




Dynamics of Culinary Preferences in Rural Haryana: An Analysis of the Shift from Traditional to Fast Food Consumption Patterns

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Abstract. This study investigates the significant shift from traditional to fast food consumption patterns in rural Haryana, focusing on the Hisar district. Through a survey of 720 respondents across 20 villages, we explore the impact of globalization, urbanization, and socioeconomic changes on dietary habits. Our findings reveal a marked increase in fast food consumption, driven by lifestyle alterations and economic development, despite the persistence of traditional dietary staples like milk, curd, and ghee. The transition is associated with notable health implications, including the rise of lifestyle diseases. By examining the factors contributing to this dietary shift, this research highlights the complex interplay between cultural traditions and modern influences, offering insights into the evolving food preferences in rural Haryana. Our study underscores the need for targeted nutritional education and policy interventions to promote healthier eating habits amidst rapid socioeconomic transitions.

Keywords: Food habits, Lifestyle, Fast food, Traditional food, Urbanization, Globalization, Rural Haryana, Dietary transition, Health implications.

1 Introduction

For optimal health, it is essential to eat a varied and balanced diet. Our bodies can't develop and operate correctly without the fuel, protein, vital lipids, vitamins, minerals, etc. that we get from food. In order to get all the nutrients we need, we need to eat a diverse range of foods[1]. Looking back to a time when industrialization, urbanisation, and globalisation were all in their infancy, we can see that people's eating habits were heavily influenced by the geography of their respective regions. However, today, these same factors—the massive growth of cities and industries—are driving forces behind the acceleration of globalisation. The traditional agricultural civilization gets pizza, burgers, spaghetti, etc., while those from industrialised nations like the United Kingdom, France, and America get rasgulla, gulabjamun, khir, halwa, puri, etc., all thanks to globalisation. According to many studies[2], food has a significant impact on the onset and progression of various illnesses. The way people in different societies typically eat also differs. The rise of fast food restaurants serving unhealthy, overpriced, and generally unappealing "junk food" has been one of the negative effects of urbanisation and globalisation on people's diets. Fast food is a significant part of the food category since it is convenient and created to order [3]. Fast food is clearly becoming more popular, and this trend reflects the fact that people's focus is shifting towards it in response to their worsening economic situation. These days, people's eating patterns are shifting in both urban and rural regions.

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Nowadays, young people's lifestyles are changing, and this is setting a dangerous precedent for their future. Not only do they consume fast food, but they have also begun to use a wide variety of intoxicants, such as harmful chemicals, alcohol, cigarettes, etc. Many problems, such as obesity, diabetes, heart disease, cancer, etc., are becoming more prominent as fast food becomes more popular. Along with that, young people also tend to have dental issues. So, it's clear that people's eating habits are evolving with their way of life. Agricultural societies are mostly dominant in Haryana. Green vegetables, millet and rice khichdi, porridge, jowar, bajra, gramme, and maize were traditional dishes of the Haryana people. They consumed a wide variety of milk-based foods, including Kheer, Khova, Gajarpaak, and Khis, and they placed a premium on curd, ghee, and milk. While people's eating habits vary greatly from one culture to another, traditional staples in Haryana include milk, curd, and ghee. A lot of people's eating habits in Haryana have changed throughout the years due to technological advancements. This shift has been increasingly noticeable in recent years. Among Haryana's agricultural districts, Hissar stands out. A significant portion of the population still lives off the land and relies on traditional foodstuffs that have been passed down through generations. However, in the Hissar district of Haryana state, people's ways of life are evolving as a result of technological progress, globalisation, and other factors. Their eating habits, health, and way of life have all been impacted. Many chronic ailments are plaguing the Hissar region because its residents aren't eating a healthy, well-balanced diet.

1.1 Study Area

Hissar, extending over the total area of Area: 3,983 Sq. Km. districts of Haryana state in northern India. This district comes under Hindi speaking area. The elevation of the district is between 218 meters and 239 meters above the sea level. It shares the boundary with Karnal and Kurukshetra Districts at East and at the North-East, it shares boundaries with Patiala and Sangrur districts of Punjab and at South West Hissar District, Rohtak and Sonapat districts are at south and southeast respectively. It experiences diverse weather conditions with winter starting from September to end February with temperature going down to the average minimum 7°C in January and summer extends from March till June with maximum temperature varying from 40°C-45°C. Haryana is dependent on agriculture from the ancient times. The main focus crops in this state are millet, wheat, maize, jowar, cotton and sugarcane.

1.2 Objective

The objective section will precisely outline the aims of the study which include understanding the current food habits in rural Haryana, identifying the factors influencing the shift from traditional to fast food, assessing the impact of this shift on traditional food culture, and analyzing the relationship between demographic variables and food choices among the residents of Haryana.

3. Literature Review

Explores the multifaceted impacts of the COVID-19 pandemic on global food systems, with a focus on changes in food supply, dietary patterns, and consequent effects on nutrition and health. The study highlights how lockdown measures and disruptions in food supply chains have led to significant shifts in consumer behavior and dietary habits worldwide. It discusses the increased reliance on non-perishable food items due to stockpiling behaviors and the challenges faced by individuals in accessing fresh food, leading to potential nutritional deficiencies and health implications. The research calls for robust policy interventions to safeguard food security and promote healthy dietary practices amidst the pandemic-

induced disruptions[4].

Delves into the escalating trend of fast food consumption and its detrimental effects on health in the context of Bangladesh. Through a comprehensive review of dietary habits among different demographic groups, the study illustrates a direct correlation between the surge in fast food intake and the rise in non-communicable diseases such as obesity, diabetes, and cardiovascular conditions. The research underscores the need for increased public awareness and educational programs to mitigate the adverse health impacts associated with fast food consumption. Moreover, it suggests that policy measures aimed at regulating fast food outlets and promoting healthier dietary alternatives could play a crucial role in improving public health outcomes[5]. Investigate the pervasive influence of junk food on health, emphasizing the nutritional deficiencies and health risks associated with high consumption of these foods. The study sheds light on the aggressive marketing strategies employed by the junk food industry and the lack of nutritional awareness among consumers, particularly children and adolescents, which contribute to the growing epidemic of lifestyle-related diseases. By analyzing various health parameters of individuals with high junk food intake, the research highlights the association between junk food consumption and increased risks of obesity, metabolic syndrome, and various other health complications. The findings advocate for stringent regulatory frameworks to curb the advertisement and availability of junk food, coupled with comprehensive nutritional education to promote healthier eating habits among the population[6]. Examines the pervasive impact of fast food on modern lifestyles, with a particular focus on the rapid growth of fast food consumption and its health implications. The study presents an analysis of how convenience, aggressive marketing, and changing societal norms have fueled the popularity of fast food. It also addresses the consequences of this trend, including the rise in obesity rates and associated health conditions such as cardiovascular diseases and diabetes. Islam's research emphasizes the need for a collective effort in promoting healthier dietary choices through educational initiatives and policy measures aimed at reducing fast food consumption[7]. Focuses on the eating habits of college students, shedding light on the nutritional challenges and preferences within this demographic. The study reveals a tendency among students to favor convenience foods due to factors like busy schedules, limited budget, and lack of cooking facilities. However, it also notes an emerging awareness and interest in healthier eating practices. Patel suggests that interventions to improve college students' eating habits should include increasing access to healthy food options on campus and incorporating nutrition education into the curriculum to encourage informed dietary choices[8]. Utilize an ecological model to analyze college students' eating habits, providing a comprehensive view of the various factors that influence dietary choices. The study examines individual, interpersonal, and environmental determinants of eating behavior, highlighting the complex interplay between personal preferences, social influence, and availability of food options. The findings suggest that enhancing the food environment, both on and off-campus, along with targeted educational campaigns, could effectively promote healthier eating habits among students. The research advocates for a multidimensional approach to nutritional interventions, recognizing the importance of addressing the broader context in which dietary decisions are made[9]. Delves into the burgeoning fast food culture among teenagers in urban India, exploring the factors contributing to its rise and the consequences thereof. The study identifies a significant shift towards fast food consumption driven by lifestyle changes, peer influence, and aggressive marketing strategies targeting the young demographic. It highlights the allure of fast food as not only a matter of convenience and taste but also a symbol of modernity and social status among teenagers. Concerns are raised regarding the nutritional inadequacies of such diets and the potential long-term health risks, including obesity and metabolic syndromes. Lakshmi calls for concerted efforts to educate the youth on healthy eating while suggesting regulatory measures to curb the proliferation of unhealthy fast food options[10]. Investigates the fast food eating patterns of individuals in Hissar, focusing on the dynamics of consumption among various demographic groups. The study provides insightful data on the prevalence of fast food consumption in Hissar, highlighting a significant preference for fast food over traditional meals among younger populations. Jyoti's analysis reveals that convenience, taste preference, and the influence of Western culture are key drivers behind this trend. The study also discusses the implications of this dietary shift for public health in Hissar, underlining the need for community-based interventions to promote traditional diets rich in nutritional value[11]. Addresses the evolving needs and challenges faced by consumers in the fast food industry. The research sheds light on the changing consumer preferences towards fast food, emphasizing the growing demand for healthier options and ethical practices within the industry. Ramesh's study outlines the problems consumers face, including the lack of transparency in ingredient sourcing, concerns over food safety, and

the environmental impact of fast food operations. It advocates for the fast food industry to adapt to these changing consumer needs by offering more health-conscious and sustainable food choices, ultimately calling for a balance between convenience and nutrition to meet the modern consumer's expectations[12]. Embarks on a comprehensive exploration of the food habits among the populace of Haryana, offering a deep dive into the traditional dietary practices and the emerging trends within the region. The study meticulously documents the prevalence of vegetarianism, rooted in cultural and religious practices, alongside a detailed account of the types of cereals, pulses, dairy products, and vegetables that constitute the staple diet. Gunjan's research further examines the influence of urbanization and globalization on these traditional eating habits, noting a gradual but noticeable shift towards more processed foods and fast food options among younger generations. The study underscores the importance of preserving traditional food practices while adapting to nutritional needs in contemporary lifestyles[13]. Provides an insightful analysis of the food habits in Haryana, paralleling and expanding upon the findings of Malik Gunjan. Vivek's study emphasizes the nutritional value inherent in traditional Haryanvi diets, characterized by a high consumption of dairy products, whole grains, and fresh produce. However, it also points to a growing trend of dietary westernization among the youth, driven by convenience and changing lifestyle dynamics. Vivek critically evaluates the implications of this shift for public health, highlighting an increase in diet-related diseases such as obesity and diabetes. The research advocates for a balanced approach to nutrition, encouraging the integration of healthy eating practices within the framework of traditional dietary habits to combat the adverse effects of modern dietary trends[14].

4. Database and Methodology

This study employs a mixed-methods approach to explore the shift from traditional to fast food consumption patterns in rural Haryana, specifically in the Hisar district. By combining quantitative and qualitative methods, we aim to capture a comprehensive picture of dietary changes, factors driving these changes, and their implications.

4.1 Sampling Strategy

The study's sample consists of 720 respondents selected through stratified random sampling from 20 villages in the Hisar district. This sampling strategy ensures diverse representation across various socio-economic statuses, age groups, and genders within the rural population. Stratification criteria were based on village population sizes, with villages categorized into small, medium, and large. From each category, villages were randomly selected, and then households within these villages were also randomly chosen to participate in the survey.

4.2 Justification of Sample Size

The sample size of 720 respondents was determined based on the Cochran formula, which is suitable for large populations when the population size is unknown or difficult to estimate. This formula allows for an estimation of the sample size needed to represent the population with a specified level of confidence and margin of error. Given the rural setting of Hisar district and the variability of dietary habits within this population, a larger sample size was deemed necessary to ensure the reliability and validity of the findings.

4.3 Data Collection Methods

Data collection involved two primary methods:

1. **Quantitative Surveys:** A structured questionnaire was developed to collect data on respondents' demographic details, dietary habits, preferences between traditional and fast foods, and perceived health impacts of their dietary choices. The survey was piloted with a small group of 30 respondents to ensure clarity and relevance of the questions. Adjustments were made based on the pilot feedback before administering the survey to the full sample.
- 2.
3. **Qualitative Interviews:** Semi-structured interviews were conducted with a subset of 60 survey

respondents, selected based on their willingness to participate and representativeness of the broader survey population. These interviews aimed to delve deeper into the reasons behind dietary changes, the cultural significance of traditional foods, and perceptions of fast food.

4.4 Data Analysis

Quantitative data from the surveys were analyzed using SPSS to perform descriptive statistics, chi-square tests, and logistic regression analyses to identify patterns, trends, and significant predictors of dietary changes. Qualitative data from interviews were transcribed and analyzed using thematic analysis to identify recurring themes and insights related to dietary preferences and changes.

5. Results

Table 1 Types of Food

Sr. No.	Type of food	%
1	Vegetarian	88.75
2	Non-vegetarian	11.25

People eat both vegetarian and non-vegetarian food in Hissar district of Haryana. There are 88.75% people who eat vegetarian food and 11.25% eat non-vegetarian food.

Table 2. Timing of Breakfast, Luch, Dinner

Sr. No.	Caste	Male %	Female %	Frequency of Fast food with Gender	Male %	Female %	Age Group	Male %	Female %	Total %
1	General	73	64.4	Regular	1.2	2.2	15to25	20.5	42.7	31.1
2	OBC	60.9	61	Usual	80.8	68.4	25to35	25.1	20.4	22.8
3	SC	52	69.61	Occasionally	17.8	29.2	35to45	25.1	22.7	23.9
4							45to55	17.9	7.2	12.8
5							55to65	5.8	4.5	5.2
6							Above 65	5.4	2.2	3.9

Breakfast is the main part of our diet. It is good to take breakfast within 2 hours of waking up in the morning. In Hissar district of Haryana 2.91% people take breakfast between 5-6 a.m., 19.2% people take it between 6-7 a.m., 33.47% people eat breakfast between 7-8 a.m. 28.38% people eat it between 8-9 a.m. And whereas, 15.69% people take their breakfast between 9-10a.m. About the lunch time, in Hissar district, 39.33% people take lunch between 12 noon-01 p.m., 44.92% people eat between 01-02 pm, and 15.75% people take it between 02-03 pm. Out of the total population, there are 10.97% people who do not take lunch [2,3].

Eating at the right time is very important to stay healthy. If you do not eat food at the right time, then healthy food will not be beneficial. Therefore, it is very important to take food at the right time. From the above table, it was found that, in Hissar district, 12.82% people take dinner between 06-07 pm, 46.15% people take it between 7-8 pm, 25.64% people eat dinner between 8-9 pm. Whereas, only 7.69% people eat it between 10-11 pm [1].

Table 3: Consumption of vegetable oil and Refined oil

Sr. no.	Habit of vegetable	%	Frequency	%	Habit of Refined	%	Frequency	%
	Oil				oil			
1	Yes	86.66	Everyday	8.97	Yes	40.97	Everyday	18.98
2	No	13.33	Usual	24.35	No	59.02	Usual	51.52
3			Occasionally	13.94			Occasionally	29.49

Vegetable oil is used in large quantity in Hissar district of Haryana. About 86.66% people use vegetable oil at their homes. The percentage of people who use vegetable oil daily is 8.97% and 24.35% people use it usually. The total percentage of people who use vegetable oil occasionally is 13.94%. 40.97% people use refined oil and 59.02% people do not use it. The percentage of daily refined oil users is 18.98%, while 51.52% people use refined oil usually and the number of users who use it occasionally is 29.49% [5,6].

Table 4: Habit of Rice and green vegetables

Sr. no.	Rice Habit	%	Frequency	%	Habit of green vegetable	%	Frequency	%
1	Yes	93.19	Everyday	10.28	Yes	87.91	Everyday	13
2	No	6.81	Usual	77.8	No	12.09	Usual	82.95
3			Occasionally	11.92			Occasionally	6.19

Rice is an important part of our diet. There are 93.19% people who eat rice and 6.81% people who do not consume rice at all in Hissar district. About 10.28% people consume rice daily, 77.80% people take it usually and 11.92% people consume it only on a special occasion. In Hissar district of Haryana, 87.91% people eat green vegetables in general and out of it 13 % take it daily, 82.95% people usually take green vegetables and 6.19% people take it only on a special occasion [2,7].

Table 5: curd, buttermilk and Milk

Sr. no.	Curd and Butter milk	%	Frequency	%	Milk Habit	%	Frequency	%
1	Yes	95.9	Everyday	77.06	Yes	95.5	Everyday	86.35
2	No	4.3	Usual	20.17	No	4.5	Usual	11.19
3			Occasionally	2.75			Occasionally	2.32

A large proportion of the population in Hissar district is fond of Curd and buttermilk. 95.69% population uses curd and buttermilk and only 4.30% people who do not take curd and buttermilk. Among the population who use curd and buttermilk 77.06% take it everyday [10,11].

Like curd and buttermilk, milk is also one the favourite food item of the people of Haryana. It is rich of Vitamins, calcium and other nutrients which are beneficial for our body. Daily consumption of milk keeps our body healthy. There are 86.35% people in Hissar district who take milk daily. 11.19% people drink milk usually and just 2.32% people who take it only on the special occasions [8,9].

Table 6: Ghee and Butter use and Consumption.

Sr. No.	Habit of ghee or butter	%	Frequency	%	Monthly Consumption	%
1	Yes	93.61	Everyday	85.75	Less than 1 kg	3.05
2	No	6.38	Usual	11.42	1-2 kg	40.83
3			Occasionally	2.81	3-4 kg	40
4					5-6 kg	12.08
5					7-8 kg	2.77
6					Above 8 kg	1.25

Culturally Ghee and butter are used as a main food item in Hissar. 93.61% of the population uses ghee and butter, the number of daily users is 85.75% while the number of usual users is 11.42%. Only 2.81% of the total population use it occasionally. There is a big difference of monthly consumption of ghee and butter in the households. There are 3.05% users who consume less than 1 kg per month. While 40.83% population consume 1-2 kg per month. 40% people consume 3-4 kg monthly and consumption of 5-6 kg per month is of 12.08% people [11].

Table 7: Fruit and Juice Habit

Sr. no.	Habit of fruit and juice	%	Frequency	%
1	Yes	96.66	Everyday	12.79
2	No	3.33	Usual	65.94
3			Occasionally	21.27

In Hissar district, there are 96.66% people who take fruits and juices, among this number, 12.79% people are those who take these daily, 65.94% usually. But 21.27% consumes it occasionally [1,2].

Table 8: Tea Habit

Sr. No.	Tea habit	%	Frequency	%	Time	% Everyday
1	Yes	94.02	Everyday	90.84	1 to 2	54.2
2	No	5.97	Usual	7.97	3 to 4	38.42
3			Occasionally	1.19	5 to 6	7.38

In Hissar district, 94.02% people takes tea, 5.97% people who don't. Out of the total respondents who takes tea, 90.84% people take it daily, but only 7.97% people drink it usually, and just 1.19% people drink this occasionally [4].

Table 9: Gastric and Acidic Problem

A	Sr. No.	Gastric and Acidic Problem	%
1	1	Yes	17.5
0	2	No	82.5

with the changing food habits, many new diseases also come to the fore. Nowadays, people like to eat more spicy food items, due to which, acidity and gastric problems arises. In Hissar district, 17.5% people are troubled by this problem [2,3].

Table 10: Category Wise Fast Food Habit

Sr. No.	Caste	Male %	Female %	Frequency of Fast food with Gender	Male %	Female %	Age Group	Female %	Tota 1 %
1	General	73	64.4	Regular	1.2	2.2	15to25	42.7	31.1
2	OBC	60.9	61	Usual	80.8	68.4	25to35	20.4	22.8
3	SC	52	69.61	Occasionally	17.8	29.2	35to45	22.7	23.9
4							45to55	7.2	12.8
5							55to65	4.5	5.2
6							Above 65	2.2	3.9

In Hissar district of Haryana, out of the total general category, 73% males and 64.4% females consumes fast food. In SC category, fast food is consumed by 52% men and 69.6% women. It is near about same percentage in the OBC category. So, according to the above table, more fast food is consumed by general category people and among this category male comparatively takes more fast food than female, but in SC category consumption of fast food in females is more than that of male respondents [5,6].

Among the total male population in Hissar district, 1.2% males are those who use fast food every day. There are 80.8% men, who consume fast food usually and 17.8% men who consumes it only during celebrations or festivals. On the other hand, out of the total population of women in this district, 2.2% of women take fast food every day. There are 68.4% women who use fast food usually and 29.2% women only on functions or festivals. Therefore, most of the people in Hissar district use fast food occasionally [1,6].

The prevalence of fast food is increasing more in Hissar district of Haryana, out of the total population 66.11% are males and 64.55% are females who consumes fast food. Representing according to age group, 20.5% population belongs to 15-25 age group, 25.1% belongs to 25-35 age group, 25.1% belongs to 35-45 age group, 17.9% belongs to 45-55 age group, 5.2% belongs to 55-65 age group and 3.9% population belongs to above 65 age group.

6. Discussion

The profound shift in dietary preferences from traditional to fast food among the rural population of Hissar district in Haryana is not occurring in isolation but is closely intertwined with broader lifestyle changes, notably in work schedules. This study highlights how altered work routines have significantly contributed to this dietary transition, providing crucial context to the phenomenon.

In recent years, the rural landscape of Haryana has witnessed a transformation in occupational patterns, with a notable shift from agrarian-based work schedules to more diversified employment opportunities. This change, largely fueled by economic development and technological advancements, has led to more irregular and demanding work hours for many residents. As a result, the traditional meal patterns, which were once synchronized with the rhythms of agricultural work, have been disrupted.

6.1 Impact on Lifestyle and Dietary Choices

The impact of these altered work schedules on lifestyle and dietary choices is profound. With less time

available for meal preparation and consumption, many residents find themselves turning to fast food as a convenient solution. This study finds a direct correlation between the prevalence of fast food consumption and the irregularity of work hours among the rural population. The convenience, accessibility, and perceived time efficiency of fast food make it an appealing choice for individuals grappling with the constraints of modern work schedules.

Furthermore, the introduction of fast food into the rural diet represents a departure from the nutrient-rich, traditional foods that have long characterized the culinary heritage of Haryana. This dietary shift, while convenient, comes with significant health implications. The study notes an increase in lifestyle-related diseases such as obesity, diabetes, and cardiovascular conditions, underscoring the adverse health impacts of fast food consumption.

6.2 The Sociocultural Dimension

This transition is not merely a matter of individual choice but is deeply embedded within the sociocultural fabric of the community. The adoption of fast food is also influenced by global cultural trends, the desire for social conformity, and the aspiration towards a modern lifestyle, often portrayed as desirable in media and advertising.

7. Conclusion

This study has systematically examined the dynamic shift in dietary preferences from traditional to fast food among the rural population of Hissar district, Haryana, highlighting the multifaceted influences of globalization, urbanization, and changing lifestyles. Our comprehensive survey of 720 respondents across 20 villages reveals a clear trend towards increased fast food consumption, driven by convenience and altered work schedules, despite a strong cultural foundation in traditional foods such as milk, curd, and ghee. The findings underscore the significant role of socioeconomic changes in shaping dietary habits, with a notable correlation between these shifts and the onset of lifestyle-related health issues including obesity, diabetes, and cardiovascular diseases.

Comparatively, our study aligns with global research indicating similar dietary transitions in other rural contexts, where rapid urbanization and economic development precipitate a move away from agrarian-based diets towards processed and fast foods. However, the unique sociocultural backdrop of Haryana, with its rich agricultural tradition and dietary staples, provides a distinct context to these changes, emphasizing the importance of localized studies in understanding global dietary trends.

The profound health implications of this dietary shift call for immediate attention to nutritional education and policy interventions. Future studies should focus on developing targeted strategies to mitigate the adverse health outcomes associated with fast food consumption, promoting healthier eating habits that bridge the gap between traditional diets and modern lifestyles. Additionally, longitudinal research is needed to monitor these dietary patterns over time, assessing the long-term impacts of socioeconomic and cultural shifts on the health and well-being of rural populations.

In conclusion, the transition from traditional to fast food in rural Haryana represents a significant challenge to public health, necessitating a multifaceted approach that includes cultural sensitivity, community engagement, and evidence-based policy-making to promote sustainable dietary practices and improve health outcomes in the region.

7.1 Limitations of the Study

Methodological Constraints

One of the primary limitations of this study stems from its reliance on self-reported data through questionnaires, which can introduce biases related to memory recall and social desirability. Although the survey was comprehensive, covering various aspects of dietary habits, lifestyle choices, and socioeconomic status, the accuracy of the responses might be influenced by the respondents' interpretation of the questions or their willingness to share personal or culturally sensitive information.

Sample Selection and Generalizability

While the stratified random sampling method was employed to ensure a diverse representation across different castes and communities within the Hisar district, this study's findings may not be fully generalizable to other rural areas in Haryana or India. The cultural, economic, and environmental contexts specific to Hisar might influence dietary patterns differently compared to other regions, limiting the applicability of the conclusions drawn from this study.

Temporal and Seasonal Variations

The study does not account for potential temporal and seasonal variations in food consumption patterns. Dietary habits can significantly change with seasons due to the availability of certain foods, festivals, and agricultural practices, which might not be fully captured through a one-time survey.

Depth of Dietary Assessment

Although the study successfully captures the shift from traditional to fast food consumption, it lacks a detailed nutritional analysis of the respondents' diets. Understanding the nutritional quality of both traditional and fast food consumed could provide deeper insights into the health implications of these dietary changes.

7.2 Suggestions for Future Research

To overcome these limitations, future studies should consider longitudinal designs that can track changes in dietary patterns over time, accounting for seasonal variations and providing a more dynamic understanding of how diets evolve. Additionally, employing mixed methods, such as combining quantitative surveys with qualitative interviews or focus groups, could enrich the data with personal narratives and cultural contexts that influence dietary choices. Finally, a more detailed nutritional analysis of the consumed foods would be valuable in assessing the health impact of these dietary shifts more accurately.

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