



## Understanding Food Choices in Childhood: A Study of School-Going Children's Preferences

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### Abstract:

*Understanding the food choices of children is essential for promoting lifelong healthy eating habits and addressing rising concerns related to childhood nutrition. This study, titled “Understanding Food Choices in Childhood: A Study of School-Going Children's Preferences”, explores the dietary preferences and influencing factors among children aged 10–14 years. Using a sample of 100 students, the research analyzes their inclination toward various food categories—such as fast foods, fruits, vegetables, dairy, and processed snacks—while also examining the role of parental behavior, socio-economic status, media exposure, and school environment. The data reveals that parental influence on children's food preferences is multifaceted, combining both positive and negative practices. The data shows that food preferences in children are shaped by a complex interplay of external and internal factors, with media influence and socio-economic status being the most significant. The study suggests a positive trend, indicating that parental modeling of healthy eating habits may influence children's choices. The study underscores the need for collaborative efforts between parents, educators, and policymakers to instill healthy food habits early in life. Strengthening nutritional education, regulating food marketing to children, and ensuring access to wholesome foods are critical steps toward improving child health outcomes.*

**Keywords:** Food Preferences, Childhood Nutrition, Parental Influence, School Environment, Media Exposure, Socio-Economic Factors.

### Introduction:

Childhood is a critical period in the development of food preferences and eating behaviors that often extend into adulthood (Birch & Fisher, 1998). The food choices made by school-going children are not merely personal preferences but are shaped by a complex interplay of biological, social, cultural, and environmental factors. In recent years, a significant shift has been observed from traditional, home-cooked meals to processed and fast foods, raising concerns among health professionals, educators, and parents (Story et al., 2002).

Food preferences are influenced by a combination of biological, cultural, psychological, social, economic, and environmental factors. Biologically, humans are inclined to prefer sweet tastes and avoid bitterness, especially in childhood, and genetics can affect taste perception. Culturally, early exposure to family and

community food practices shapes likes and dislikes, while social interactions also influence choices. Emotionally, people associate food with comfort and memories, often eating based on mood. Media and advertising, particularly through television and social media, significantly impact dietary choices, especially among youth. Economic status and food availability also play a key role, with wealthier individuals accessing healthier options. Ultimately, these preferences affect overall health, highlighting the need for awareness and intervention to promote nutritious eating habits and combat diet-related diseases.

This study aims to investigate the food preferences of school-going children and the underlying factors that influence their choices. By identifying patterns and determinants, the research intends to contribute to the formulation of policies and interventions that promote healthy eating among children.

### **Literature Review:**

Children's food preferences are often rooted in innate sensory experiences. They are naturally drawn to sweet and salty tastes and may initially reject bitter or unfamiliar foods like vegetables (Ventura & Worobey, 2013). These biological predispositions, however, can be modified through repeated exposure and positive reinforcement.

Parental influence remains one of the most significant determinants of children's food choices. Parents act as gatekeepers of food and role models for dietary behaviors (Scaglioni et al., 2011). Family meals, home food availability, and parenting styles—particularly authoritative approaches—are strongly associated with healthier food preferences in children.

SES influences the types of food available and affordable to children. Families from higher socio-economic backgrounds are more likely to provide balanced diets with fruits, vegetables, and whole grains, while lower SES families may rely on calorie-dense, nutrient-poor foods due to cost and accessibility (Darmon & Drewnowski, 2008).

Schools play a critical role in shaping children's eating habits through mid-day meal programs, cafeteria offerings, and nutrition education (Briefel et al., 2009). Positive school environments that promote healthy food choices have been shown to encourage better eating habits in students.

The pervasive influence of television and digital media has been linked to increased consumption of junk foods and sugary beverages. Children are particularly susceptible to food marketing, which often promotes high-fat, high-sugar, and low-nutrient products (Harris et al., 2009).

### **Statement of Problem:**

Food preferences developed during childhood play a crucial role in shaping long-term dietary behaviors and health outcomes. In recent years, there has been a growing concern over the increasing consumption of unhealthy, processed, and fast foods among school-going children. Despite widespread awareness of the importance of balanced nutrition, many children continue to show a marked preference for high-calorie, low-nutrient foods, often influenced by factors such as taste, peer pressure, media exposure, and family habits.

In India, especially in both urban and rural school settings, the shift away from traditional home-cooked meals toward packaged and convenience foods is evident. This trend raises serious public health implications, including childhood obesity, nutritional deficiencies, and the early onset of lifestyle-related diseases. However, there is limited empirical data that explores the underlying causes of these food choices in the school-going age group.

## Significance of the Study:

Understanding the food preferences of school-going children is crucial due to growing health issues like obesity and malnutrition. Early dietary habits often persist into adulthood, affecting long-term health. This study is important for multiple reasons: it aids health professionals in improving child nutrition, supports the development of school-based nutrition education, guides parents on fostering healthy habits at home, and informs policymakers on creating healthier school food environments. Additionally, it highlights socio-economic influences on food choices and deepens the understanding of behavioral and cultural factors in child nutrition. Overall, the study offers valuable insights to promote healthier lifelong eating habits in children.

## Objectives:

This research article explores the determinants and patterns of food choices among school-going children, examining how taste, parental influence, socio-economic status, media exposure, and school environments shape their eating behavior.

## Research questions:

- ☐ How do taste preferences influence the food choices of school-going children?
- ☐ What is the role of parental influence, socio-economic status, and media exposure in shaping children's eating behavior?
- ☐ In what ways does the school environment impact the dietary patterns and food preferences of school-going children?

## Methodology:

**Research Design:** A descriptive, cross-sectional study design was used to assess food preferences among school-going children aged 10–14 years.

**Sample and Data Collection:** A total of 100 students from five different schools of Contai in West Bengal were selected using random sampling. Data were collected through structured questionnaires and interviews with students, parents, and teachers.

**Data Analysis:** The data were analyzed using statistical tools, including frequency distributions, cross-tabulations, and chi-square tests, to identify significant associations among variables.

## Results:

**Table 1: General Food Preferences of Children**

Food Item / Category	Frequency (Preferred)	Percentage (%)
Fast Food (Burger, Pizza, Noodles)	78	78%
Sweets & Chocolates	85	85%
Fruits	42	42%
Green Vegetables	30	30%

Dairy Products (Milk, Curd, Cheese)	65	65%
Soft Drinks & Sugary Beverages	70	70%
Snacks (Chips, Namkeen, etc.)	73	73%
Home-Cooked Meals	55	55%
Packaged/Processed Foods	68	68%
Traditional/Regional Foods	40	40%

The food preferences of children play a crucial role in shaping their nutritional habits and long-term health outcomes. The data on general food preferences among children aged 10–14 years (N = 100) presents a revealing picture of the current trends in dietary behavior in this age group.

The most striking aspect of the data is the overwhelming preference for unhealthy or processed food items. **Sweets** and chocolates emerged as the most preferred category, with **85%** of children indicating a liking for them. This is closely followed by fast foods such as burgers, pizzas, and noodles (**78%**), and snacks like chips and namkeen (**73%**). Additionally, soft drinks and sugary beverages are preferred by **70%** of the children, while packaged and processed foods are chosen by 68%. These statistics highlight a growing inclination toward foods that are high in sugar, fat, salt, and preservatives, which provide immediate sensory pleasure but are often poor in essential nutrients.

On the other hand, foods that are known for their nutritional value, such as fruits (42%) and green vegetables (30%), are significantly less preferred. This low acceptance indicates a potential deficiency in essential vitamins, minerals, and fiber among children, which can lead to various health problems including weak immunity, digestive issues, and stunted growth. It also reflects a lack of awareness or interest in healthy eating, which may be influenced by factors such as taste aversion, lack of availability, or insufficient parental and school encouragement.

**Dairy products**, which are essential sources of calcium and protein, are preferred by **65%** of children, indicating a relatively positive attitude towards this food group. Home-cooked meals are favored by **55%**, suggesting that a little more than half of the children still value or regularly consume meals prepared at home. This preference may be influenced by cultural practices, parental behavior, or school meal programs, and it presents a crucial opportunity for reinforcing healthy eating habits.

The overall pattern suggests that while some children continue to consume healthy and balanced foods, the majority show a strong preference for energy-dense, processed, and ready-to-eat items. Such preferences can be attributed to factors like media exposure, peer influence, busy family lifestyles, and the easy availability of junk food. If these trends persist unchecked, they can contribute to serious health issues such as childhood obesity, early-onset diabetes, and poor academic performance due to lack of proper nutrition.

**Table: Influence of Parental Behavior on Food Preferences of Children**

Parental Behavior	Frequency (Children)	Percentage (%)
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	Affected)	
Parents regularly eat fruits & vegetables	62	62%
Parents frequently consume fast food	48	48%
Parents prepare home-cooked meals daily	70	70%
Parents give pocket money used for buying snacks/junk food	55	55%
Parents encourage healthy eating through guidance/discussion	46	46%
Parents buy packaged or processed food regularly	51	51%
Parents involve children in grocery shopping/meal planning	38	38%

Parental behavior significantly influences children’s eating habits, especially during their formative years. Data from a sample of 100 children aged 10–14 reveals that healthy parental practices—such as preparing home-cooked meals (70%) and regularly eating fruits and vegetables (62%)—positively impact children’s food preferences by modeling nutritious behavior. However, many parents also engage in unhealthy habits: 48% frequently consume fast food, 51% buy processed foods, and 55% provide pocket money that children often spend on junk food, contributing to poor dietary choices.

Encouragingly, 46% of parents actively guide their children toward healthy eating, and 38% involve them in grocery shopping or meal planning—practices that foster food awareness and literacy. Overall, the influence of parents is mixed, combining both supportive and harmful food behaviors.

**Table: Factors Influencing Food Preferences of Children**

Influencing Factor	Frequency	Percentage (%)
Socio-Economic Status (access/affordability)	60	60%
School Environment (meals/canteen programs)	48	48%
Television & Social Media Advertisements	65	65%
Cultural/Religious Food Practices	41	41%
Health Awareness/Nutritional Knowledge	36	36%

The food preferences of children aged 10–14 are influenced by a combination of external and internal factors. Television and social media advertisements emerge as the most impactful, affecting 65% of children and promoting unhealthy food choices through appealing content. Socio-economic status, influencing 60%, determines the accessibility and affordability of nutritious foods, highlighting dietary inequality between income groups.

The school environment influences 48% of children, with nutritious school meals and food education fostering healthier habits. Cultural and religious practices shape preferences for 41% of children by

establishing early exposure to traditional diets. Health awareness and nutritional knowledge, though lower at 36%, still contribute to informed food choices.

**Table: Association between Parental Behavior and Children's Preference for Fruits**

Parental Behavior	Preference for Fruits	Observed (O)	Expected (E)	$(O-E)^2 / E$
Parents eat fruits & vegetables regularly	Yes	30	26.04	0.6
	No	32	35.96	0.44
Parents do <b>not</b> eat fruits & vegetables	Yes	12	15.96	0.98
	No	26	22.04	0.71
<b>Total</b>		<b>100</b>		<b>2.73</b>

Although children of parents who eat fruits and vegetables regularly show a slightly higher preference for fruits, the association is not strong enough to conclude a significant relationship statistically. Other influencing factors—such as media exposure, peer influence, and personal taste—might also play crucial roles in shaping children's fruit preferences. However, the data still suggests a positive trend, indicating that parental modeling of healthy eating habits may influence children's choices, even if the statistical association in this sample is not significant.

#### Findings:

- The data reveals that parental influence on children's food preferences is multifaceted, combining both positive and negative practices.
- The data shows that food preferences in children are shaped by a complex interplay of external and internal factors, with media influence and socio-economic status being the most significant.
- The study suggests a positive trend, indicating that parental modeling of healthy eating habits may influence children's choices

#### Recommendations:

Based on the findings, the following recommendations are proposed:

- **Nutrition Education:** Integrate nutrition literacy into the school curriculum from an early age.
- **Parental Awareness Programs:** Educate parents about the impact of their dietary behavior on children's preferences.
- **School Meal Reforms:** Ensure availability of balanced meals and restrict the sale of junk food in school premises.
- **Media Regulation:** Monitor and restrict advertisements targeting children, especially for unhealthy food products.
- **Community Engagement:** Promote awareness through local campaigns, cooking demonstrations, and farmer-school linkages.

## Conclusion:

Understanding food choices among school-going children is essential in building a healthier future generation. The study emphasizes the multifaceted nature of food preferences, which are deeply rooted in family, culture, accessibility, and social norms. Early interventions involving schools, parents, and policymakers can play a transformative role in encouraging healthier food habits in children.

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