

CONSUMER BEHAVIOUR TOWARDS OUTSIDE EATING HABITS OF INDIVIDUAL

Dr. T. RAVI, M.B.A., M. Phil, Ph.D

Professor in Druva Institute of Engineering & Technology,
Email Id: ravi.thallapally@ymail.com

ABSTRACT

Three years after independence, Indian lifestyle has undergone many changes. Food and taste habits are no exception to this. Indian households today welcome food with convenience in cooking and purchase. The Indian economy has been growing at a tremendous pace for the last few years, with growth rates of 9.6 percent in 2006 and 9.2 percent in 2007. Despite the global slowdown that hit economies across the globe, India is considered to have survived it to a satisfactory extent. The Indian economy is growing at a steady pace with the direct impact being steadily rising income levels of the Indian population. The rising income levels in the population is a very interesting phenomena because of two reasons one being the fact that 55 percent of the population is under the age of 25 years and secondly, the changed family structure of the population, especially in cities (nuclear families with more than one earning member). What this leads to is an increase in spending, but an increase in spending with a changed consumer behavior. This is also seen in the change in the eating-out habits of the population. It is seen that more and more people eat out these days and for a multitude of reasons, ranging from lack of option for a home cooked meal to wanting to have a relaxing experience from a hard day at work to spending time with friends/family and so on. The avenues available to them have also increased over the last few years. Rising disposable incomes and changing consumer behavior brought about a complete change in the way people choose to eat out. The eating out frequency and habits has undergone a total change over the last decade. One reason for such a significant change has been along with the income and a demographic profile is the growing influence of the west. It is because of this that food habits of countries like India are changing and there is a rapid growth in the fast food industry. It is seen that the trend of going to eat out has increased tremendously. And to cater to this of the basic need for food. There is a plethora of other factors on which this decision depends. Demand a number of restaurants have come up. The eating out decision now no longer is based in the satisfaction.

INTRODUCTION

The Indian economy is growing at a steady pace with the direct impact being steadily rising income levels of the Indian population. What this leads to is an increase in spending, but an increase in spending with changed consumer behavior. Rising disposable incomes and changing consumer behavior brought about a complete change in the eating habits of people. For decades, the Indian food system has been focusing on fresh fruits and vegetables and imbibing food related lifestyle and culture. Eating home cooked food together in the family after exerting a lot in food purchase and food preparation has been the culture traditionally, whereas today quick meals outside the home have become as an essential part of our lifestyle. Traditional food and eating habits are being destroyed under the guise of modern food and eating habits. Eating out earlier was confined to occasional eating. But now-a-days eating out is growing phenomena of

our changing society. Eating out is defined as the consumption of all foods, taking place outside one's own household. The eating out frequency and habits has undergone a total change over the last decade. People like eating out because it is cheap, convenient, tasty and above all heavily promoted. It is seen that more and more individuals are eating out these days and for a multitude of reasons, ranging from lack of option for a home cooked meal to want to have a relaxing experience from a hard day at work to spend time with friend/family and so on. Factors such as working away from home, working mothers, and food varieties (both branded and non-branded) served on many premises have also encouraged the practice of eating-out. Families spend their weekend at shopping complexes for various shopping purposes and they also take the opportunity to dine out at the food court or nearby restaurants. It necessitates working parents to spend some time together with their children. Families also entertain relatives and friends at food outlets with meals. Food served at restaurants is the attraction as many varieties are served. Restaurants, food courts and food stalls are servicing not only those who want to eat at meal times, but also those who want to enjoy food with friends/family members in a festive and relax manner. The avenues available to people have also increased over the last few years. Accessible food premises also influence the people to eat outside more often than before. Food and the culture of eating have undergone some form of transformation.

It is said, "Some people eat to live and some people live to eat". Food is an integral part of our life, culture and history. The practice of eating-out has helped families and individuals to meet their food needs. Eating out has dramatically grown in India. The advent of the technological economy and the adoption of modern life in India are fast contributing to this growth. Eating out is perceived as a common way to socialize outside home with friends or a pastime or an outing with family. However, the practice of eating-out has health implications whenever it lands the individual to overeating, irregular eating, late eating, imbalanced diet, eating at unclean premises, etc. Eating out leads to unhealthy eating as taste is on top priority. Sometimes an open eating area is preferred by the people, but ironically they are exposed to dust and other pollutants from passing-by vehicles. The matter of concern has been the increasing trend to eat away from the home, and also to use burgers, snacks for nourishment rather than to have set meals. In view of changing food and eating habits, children no longer take lunch-boxes to school and rely more on eating out snacks. These eating out avenues are pulling out all the stops of modern marketing, targeting primarily children and young consumers. This unbalanced and fat rich food, low in nutritive fiber is leading to obesity in children and is a matter of concern.

REVIEW OF LITERATURE

1. **Prabhavathi, Krishan Kishore & Ramesh(2014)** in their study entitled, "**Consumer Preference and Spending Pattern in Indian Fast food industry**" highlighted that young consumers are looking for healthy food for their lifestyle and they expect foods which are homemade, nutritious and more of vegetables ingredients to suit for their healthy lifestyle. But young consumers perceived that lack of healthy content of menu, no new varieties and slow delivery time were major problems in consumption of fast food. Taste, convenience and alternate to home food were found to be major reasons for consuming fast food by young consumers. Young consumers are spending a considerable amount of their income for eating outside due to convenient lifestyle as it saves their time.

2. **Kashyap, Kashyap & Sarda (2013)** in their study entitled, “**A study of growth of fast food industry with reference to shift in consumer’s buying habits in Nagpur city**” stated that 50% of the people prefer to visit the fast food outlets once in a week. They also studied about influential factors e.g. easy access, reasonable prices, fascination of eating out, changing lifestyle, taste and cultural impact, and home delivery system and reasonable prices of the fast food services majorly influences the consumer buying behaviour. Consumers in today’s market are more fascinated offered by fast food services during the growth of the industry.
3. **Malik, Kadyan & Balyan (2013)** in their article entitled “**Food Habits of People In Haryana**” made an attempt to examine the eating habits of people in Haryana which includes their liking for spicy/non-spicy food, number of meals taken in a day, preferred eating outlets and cooking equipments preferred. The people in Haryana have good eating habits and a large percentage of people prefer eating at home only. They don’t prefer eating spicy food and believe in simple living. People of Haryana have healthy eating habits. Consumers decide to eat away from home for many different reasons. Maybe they’re looking for a fun-filled environment or a family-friendly atmosphere. Or perhaps they crave a favourite menu item or simply a convenient, budget-friendly meal. Often, the decision to eat out stems from more than one reason. (www.drinksindustryirel , accessed on Feb 26 2013)
4. **Srikanth Beldona, Andrew P. Moreo, Gokul Das Mundhra, (2010)** in their study entitled “**The role of involvement and variety-seeking in eating out behaviors**” : highlighted that eating out behaviors vary from one individual to another. However, there is no conceptually underpinned typology to explain this phenomenon effectively. They aims to develop a conceptually underpinned typology of eating out attitudes and to distinguish differences based on demographics and actual eating out behaviors.

NEED FOR THE STUDY

The main aim of this research study is to analyze the food preferences and eating out habits of people of different age, sex, education and income groups in the city. This analysis is to be done keeping in focus, the regular and occasional eaters. The research will determine the factors which influence the population to prefer a restaurant.

OBJECTIVES:

1. To find the eating preferences and likes of individuals relating to age and occupational income.
2. To rank the factors that influences more on individuals to eat out.
3. To determine the relationship between individuals income and their spending out nature.
4. To identify which gender of the population prefers more in eating out and find the reasons for choosing a restaurant.
5. To analyze the factors for which individuals give importance when they decide to eat out.

HYPOTHESIS:

- H1: There is no significant relationship between age and the number of times eats out in a week.
- H2: There is no significant relationship between marital status and the amount spends per week on eat out.
- H3: There is no significant relationship between income and the amount spends per week on eat out.

H4: There is no association between gender, profession and the amount spend per week on eat out.

RESEARCH DESIGN:

It is a qualitative as well as quantitative research. Primary and secondary data has been used . Respondents from Hyderabad were taken for the study purpose. Secondary data have been collected from books, journals, magazines and from different websites.

Sampling method: Judgment and convenience sampling method was used to select the respondents for the survey.

Sampling size: the sample size of the study is 200 respondents. The study was conducted from January 2018 to August, 2018. The respondents were carefully selected and the study was conducted in Hyderabad of India. Hence, it is assumed that the respondents represent the population perfectly and the study is preliminary in nature and can be taken for future research.

RESEARCH TOOL:

Tools and techniques: the data collected was analyzed by using quantitative and qualitative techniques. The primary data collected from respondents was analyzed by SPSS software

Analysis of Data

Reliability

Case Processing Summary

		N	%
Cases	Valid	198	99.0
	Excluded ^a	2	1.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.789	9

Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	616.161
	Df	36
	Sig.	.000

Communalities

	Initial	Extraction
taste of food	1.000	.534
preferences of food at outside	1.000	.628
external look and feel	1.000	.697
Ambience	1.000	.708
Price	1.000	.651
menu variety	1.000	.570
speed of service	1.000	.408
friendliness of the service person	1.000	.409
cleanliness at eating outside	1.000	.558

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	3.952	43.909	43.909	3.952	43.909	43.909	3.880	43.109
2	1.212	13.471	57.381	1.212	13.471	57.381	1.284	14.271	57.381
3	.906	10.062	67.442						
4	.713	7.920	75.362						
5	.683	7.586	82.948						
6	.508	5.644	88.592						
7	.418	4.641	93.233						
8	.333	3.699	96.932						
9	.276	3.068	100.000						

Component Matrix^a

	Component	
	1	2
taste of food	.723	-.105
preferences of food at outside	.789	.073
external look and feel	.810	.203
Ambience	.842	-.004
Price	-.058	.805
menu variety	.325	-.682
speed of service	.637	.051
friendliness of the service person	.636	-.068

cleanliness at eating outside	.723	.188
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Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Component Transformation

Matrix

Component	1	2
1	.987	.162
2	.162	-.987

Extraction Method: Principal

Component Analysis.

Rotation Method: Varimax with

Kaiser Normalization.

Rotated Component Matrix^a

	Component	
	1	2
taste of food	.697	.221
preferences of food at outside	.790	.056
external look and feel	.832	-.069
Ambience	.830	.141
Price	.074	-.804
menu variety	.210	.725
speed of service	.637	.053
friendliness of the service person	.617	.170
cleanliness at eating outside	.744	-.068

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Regression

Variables Entered/Removed^b

Model	Variables Entered	Variables Removed	Method
1	reasons for eating out ^a		Enter

a. All requested variables entered.

b. Dependent Variable: age

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.252 ^a	.063	.059	1.130	1.657

a. Predictors: (Constant), reasons for eating out

b. Dependent Variable: age

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.106	1	17.106	13.389	.000 ^a
	Residual	252.974	198	1.278		
	Total	270.080	199			

a. Predictors: (Constant), reasons for eating out

b. Dependent Variable: age

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.888	.165		17.516	.000
	reasons for eating out	-.186	.051	-.252	-3.659	.000

a. Dependent Variable: age

FINDINGS,

- Two ways analysis result shows that there is no significant main effect for gender and there is a marginally significant main effect for profession on spending.
- It is observed that 70% of the respondents who are all single are spending approximately 37.5% per week on eating out in restaurants. It indicates that unmarried is spending more comparatively than married individuals.
- It is found that, nearly 27% of the respondents have given neutral importance to promotional offers and 15% of the respondents said that it is extremely unimportant.
- It is observed that, 30% of the respondents have given neutral importance to recommendations from friends and others when they decide to eat out and nearly 9% of the respondents said that it is extremely unimportant.
- Reasons for eating out most of the people were like have a food out because of No option of home cooked food. &some of them want to take food out to spend the to spend the time with friends
- Taste is the other reasons for eating out 65% of people feel the taste of the food is extremely important , 68% of the people feel it is important , 9% of feel extremely unimportant.

SUGGESTIONS

- Almost 27% of the respondents have given neutral importance to promptness in handling of complaints and 2% of the respondents said that it is extremely unimportant.
- The chances of eating healthful are tossed out the window
- It is never healthy to become eating out greater than as soon as or two times per month.
- Eating out at a restaurant is really a good so long as it's completed in moderation. An excessive amount of anything will always be negative.
- A key benefit of eating in restaurants is that it provides the opportunity to try something that normally we wouldn't cook or serve ourselves.
- Everyone enjoys the sense of occasion and atmosphere of eating out whether it is a family occasion dining out for Sunday lunch.
- Everyone enjoy the special occasions and feel different atmosphere of eating out with friends that is main reason people want to eat out but that is not good health while taking the food regularly
- The preferences of food at outside, the food may cause diseases because of unknown bacteria will form on the food.
- According to our research most of the people prefer to take food out because of they don't have time to cook.
- Gandhi medical college has released a cross section street food in Hyderabad, it may be delicious but the roadside snack, Pani Puri, contains a cocktail of bacteria and fungus.
- According to naik, the intense sweetness of coca-cola as a result of its high sugar content should make us vomit as soon as it enters the body.

CONCLUSION

Based on existing studies on eating out, the use of food services and eating outside the home has increased. While the volume and trends vary in different countries, the background for this development lies in the societal and cultural changes that have taken place. The growing trend of both spouses working full-time, the quest for convenient eating and cooking as well as meals for children provided by the public sector reduce the number of meals at home. Along with the rise of income and living standards, the share of food in total expenditure has declined and food consumption habits have changed. In wealthier countries people tend to eat out more frequently. It is evident from the study that majority of the consumer have visited different restaurant at different times. So the restaurant owner has to take steps to retain the customer and make them a permanent customer. From the study majority of people are female who visit to restaurant ,and mostly are youngsters ,income level of respondents is good they mostly visit in restaurant at least once in a week and around 41% are go for dinner .It shows that majority of people visit the restaurant for taking dinner. Quality, cleanliness and taste are the major factors consider by the respondent in selecting a restaurant, so the restaurant owners should not compromise on these aspect at any cost.

This study finds that attributes people consider when they select a restaurant are ones that directly relate to peoples' dining out experience, such as quality of food and types of cuisine, service quality, price, and restaurant atmosphere. These attributes can be modified or adjusted according to potential customers' needs and preferences by restaurant operators. Fixed items that are not directly related to actual dining out experience and which are difficult to be changed by staff, such as architectural design, location of the restaurant, name brand and convenience, appeared to be not as important to respondents as ones that are directly related to the dining out experience. Even though restaurants compete in the same market, the market can be seen as different segments based on the characteristics they have. The restaurant operators should develop strategies that can be flexible to different segments in the market according to market characteristics.

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