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POCKET MONEY AND SNACKING PATTERN OF SCHOOL CHILDREN



Jasmina Chrysolyte S

Lecturer, Department of Clinical Nutrition, Sri Ramachandra University, Porur, Chennai, TN.

Short Profile

Jasmina Chrysolyte S. is Lecturer at Department of Clinical Nutrition in Sri Ramachandra University, Porur, Chennai, TN.

Co - Author Details :

V. Raji Sugumar

Associate Professor & Head, Dept of Home Science, Avvaiyar Govt. College for Women, Karaikal, UT of Puducherry.



ABSTRACT:

The present study was intended to delineate the pocket money usage and snacking pattern of school going children between 12 and 15 years of age in Puducherry. Stratified proportionate random sampling method was adopted to pick the samples and accordingly 571 children both from government and private schools were selected. Data was collected through self administered questionnaire. The entire study was spread over a period of eight months from January 2012 to August 2012. The

data collected was statistically analysed and percentages and illustrations were sparingly used. It was found that samples having increasing access to pocket money are interested in spending money for eatables. Higher the range of pocket money, higher is the money spent for eatables and it was found to be directly proportional. Peer group influence and television advertisements play a major role in influencing the food pattern of children irrespective of the age.

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POCKET MONEY AND SNACKING PATTERN OF SCHOOL CHILDREN

KEYWORDS

Pocket Money, Snacking Pattern, statistically analysed.

INTRODUCTION

School going children are more desirous for junk foods due to peer pressure and television advertisement. Pocket money gives the children a liberty to spend on their own for buying snacks of their interest. This leads to unhealthy choice of snacks among the adolescents which are detrimental to health. Indian urban adolescent children current pocket money trends is increasing steeply and spending on food was one among the top list (Punitha et al., 2014). Hence the following study aimed to study the pocket money usage and the choice of snacks by the sample group.

OBJECTIVE:

To study the amount of pocket money and snacking pattern of the sample group.

METHODOLOGY:

This study was done in Puducherry for a group of five hundred and seventy one (N=571) school going children of age between 12 and 15 years belonging to both sexes. Stratified proportionate random sampling method was used to pick the samples. A pre-tested self administered questionnaire was used for collecting data. The results were interpreted with percentages, illustration and statistically.

RESULT AND DISCUSSION:

Pocket money and its usage

The table reveals whether pocket money is given to the sample group, the amount of pocket money they receive and the way in which they make use of the money. The percentages are as follows:

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Table: 1. Basic details on pocket money

VARIABLES	N= 571	PERCENTAGE							
Pocket money									
Yes	434	76							
No	137	24							
Amount in Indian Rupees									
15 – 50	231	40							
55 – 150	189	33							
200 - 300	14	02							
Savings									
Full savings	143	34							
Partial savings	50	09							
No savings	241	42							

The above table says that more than half of the respondents i.e., 76% get their pocket money and 24% are not given pocket money which may be due to the poor economic status of the family or strict upbringing. About 40% of the respondents get their pocket money between Rs.15 and Rs.50, 33% between Rs.55 and Rs. 150 and only two per cent are given pocket money between Rs.200 to Rs.300. Among those who receive the pocket money 42% spend their money fully, 9% have the habit of spending for eatables and also saving a small percentage of their money, whereas 34% do not spend their pocket money at all and save their money fully.

H₀1: There is no association between range of pocket money and savings

Table 1.2 Amount of pocket money Vs Spending pattern

N = 571

Amount of pocket money (Rs.)	Spending of pocket money										
		Mobile recharge Eatables			Access	Accessories O		Others		Total	
	N	(%)	N	(%)	N	(%)	N	(%)	N	(%)	
< 25	1	0.1	19	3	7	1	20	3	47	8	
25-50	1	0.1	27	5	5	1	34	6	67	12	
50-75	1	0.1	21	4	2	0.3	8	1	32	6	0.036
75-100	1	0.1	36	6	11	2	32	6	80	14	
>100	7	1	29	5	5	1	23	4	64	9	

The amount of spending pocket money for mobile recharge, eatables, accessories and for stationeries are computed in the above table. It is clearly seen that about 15% of the samples have their

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pocket money widely ranging from Rs. 50 to even Rs.300, and are interested in spending the money for snacks/eatables, etc. A statistically significant difference of p<0.05 is found and the null hypothesis is rejected. Hence there lies an association between the amount of pocket money they receive and the different methods in which it is spent. It can be thus concluded from the above table that higher the range of pocket money, higher is the money spent for eatables and it is directly proportional. The present study coincides with a study conducted by verstraeten et al., (2014), which reported that adolescents are having financial autonomy to choose food, generally originating from pocket money received from parents/grandparents and this pocket money was mainly used to purchase foods of poor nutritional quality at school.

Snacking pattern

The pattern of snacking of the respondents is described in the following figure 1.

The figure 1 shows that three fourth (70%) of the respondents have the habit of munching their favourite snack foods which include a variety of savouries such as chips, etc while watching television. Thirty two percent of the respondents have the habit of taking both fruit and vegetable juices whereas a large number (35%) of the samples consume only fried items as snacks.

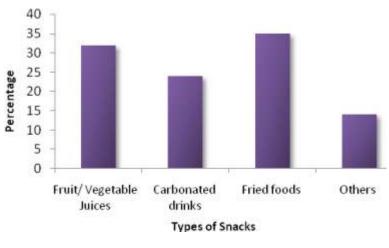


Figure 1
SNACKING PATTERN

MAJOR FINDINGS:

- About 76% of the samples get pocket money of which 57% of the samples have the privilege of buying their own snacks from the shops, bakeries, food joints available near their schools and also on their way back home.
- •It was also found that 15% of the samples have a higher range of pocket money and are interested in spending money for eatables. The higher the range of pocket money higher is the money spent for eatables.

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CONCLUSION:

Considering the health outcome of the growing children the quality of food sold in school canteen and nature of food advertisements should be under strict scrutiny.

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