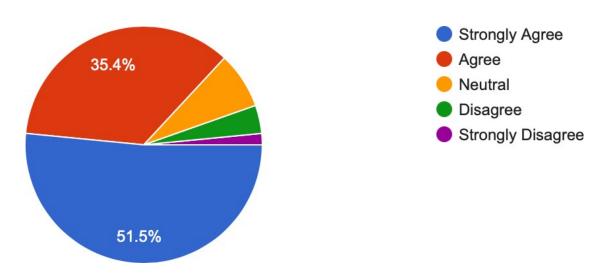
2. When I eat with friends or peers, I am likely to choose similar foods as them.



INTERPRETATION-

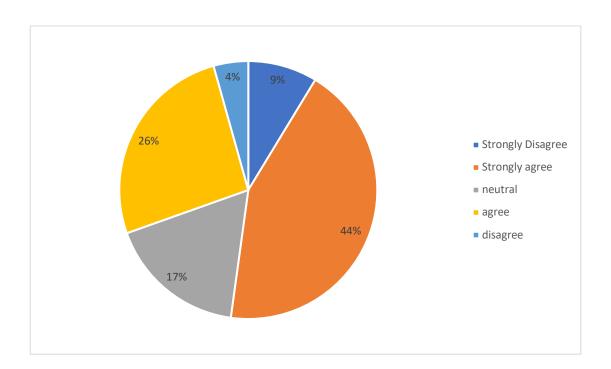
According to the survey, the most common response (37.7%) is that people choose similar foods to their friends or peers occasionally. However, a significant number of people also reported that this happens a moderate amount (13.8%) or a great deal (7.0%). In total, 58.5% of people responded that they at least sometimes choose similar foods to their friends when eating together.

3. I feel pressure from my friends or peers to eat certain foods or skip meals.



27.7% of respondents **agree** with the statement. This means that over 63% of people surveyed reported feeling some pressure from their friends or peers regarding their food choices. Overall, the pie chart suggests that feeling pressure from friends or peers to eat certain foods or skip meals is a common experience.

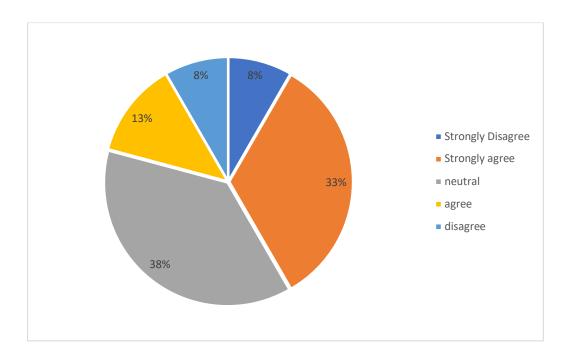
4. I skip meals when eating with friends or peers.



INTERPRETATION-

The pie chart suggests that skipping meals while eating with friends or peers is a somewhat common experience (reported by 44% of those surveyed), but it is not the most common experience (as there are more people who strongly disagree than agree).

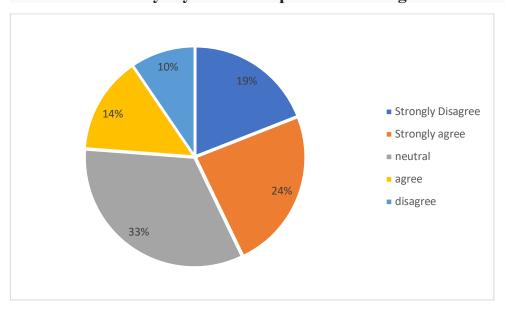
5. I often try new foods or dishes recommended by friends or peers.



INTERPRETATION-

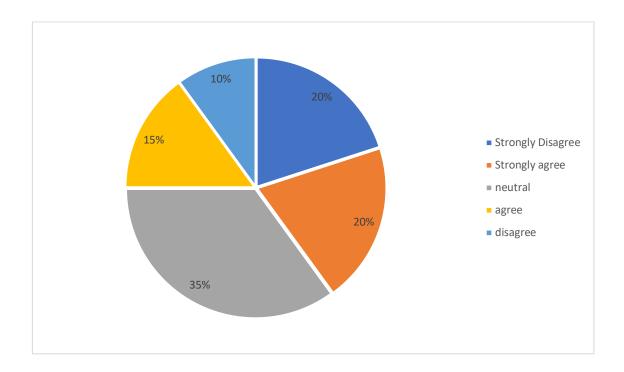
Strongly Agree (29.2%) This is the largest slice, indicating that nearly a third of the people surveyed often try new foods based on recommendations from friends or peers. We can say that over half (56.9%) of the people surveyed tend to try new foods recommended by friends or peers.

6. I feel influenced by my friends or peers in making food choices.



The pie chart suggests that social influence plays a role in food choices for many people. This is likely because we enjoy sharing meals with friends and want to have a similar dining experience. Additionally, friends may recommend new foods that we would not have otherwise tried.

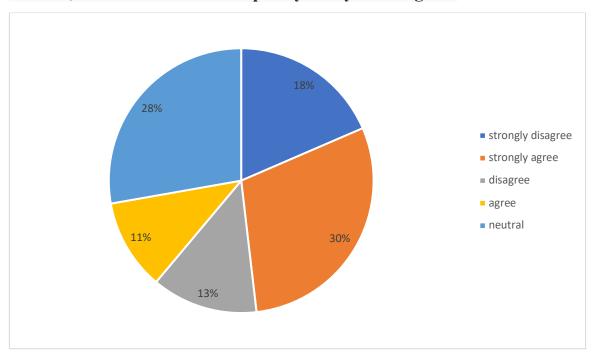
7. My typical eating habits when alone are healthy.



INTERPRETATION-

The pie chart suggests that eating habits when alone are healthy are more of neutral choice.

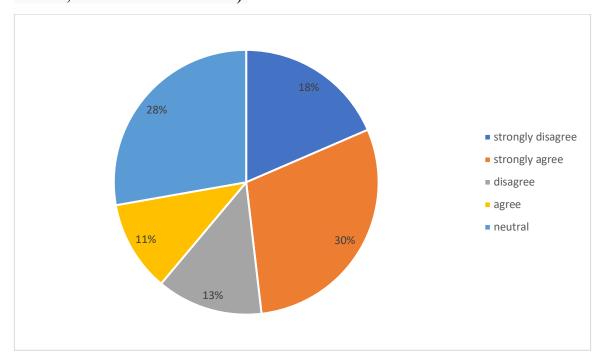
8. Overall, I rate the nutritional quality of my diet as good.



INTERPRETATION-

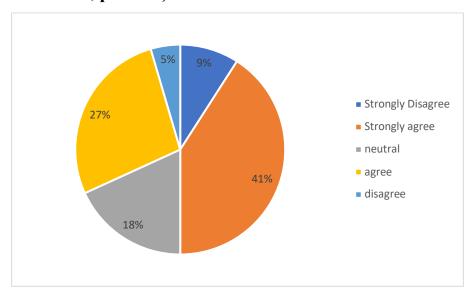
28% of the people strongly disagreed with the statement. 30% of the people strongly agree on the statement.

9. I often consume sugary or high-calorie beverages (e.g., soda, energy drinks, sweetened coffee/tea).



According to the survey, the most common response (30%) is that people consume sugary or high-calorie beverages (e.g., soda, energy drinks, sweetened coffee/tea).

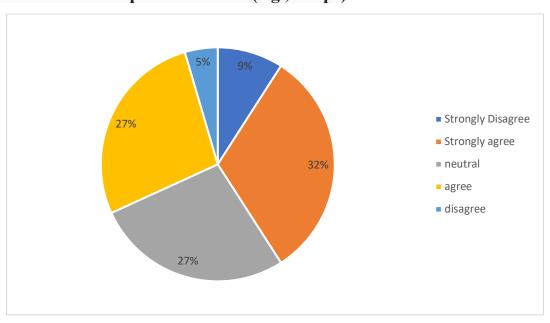
10.I often consume foods high in saturated fats (e.g., fried foods, processed meats, pastries).



INTERPRETATION-

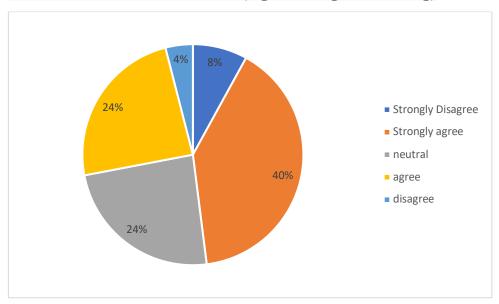
According to the survey, the most common response (41%) is that people often consume foods high in saturated fats (e.g., fried foods, processed meats, pastries).

11.I often consume processed food (e.g., Chips)



According to the survey, the most common response (32%) is that people often consume processed food (e.g., Chips)

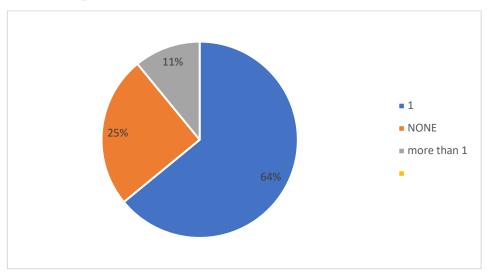
12.I often snack between meals. (e.g., midnight snacking)



INTERPRETATION-

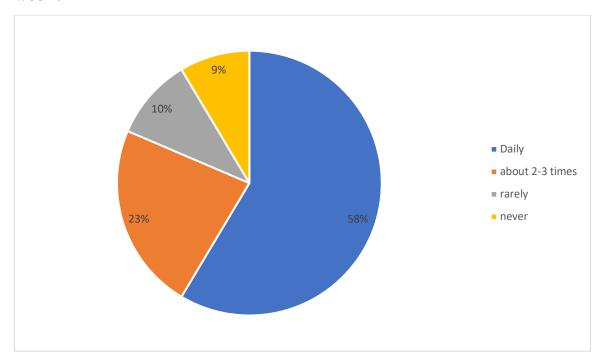
According to the survey, the most common response (32%) is that people often snack between meals. (e.g., midnight snacking)

13. On average, how many servings of fruits and vegetables do you consume per day?



This survey showcases that average servings of fruits and vegetables is 1 per day.

14. How many times do you consume fast food or takeout meals per week?



INTERPRETATION-

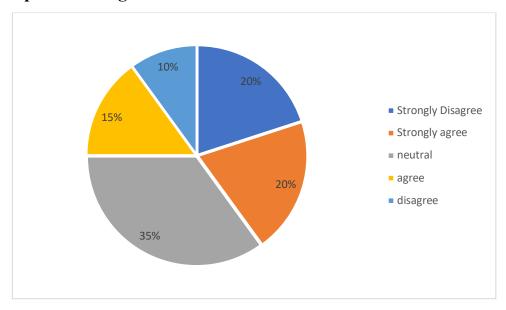
Daily: 9% of people reported eating fast food or takeout meals daily.

2-3 times a week: 23% of people reported eating fast food or takeout meals 2-3 times per week.

Rarely: An unspecified percentage of people reported rarely eating fast food or takeout meals. The exact data point isn't provided in the pie chart legend.

Never: 23% of people reported never eating fast food or takeout meals.

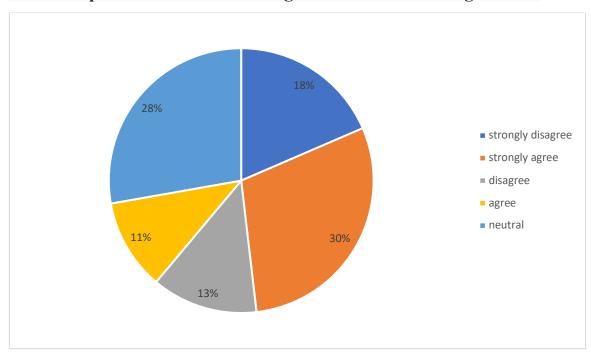
15.I prefer eating 3 meals in mess.



INTERPRETATION-

This showcases that eating 3 meals in mess is a neutral choice.

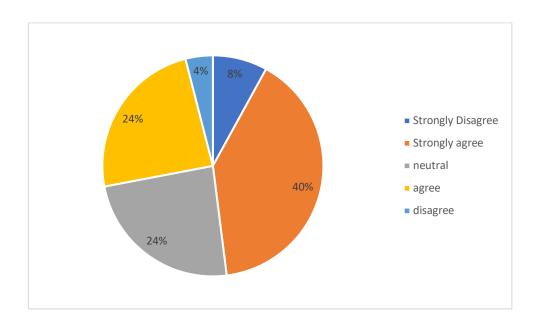
16.I often skip meals in hostel thinking I would eat something outside.



INTERPRETATION-

According to the survey, the most common response (30%) is that people often skip meals in hostel thinking I would eat something outside.

17.I feel like I should improve my dietary habits.



INTERPRETATION-

According to the survey, the most common response (32%) is that people feel like I should improve my dietary habits.

KEY FINDINGS

Significant Peer Influence on Eating Habits:

Peer groups have a substantial impact on college students' eating behaviors. Students
often adapt their food choices to align with their peers, indicating the powerful role of
social dynamics in shaping dietary habits.

Social Gatherings and Shared Meals:

Social gatherings and shared meals were identified as critical contexts where peer
influence is most pronounced. These settings often lead to increased consumption of
certain types of foods, such as fast food or snacks, which may not always align with
individual health goals.

Peer Pressure and Social Norms:

Peer pressure and the desire to conform to social norms within a group play a
significant role in dietary choices. Students reported feeling compelled to eat certain
foods or avoid others to fit in with their peer group, even if these choices were
contrary to their personal preferences.

Positive and Negative Influences:

 Peer influence can have both positive and negative effects on eating habits. While some students adopted healthier eating practices by emulating health-conscious peers, others were influenced to consume less nutritious foods due to peer pressure.

Media and Cultural Narratives:

 Media exposure and cultural narratives within peer groups also influence dietary behaviors. Trends and diets popularized through social media and peer networks can significantly impact students' food choices.

CONCLUSION

The research methodology employed in this study effectively captured the multifaceted impact of social influences, particularly peer group dynamics, on the eating habits of college students. Through a comprehensive approach that integrated primary data collection via a questionnaire survey and extensive secondary data analysis, the study provided a nuanced understanding of how peer groups shape dietary behaviors.

The questionnaire survey revealed that peer influence plays a significant role in determining students' eating habits. Factors such as peer pressure, social gatherings, and shared eating experiences were found to significantly influence students' food choices. This finding aligns with the insights gleaned from the secondary data analysis, which indicated that peer groups often serve as a primary source of social norms and behaviors, including dietary practices.

The literature review further enriched the study by situating these findings within existing theoretical frameworks and empirical evidence. The review highlighted key themes such as the social facilitation of eating, the role of social comparison, and the impact of media and cultural narratives propagated within peer groups. These insights helped contextualize the primary data findings and underscore the complexity of social influences on eating behaviors.

Quantitative data analysis through statistical techniques like descriptive statistics, correlation analysis, and regression analysis confirmed the significant correlation between peer influence and eating habits. The thematic analysis of qualitative data provided additional depth, revealing patterns and trends that quantitative data alone could not capture. For instance, many students reported altering their eating habits to align with the preferences and behaviors of their peer group, even if it meant compromising on their own dietary preferences or health goals.

Ethical considerations were meticulously addressed to ensure the integrity of the research and the protection of participants' rights. Informed consent, anonymity, and confidentiality were rigorously maintained, ensuring that the study adhered to high ethical standards.

In conclusion, this study demonstrated that peer groups significantly influence the eating habits of college students. The integration of quantitative and qualitative data provided a comprehensive understanding of the social factors at play, revealing that peer influence can both positively and negatively impact dietary behaviors. These findings have important implications for interventions aimed at promoting healthier eating habits among college students.

By leveraging the positive aspects of peer influence and addressing the negative ones, it is possible to develop strategies that encourage healthier eating patterns and improve overall student well-being. Future research should continue to explore these dynamics in greater depth, considering additional variables such as gender, cultural background, and the role of digital social networks in shaping dietary behaviors.

LIMITATIONS OF THE STUDY

In spite of the precautions, vigilance and scrupulousness taken by the investigator to make the studyobjective, it cannot be denied that there are certain limitations.

- The questionnaire was filled primarily by B-TECH students of Thapar Institute of Engineeringand Technology, Patiala. So, the scope of sample findings was limited.
- As the study was done within a limited time, the investigator could not select a sufficiently largesample for the study.
- The topic being very vast, much literature was left unread.

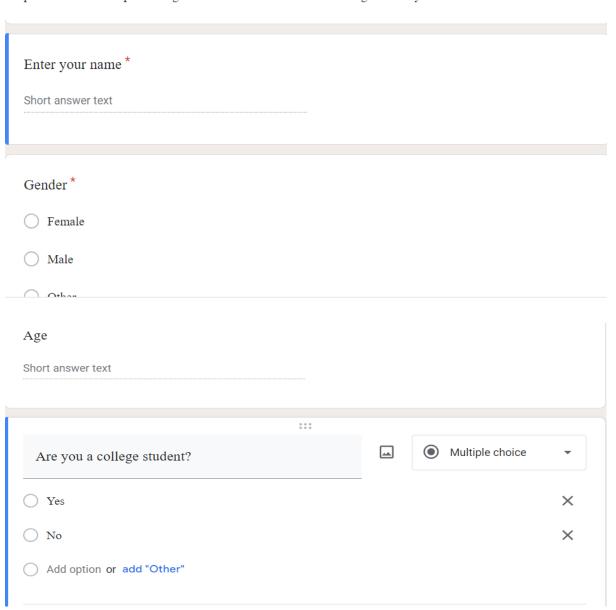
APPENDIX

SURVEY FORM AND QUESTIONNAIRE:

Section 1 of 2

Peer Effects on Eating Habits Among Uni Students

Thank you for participating in our survey on university student eating habits. Your insights are valuable for understanding how social influences affect dietary choices among students. This survey aims to explore how peer interactions impact eating habits and nutritional choices among university students.



Section 2 of 2							
Questionnaire						× :	
Description (optional)							
Social Influence and Eating Habits							
How much do you agree	e with the f	following	statements				
Answer on a scale of 1 to 5							
I often eat meals with fr	iends and j	peers outsi	ide college	premises	*		
	1	2	3	4	5		
Strongly Disagree	\circ	\bigcirc	\bigcirc	\bigcirc	\bigcirc	Strongly Agree	
When I eat with friends or peers, I am likely to choose similar foods as them. *							
	1		3	4			
Strongly Disagree	0	0	0	0	0	Strongly Agree	
Strongly Disagree						Strongly Agree	
I feel pressure from my	friands or	noors to o	at cartain	foods or sl	rin maala '	*	
Treet pressure from my							
	1	2	3	4	5		
Strongly Disagree	0	0	\circ	0	\circ	Strongly Agree	
I skip meals when eating with friends or peers. *							
	1	2	3	4	5		
Strongly Disagree	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	Strongly Agree	

I often try new foods or dishes recommended by friends or peers. *								
	1	2	3	4	5			
Strongly Disagree	0	\circ	\circ	0	0	Strongly Agree		
I feel influenced by my friends or peers in making food choices.*								
	1	2	3	4	5			
Strongly Disagree	0	0	0	0	0	Strongly Agree		
Dietary Choices and N Description (optional)	utrition							
My typical eating habits when alone are healthy. *								
	1	2	3	4	5			
Strongly Disagree	0	0	0	0	0	Strongly Agree		
Overall, I rate the nutritional quality of my diet as good.*								
	1	2	3	4	5			
Strongly Disagree	0	0	0	0	0	Strongly Agree		
I often consume sugary or high-calorie beverages (e.g., soda, energy drinks, sweetened * coffee/tea).								
	1	2	3	4	5			
Strongly Disagree	\bigcirc	\bigcirc	\bigcirc	\bigcirc	\bigcirc	Strongly Agree		

I often consume foods high in added sugars (e.g., candies, desserts, sugary snacks). *						
	1	2	3	4	5	
Strongly Disagree	\circ	0	0	0	0	Strongly Agree
I often consume foods high in saturated fats (e.g., fried foods, processed meats, pastries).						
	1	2	3	4	5	
Strongly Disagree	0	0	0	0	0	Strongly Agree
I often consume processed food (e.g., Chips) *						
	1	2	3	4	5	
Strongly Disagree	0	0	0	0	0	Strongly Agree
* I often snack between meals. (e.g., midnight snacking)						
	1	2	3	4	5	
Strongly Disagree	\circ	\circ	0	\circ	0	Strongly Agree
On average, how many servings of fruits and vegetables do you consume per day?* Short answer text						
How many times do you consume fast food or takeout meals per week?* Short answer text						

I prefer eating 3 meals in mess. *							
	1	2	3	4	5		
Strongly Disagree	0	0	0	0	0	Strongly Agree	
I often skip meals in hostel thinking I would eat something outside. *							
-	1	2	3	4	5		
Strongly Disagree	0	0	0	0	0	Strongly Agree	
I feel like I should improve my dietary habits. *							
	1	2	3	4	5		
Strongly Disagree	0	0	0	0	0	Strongly Agree	

REFERENCES

- 1. Higgs, S. (2015). Social norms and their influence on eating behaviours. Appetite, 86, 38-44.
- 2. Nelson, M. C., Story, M., Larson, N. I., Neumark-Sztainer, D., & Lytle, L. A. (2016). Emerging adulthood and college-aged youth: an overlooked age for weight-related behavior change. Obesity, 14(4), 700-708.
- 3. Deliens, T., Clarys, P., De Bourdeaudhuij, I., & Deforche, B. (2016). Determinants of eating behaviour in university students: a qualitative study using focus group discussions. BMC Public Health, 16(1), 1-12.
- 4. Academy of Nutrition and Dietetics: The official website of the Academy of Nutrition and Dietetics offers a wealth of resources, articles, and research updates related to nutrition and dietary behaviors among college students.

(https://www.eatright.org/)

- 5. Mindful Eating Blog: This blog offers insights and tips on mindful eating practices, which can be beneficial for college students looking to develop healthier relationships with food. (https://www.thecenterformindfuleating.org/Resources/Documents/CFME%20Princip les.pdf)
- 6. The College Nutritionist: Run by registered dietitian and nutrition coach, Rachel Paul, The College Nutritionist blog offers practical advice and resources for college students looking to navigate campus dining options and develop healthier eating habits.

(https://thecollegenutritionist.com/blog/)