LIFESTYLE FACTORS AFFECTING WOMEN GROCERY SHOPPING BEHAVIOUR IN KARACHI

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Declaration

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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Signatures: _____

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Table of Contents

List of Tables

List of Figures

Abstract

Purpose- Major aim of this study was to evaluate lifestyle factors affecting women grocery shopping behaviour in Karachi, Pakistan. Women's high levels of participation in labour force have focused on attentions on changing the life styles and consumptions patterns. A set of intervening are reflecting the women attitudes and behaviours that reflecting the on line shopping towards food preparation prompted researcher to conduct this study. Grocery shopping had always been the major interest for women and they were always considered as a purchasing head when it comes to shop for household.

Methodology/sample- The study involved use of questionnaires filled by 350 respondents and the respondent individuals belonged to different age groups, social classes and areas of residence. To analyze the data, Regression, ANOVA, Chi-square and Correlation tests were applied. The research type is correlation and based on women who are located in the area of Karachi. Convenience sampling technique is used for data processing. Questionnaire instrument has being utilized to collect the data from the respondents. The data collected has being deeply analysed through the implication of various tests run on SPSS.

Findings- The analysis and comparative results clearly suggested that the research findings have reflected that lifestyle factors affect women grocery shopping behaviour in Karachi.

Practical Implications- The outcomes of the research might help the grocery store to know about the new lifestyle factors affecting women grocery shopping behaviour.

Keywords: Online shopping, Trend of dine out, ready-made cook, women employment status and grocery shopping.

Chapter One

Introduction

Chapter 1

Introduction

1.1 Background of study

From past few decades, the role of women in our society has changed drastically from occupational, social and moral point of view. As the society progressed, women made a great effort to achieve independence. They began to take better position in society through education.

By mid-1980's, Women were not only responsible to look after their houses but they also started participating in labour force. This brought a tremendous change in their lifestyle which had a profound impact on their food shopping behaviour and consumption pattern.

1.1.1 Definition of lifestyle

According to Collin Dictionary, lifestyle can be defined as the association of attitude, behaviour and habits of an individual or a group. In other words, the way of living of people in a society is called Lifestyle. The choices of food and the daily activities show whether the lifestyle is healthy or unhealthy.

1.1.2 Women Food/Grocery Shopping Behaviour

Women are still considered as the queen of kitchen. They are responsible to do household chores such as preparing meals, cleaning, looking after children, going for grocery shopping etc. According to PLMA (Private Label Manufacturers Association) consumer research study "Today Primary Shoppers", it is noted that changing lifestyle trends such as women participation in labour force have impacted the daily activities of women among which grocery shopping is the factor highly affected. There are many women now who are working but what about those who are only responsible to look after their families. The question arises that has the 21st century brought any difference in grocery shopping behaviour of women? Do they still prefer going to the store and browse all the items and make a frantic list what has to be brought and what not or have they adopted any other mean to do grocery shopping?

This study resulted that 66.7% women say that most of the grocery shopping is done by them. 75% of women said that they prefer preparing a list of grocery shopping before leaving

for store. Half of the female respondent says that they want to come out of the store as soon as possible while very lesser said that they stay at least for an hour in the store. Very few said that they don't get enough time to go to store to buy grocery (PLMA international, 2014).

1.1.3 What Are The Life Style Factors Affecting Women Grocery Shopping Behaviour?

Globalization and other modern trends have transformed the society at a great extent. The new social structure has a profound impact on life style of women and how they manage their family, their role as care taker and being a part of labour force. Their roles are no more the same as it used to be in past.

Women of Pakistan has also adopted this transformation and taking their life style to a new direction. They seem to participate in social activities other than household work. The number of women not only in offices is increasing but it is increasing in super store as well. Grocery shopping is an important household chore. In Pakistan, most of the grocery shopping is done by females. They make purchase of various items from super store for their family to prepare meal such as fruits, vegetables, meat, spices. Some prefer using ready to cook food to have them in snacks or giving it to children in lunch.(Badar, 2008).

From recent times, it has observed that are major factors that has created a major influence of grocery shopping of women. Such as the online shopping trends, the use of ready to cook meal and frozen snacks, the employment status of women, the increase in dine out trends because the food industry of Pakistan is emerging at faster pace with opening of new restaurants and cafes. Saving time to take out some time to engage in some social activities is another important factor influencing the frequency of grocery shopping. The influence of advertisement on grocery purchase decision. From marketing perspective, it is very important to gain insights on these changing dynamics of women grocery shopping behaviour.

1.1.4 Online Grocery Shopping

The emerging trend of online grocery shopping has given the grocery purchase a new direction. During 1990's, the establishment of online super store and grocery buying did not gather enough momentum to cater the huge market because consumers were unfamiliar that fresh food items can be delivered with one click. The advancement in technologies with new innovation in the field of e commerce made it easier for online grocery shopping trend to

capture the market. Today, there are more grocery e commerce stores available in every country. This trend was first adopted by British in European Union and it is estimated that total population of EU that prefer online grocery shopping is 22%. The report resulted that the biggest grocery buyers were those whose age was between 20 to 45 years. Denmark was marked with 12% of their total population; Dutch marked with 11% and 9% population of France adopted online grocery shopping. According to Boston Consulting group, by 2018, the online grocery market will reach across $100 billion. The concept generated by the markets of Europe has been tested by the researchers of United States and Canada.

The process of buying grocery items such as meat, vegetables, spices and fruits and get it delivered to home without any difficulty is known as "Internet grocery shopping (Raijas & Tuunainen, 2001). It provides an opportunity to consumers to save time and energy. For some people it is cost saving but there are people who believe that there is a financial risk involved in it. This trend is growing very rapidly and many families specially women believe that is an easiest option of grocery purchase as going to store and buying items from there is a hectic job. It provides an opportunity to buyers to select items they want to buy from given menu available on website and eliminates the visit to store (Hand, Dallolmo Riley, Harris, Singh, & Rettie, 2009).

1.1.5 Women Employment Status

The participation of women in labour force is increasing in Pakistan and it is expected to reach to that of males in next few years. 28 per cent of women participate in labour force in Pakistan, according to The World Development Report 2012. Pakistan Bureau Statistics reveals that in the year 2000, 16.3% of the women were in labour force but by 2011, it has reached to 24.4%. It results that during these 11 years around seven million women joined the workforce in Pakistan (Essoo & Dibb, 2004).

According to Workplace Impact, Cleveland based marketing organization research, 49% of working women go to buy grocery many times between Mondays to Friday. 46% of women prefer grocery shopping during lunch break as they have no other option due to the busy work routine. They further concluded that it is always in the mind of working women what they have to buy for grocery in their upcoming visit of superstore. They keep on making shopping list in mind during their working hours. The director marketing of Workplace Impact, Tara Peter said, "Working women make their grocery shopping decision during their work time is

something really surprising for us to know. We have found out that working women are blending their work and personal life as increasing rate."

1.1.6 The Use of Ready to Cook Meals

Ready to cook meal also known as convenience food is the packaged food which are pre prepared and it only needs to re-cook in the microwave for a minute or two. It is used for immediate consumption. The trend of ready to cook was originated in 1950's in America. It was first introduced by one of the famous American company Swansons.

Americans believe that the good things are those that save time and energy. Due to this belief, the growth of read to cook meals raised at great extent. The family roles were drastically changing, there were more women who were working and were spending more time in office than home due to which they had no time to cook meals for their family (Denise, 2013).

1.1.7 The trend of dining out

Dining out can be defined as the behaviour of eating food outside other than in their own house (Warde & Marten, 2000). Meal preparation at home has become more difficult whereas dining out is the easiest way to consume food (Lee & Tan, 1991). People have no time to cook when they get back home. They are too tired to cook food home therefore they prefer going out to have dinner (Binkley, 2005).

Consumers are spending more on restaurants and spending less on grocery shopping. The sales of dining out have increased and it is more than the sales of grocery. Gilani Research Foundation, Pakistan has conducted a survey in which it was found that 28 per cent of people of Pakistan go out for dinner once in a week. The group of male and females respondents were asked that how many times you prefer going out for dinner, lunch or breakfast in a week than eating at home. In a week, 1 or 2 days was answered by 28%. Around 8 % of respondent answered that they eat out 3 to 4 days in week. 1% responds for 5 to 6 days. Among which there were 38% who said that they don't go out for eating outside the home.

When the study of male and female respondents was compared, 32% of women said that they eat out once or twice in a week whereas 26% of men said that they prefer eating out once or twice in a week.

According to the study Who Has Time to Cook, A report from economic research service USDA, the time resource factor plays an important role in making decision about the

frequency of food preparation at home. If the women working outside, the time spend on cooking actually falls. It is estimated that women working outside spend only 38 to 46 minutes in meal preparation whereas traditional or non-working women spend 70 minutes in meal preparation. Various factors such as when the earning of a family increases, it gives rise to reduce time in household activities such as cooking, and then it gives rise to buying convenience food, also known as ready to cook food which is time saving. It is also estimated that when the income of household increases, the eating out increases by 4 per cent. Now a day's living standards and people life styles have being extensively changed, however, they do vary from people social aspect as well, the important component of awareness amongst the people cannot be neglected at any instance.

1.2   Aim of the study

Therefore, the aim of the study of this research is to find out how the grocery shopping behaviour of women is effecting due to the changing lifestyle and changing in living standard.

1.3   Conceptual Framework

Figure 1.1 Conceptual Framework

1.4   Hypothesis

H0: Women do not prefer online food/grocery shopping.

H1: Women prefer online Food/grocery shopping.

H2: Women prefer going to store for food/grocery shopping.

H3: The increase in dine out trend has decreased the expense of grocery shopping.

H4: The increase in dine out trend has decreased the number of visit of grocery shopping

H5: Women prefer buying ready to cook and frozen food to save time.

H6: Women employment status will be a poor factor affecting grocery purchasing behaviour.

1.5   Organization of the Thesis

The thesis comprised of six chapters, a list of references / bibliography and appendices.

Chapter 1 constituted the problem background, aim of the research, research questions/hypothesis and objectives and introduction to the organization/sector over which the research is being conducted etc.

Chapter 2 provided information on research methodology – nature and kind of research, sample size, sampling method, data collection methods employed during the study, kind of data collected, and the way the data is integrated.

Chapter 3 provided critical review of the existing literature containing the critical academic debate about (the topic) with the views of the academicians' and practitioners' on the matter.

Chapter 4 comprised of the research data of both kinds – primary as well as secondary – collected and integrated. It also showed findings of the data and their interpretation and analysis.

Chapter 5 comprised of a critical debate on the study drawing on the literature review and contrasting it with the findings of this study.

Chapter 6 constituted recommendations and conclusions to the study.

Chapter Two

Literature Review

Chapter 2

Literature Review

The newspapers, magazines and online newsletters are covered with articles, discussing about women and their changing roles, its impact on their living styles, and how it has affected the attitude and the behaviour of women. Most of their roles and their changing responsibilities have a great influence on their food/grocery buying and their way of consumption. (Robert & Wortzel, 1979)

With the advancement in technologies in the area of household, social structures and others, the participation of women in labour force has highly increased. (Kan & Fu, 1997) It did not only bring women to the corporate exposure but it has also reshaped the role of men and women in the management of house and the family. (Polegato & Zaichkowsky, 1994)

The major subgroup of the behaviour of human is shopping which is exposed when men or women shop mainly. The various elements of shopping are such as decision to purchase, the reason to purchase, what has to be purchased that is product or service and their experience of buying. Due to the busy schedule many consumers believe that they don't have enough time to go for shopping. (Badar, 2008)

The diet of the family is the main responsibility of a female especially the choices of women for food predicts the patterns of food consumption of whole family. Being a mother and a caretaker of the family are the traditional roles of women they perform in their life. It includes grocery shopping, preparing food for family and properly feeding them (Bowen & Devine, 2011).

When it comes to grocery shopping, it is an important household chore. For many people shopping is an amusement and source of joy. Shopping when it is related to women becomes a source of stress because they have time issues due to their divided responsibilities and the changes in the life roles (Dholakia, 1999).

Today, the vigorous consumers in the world are women as they dominate the household spending and family grocery shopping by eighty per cent. The marketers have clear

understanding that their buying power cannot be ignored. The society has been affected by the change in lifestyles of females. (Chopra, 2014)

The women who are working full time set to bring changes in the various roles of women and it also affected the management of household. (Steir & Epstein, 2000). Grocery shopping had always been the major interest for women and they were always considered as a purchasing head when it comes to shop for household (Hajjar, Charalambous, Baider, & Silbermann, 2015).

It is also revealed that due to changes on family roles, today family activities and responsibilities are equally shared especially when both men and women are working. (Mattingly & Smith, 2010)With the modern shift in social and demographic elements, most of the female activities are undertaken by men in which grocery shopping is on the peak. (Mortimer & Gary, 2012)

From the sales figure during holiday times, it is found out that online grocery shopping is gaining a lot of momentum. Online grocery shopping seems to be an attractive option for those who have busy schedules, in which men and women both are working. The industry of online grocery shopping is growing with the pace of 9.5 per cent annual rate, while it is expected to grow to $9.4 million by 2017. The trend of online grocery shopping is increasing, according to a research conducted in UK. Twenty six per cent of British grocery purchasers say that they prefer online grocery to be convenient. There are many women who claim to buy most of their grocery online. There is a 6% increase in the buying of grocery online as compared to the result of year 2011. (Henry, 2015)

Eating out has become a very famous trend in the society of Pakistan. This habit is shaped by various household characteristics which include the income of the family, the time shortage faced by the household head including both the spouse, the number of family members, the geographic region, the age of the family head and other family members, the education level, the ethnicity and the race. The age also affects the food choices outside the house because the taste buds of the people change with the age. Pakistan comprises of more than 150 consumers ranking being the ninth largest country in the world. Pakistan's economy is highly regulated with the growing industry of food and restaurants contributing enough to Pakistan's GDP. Pakistani citizen is estimated to spend 42% of his income on restaurants. According to a research conducted in Philippines, The shopping at superstore is decreased as people now prefer having fast food and convenience food. According to the report of The Nielsen

Shopper Trends, there is a decrease of 13% of spending on grocery of people of Philippines in 2014 as compared to the report of 2012. In 2012, people of Philippines used to spend P5, 400 but according to 2014 report, they seem to spend P700 on the grocery. (Nielsen, 2014)

The women who values time in the form of wage rate and believe of saving time has different perception regarding dining out. It means if the income is high the consumption of food outside the home will be frequent where as if the wage income is low the food consumption outside the home will ultimately reduce with priority given to the time. (Kan & Fu, 1997)

People living in different countries around the world have different cultures according to which their choices and consumption pattern of food are shaped (Raijas & Tuunainen, 2001).

2.1   Shopping Behaviour

Buying Behavior is defined as the process in which decision about buying of product or services is conducted. Buying behavior is also considered under the umbrella of Consumer Buying Behavior. In recent years, there are number of researches which have been conducted at different level to identify and analyse Shopping Behaviours and it has also been analyzed that promotions and advertisement have positive impact on the Shopping Behavior of consumers. In this section, we have conducted different researches presented within the context of the consumer buying behavior emphasizing Shopping Behavior.

It has presented a cognitive framework which has overall identified and analyzed the consumer buying process within the context of different phases. It explained that there are six main stages which are the key part of the consumer buying process defined as Problem recognition, information search, and evaluation of alternatives, purchase decision, purchase and post-purchase evaluation. In the proposed cognitive framework, these phases are inter-linked with each other. However, questionnaire has been utilized in research for collecting the data. Once data has been collected, it has been processed during the analysis phases. There are three core risk which are integrated with the Shopping Behaviour identified as Personal risk, Social risk and Economic risk. In the conclusion, the researcher expressed that females are most concerned about the social and economic risk during the Shopping. These risks are considered as the one of the main parameters in the shopping behavior. (Chopra, 2014)

Essoo & Dibb, (2004) has conducted the researches to identify and analyze the Shopping Behavior and by what attributes Shopping behaviour is Influenced. Within the context of the

woman shopping, it has been analyzed that religion is considered as core element on which the shopping behavior is influenced. In the Asian countries, religious values system which has been driven from the sociology and psychology has highly influenced. It has been analyzed for the results that people are more and more concerned about their religious values which have overall impacted their consumer buying behavior. Psychologically when the woman makes the decision to buy product they while making that decision they also considered religious values system. So, Essoo has suggested that while making any sort of consumer product the context of the religious values system of that region must be kept in mind. The quantitative technique has been applied in the research to identify and analyzed the Religious influences on shopping behavior.

Cheng, Lehto, & O'Leary, (2004) has presented the research to measure the impact of socio-demographic characteristics. In this research, shopping behavior of tourism has been analyzed within the context of socio-demographic characteristics. There are five different categories which has conducted under these studies defined as "age, gender and trip typology are significant factors influencing the preference patterns in certain categories of shop or browse activities". In the research, the questionnaire and semi-conducted interviews has been conducted to measure the impact of socio-demographic characteristics. It has been analyzed from the results that age and gender overall plays an important role in Shopping Behavior. The respondent will have less age make discussion quickly as compared to the responded with more age. In this research lifestyle factors affecting women grocery shopping behavior in Karachi we will also be adopting the impact of the age and gender.

2.2   Lifestyle Factor

There are number of different sort of Lifestyle Factor such as "level of activity, health, drugs, culture etc." which overall resultant into improvement of living standard [references]. It has been analyzed that in the advance world of information and communication technology, people are more concerned about their health related activity which they perform in this daily life. In recent years, food making companies are more concerned about developing the product to target the health and its importance into today's lifestyle. It has been examined especially during the purchases decision of women grocery shopping the health lifestyle or these parameters are closely monitored (Oh, Cheng, Lehto, & O'Leary, 2004).

Gonzalez & Bello, (2002) has presented the research within the context of lifestyle through market segmentation. Market segmentation is always considered under the umbrella of

consumer buying behavior. It has been presented in research that today's society has been leading to increasing personalization in consumer behavior patterns due the knowledge sharing mechanism it has been conducted that overall the buying behavior has been improved. There are two main parameters which have been presented in this research including ready to cook meals and Women Employment status. The variable presented in this research has been also been integrated in the conceptual framework. Based on the quantities results extracted by the research study that female who are employed are more concern about the utilization of the Ready to cook meals as compared to the woman who have are unemployed

Bellman, Lohse, & Johnson, (1999)has presented the concept of online buying behaviour. In the research, there are main parameters which are based on the dependent and independent with each other to measure the lifestyle factors that affect the grocery shopping behaviour. The researcher has focused. Based on the research results, it has been concluded that overall the advertisement plays an important role in making the decision of consumer buying behaviour. As compare the men woman are more influenced by the social media and other advertisement.

2.3   AIO Model

In this research Wu, (2003) AIO (activities, interests and opinions) dimensions has been presented. The research has been conducted to analyze the internet user concern and online shopping behavior. The framework has been developed in the research to measure the impact on online shopping behavior. As presented in the framework there are four main parameters which have been considered including "consumer demographics, consumer purchase preference, and consumer benefits perception and consumer lifestyle". According to the researcher the attributed has been measured and driven by the mechanism of AIO model.

This study arranged and combined the influence factors of attitude and identified the consumer characteristics using four areas that are: consumer demographics, consumer purchase preference, consumer benefit perception, and consumer lifestyle. Consumer demographics are the external influence factors that include the consumer's gender, age, occupation, education, income, interest, and living area, etc. Consumer purchase preferences belong to internal factors that include the consumer's purchase motivation and preference.

Consumer characteristics
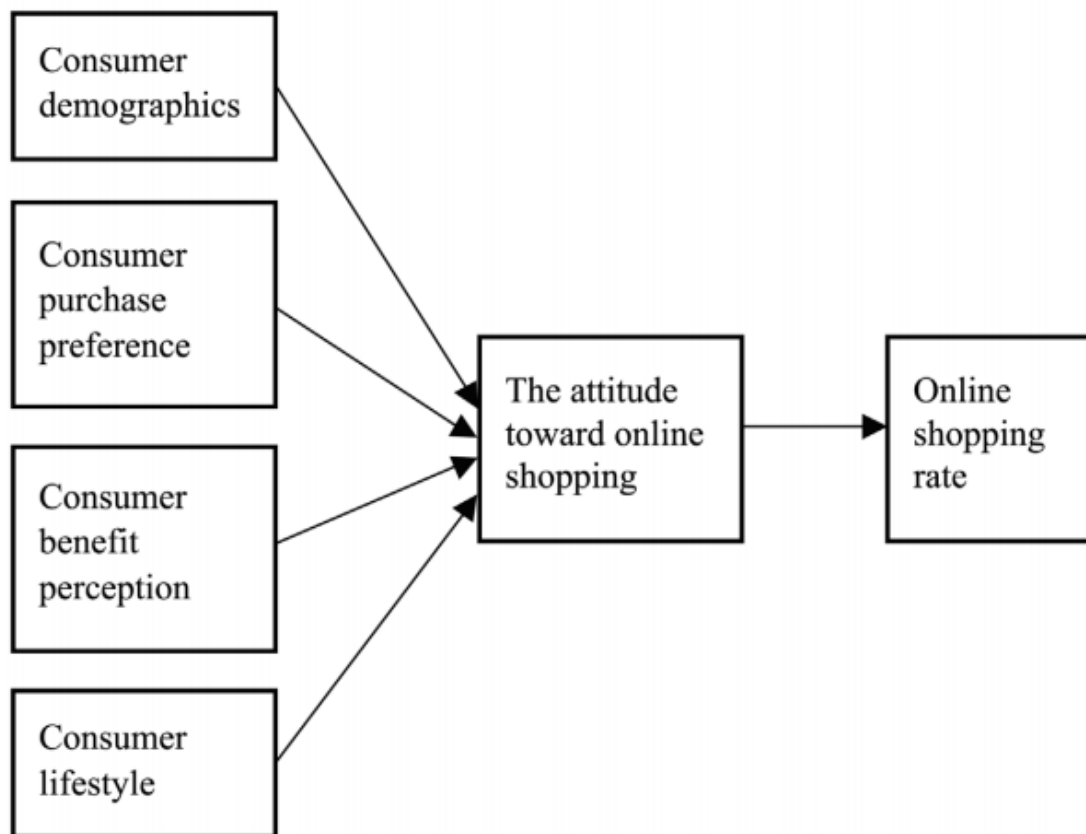
Figure 2.1 AIO Model (Wu, 2003)

AIO model is extensively utilized by the marketers considering it as the research tool for determining the influences on the consumer behavior and its appropriateness to the consumer markets. This model comprehends various parameters and variables in order to measure extent of consumer behavior towards buying any brand or product.

Meals that are packaged in the factory from where there are sold which do not need proper cooking, which is ready for consumption to serve after heating them for few seconds in microwave is called Ready Made Food. It is also known as convenience food or instant food, ready to eat meals etc. (Selvarajn, 2012)

Over few recent decades, the trend of ready to cook meals captured the great share of Asian market due to their changing lifestyle. Ready to cook meals provide ease to women to cook. It can be cooked at any time whenever wanted. It just requires opening the package, keeping it in microwave for few minutes and the meal is ready to serve. They can be stored in refrigerator for more than two months. This trend is mostly adopted by working women as compared to housewives. Mostly working women seek convenience and saving time. Read to

cook meals are great solution for those women who seek hygiene as well as a great deal of taste in their food. While there are women who want to have food according to their desire spices and their own ingredients, they prefer to cook food at home and do not favour buying the ready to cook meals.

With changes of time and quality of living, where men and women both are working today, it is observed that the customers who are adopting new lifestyle prefer mostly already prepared meals. The food industry tabbed the ready to cook meal market over the years ago. During that time, the food industry introduced the semi cooked and ready to cook food items for those customers who wanted to save time as well as want to satisfy their hunger at the same time. (Goyal& Singh, 2007)

Chapter Three

Research Methodology

Chapter 3

Research Methodology

According to BusinessDictionary.com, methodology can be defined as:

The methods or techniques used for the collection of data, facts and figures and other related information in order to conduct a research and to reach to a better research decision. It enables the researcher to combine the overall effort into one conceptual frame and to set the work into an organized form.

Research methodology of this paper adopted is defined in this chapter. This chapter includes detailed specifications about sample data for research and the procedure to collect the data for target population specification and the process selected for the purpose of sampling. The data was collected through questionnaire for the purpose to view the response of females on lifestyles factors affecting women grocery shopping behaviour in Karachi.

3.1   Natures of Research

Quantitative research is the research in which the numerical depiction is used to explain what observation has resulted.

It is a type of research in which numerical description and data is used in which data analysis is carried out mathematically using particular method of statistics. (Creswell, 1994)

This research is quantitative in nature because for the manipulation of observation, statistics software SPSS is used to generate the final result.

3.2   Sampling Technique and Sample Size

The sample size in any research is defined as the quantity of respondents or numbers of participants used for observation to drive the data collection. The sample size of this research is 350 to 400 respondents that are females who are responsible for the grocery shopping for their household and family, the age of the females respondents are 20 to 35 years old.

There are various types of sampling technique. The sampling technique that is being used is this research study is Convenience sampling. It is a very common technique in which the specific number of group is chosen from the large population and every respondent or member may have a chance to be chosen or get selected equally. The female respondents were selected from different areas of Karachi that are Bahadurabad, Clifton and KDA. They were asked to fill the questionnaire.

3.3   Data Collection Method

3.3.1 Primary Data Collection

Type of data that is collected on first hand with one time experience is called primary data. To collect this data, researchers used different tools with tested reliability and validity. In this research, the primary data is collected by using a very popular tool known as questionnaire.

Questionnaire:

According to business dictionary, it is a survey tool which contains various questions for the basis of survey or research in order to get certain information from the respondents. It serves for various purposes.

   a.   Collection of data.
   b.   Comparison of data.
   c.   Reducing the biasness in analysis
   d.   For varied and engaging questions

In this research, the questionnaire is used to collect the primary data. There are few questions which are based on Likert scale while there are few questions which have yes and no options.

3.4   Data Integration Method

Simple descriptive statistics was used for data analysis purposes.

3.4.1 SPSS

The data was analysed by using Statistical Package for Social Scientist (SPSS). It is a program that is based on Windows which used for analysing data and to enter data to get graphs and generate tables.The test that have been applied to analyse the data and to get the result is Regression Analysis and Correlation.

3.4.2 Regression Analysis

Regression analysis is a one in an equation is generated which tells the statistical relationship between different variables that are predictor variable and response variable. It gives you p-values and coefficients that are interpreted to get accurate results. (Frost, 2013)

3.4.3 Correlation

Correlation in statistics is a very useful method that tells how different variables are related with each other. In this research , the correlation technique has used to test the variables and to generate the result.

3.4.4 Chi Square Test:

It is a test in statistics that is used for comparison between data that is being observed and the data expected with related to the hypothesis.

3.4.5 ANOVA:

Anova stands for Analysis of Variance. It is a test in statistics used to get to know the variation between various statistical models and to relate with its procedures.

Chapter Four

Data Analysis, Interpretation and Presentation

Chapter 4

Data Analysis, Interpretation and Presentation

Data analysis, interpretation and presentation chapter plays a very progressive role in this research study. In this chapter the researcher extracted results with the help of different lifestyles factors that positively and negatively affected by women especially performing the activity of grocery shopping behaviour. The main variables used in this study are online shopping, trend of dine out, ready to cook meal and women employment status leading toward changing the grocery shopping behaviour. Today, in the presence of high competitive business internal and external environment facility of internet and transfer their products or brand knowledge through social network is very important for changing the consumer set of mind in term of buying grocery shopping items for fulfilling their needs and expectations.

In accordance to the past survey there are more grocery e commerce shopping stores available in every country. Firstly, this trend was started from British in European Union and it is estimated that total population of EU that prefer online grocery shopping i-e 22%. The report resulted that the biggest grocery buyers were those whose age was between 20 to 45 years. Denmark was marked with 12% of their total population; Dutch marked with 11% and 9% population of France adopted online grocery shopping. According to results Boston Consulting group, by 2018, the online grocery market will reach across $100 billion. In this study, the researcher also practically implemented same idea and information about grocery shopping brands in Pakistan.

This chapter is composed of four main statistical tests for analysing the lifestyles factors that affecting women grocery shopping behaviour especially in the area of Karachi. First test is demographic information covering the important aspects are associated with women personal information for bringing the change in current system of grocery shopping. Second one is the correlation analysis used for testing of suggested hypotheses extracted with the aid of theoretical framework model of this research. This framework model is divided into two main variables such as independent variables and other one is dependent variable. Thirdly, the researcher applies multiple regression analysis model for determining the impact or estimation the relationship among variables. Fourthly, the researcher apply chi square test model for analysing the statistical methods for assessing the goodness fit between set of required observation values and expected the theoretically position of the variables as well.

4.1   Frequency Analysis

Some of the important frequencies analyses that are extracted with the help for determining the lifestyle factors affecting the women grocery shopping behaviour are presented in detail for the conduction of effective data analysis.

Table 4-1What is your age?

Figure 4.1What is your age?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	19-25 years	77	22.0	22.0	22.0
	25-31 years	103	29.4	29.4	51.4
	31-46 years	125	35.7	35.7	87.1
	46-above	45	12.9	12.9	100.0
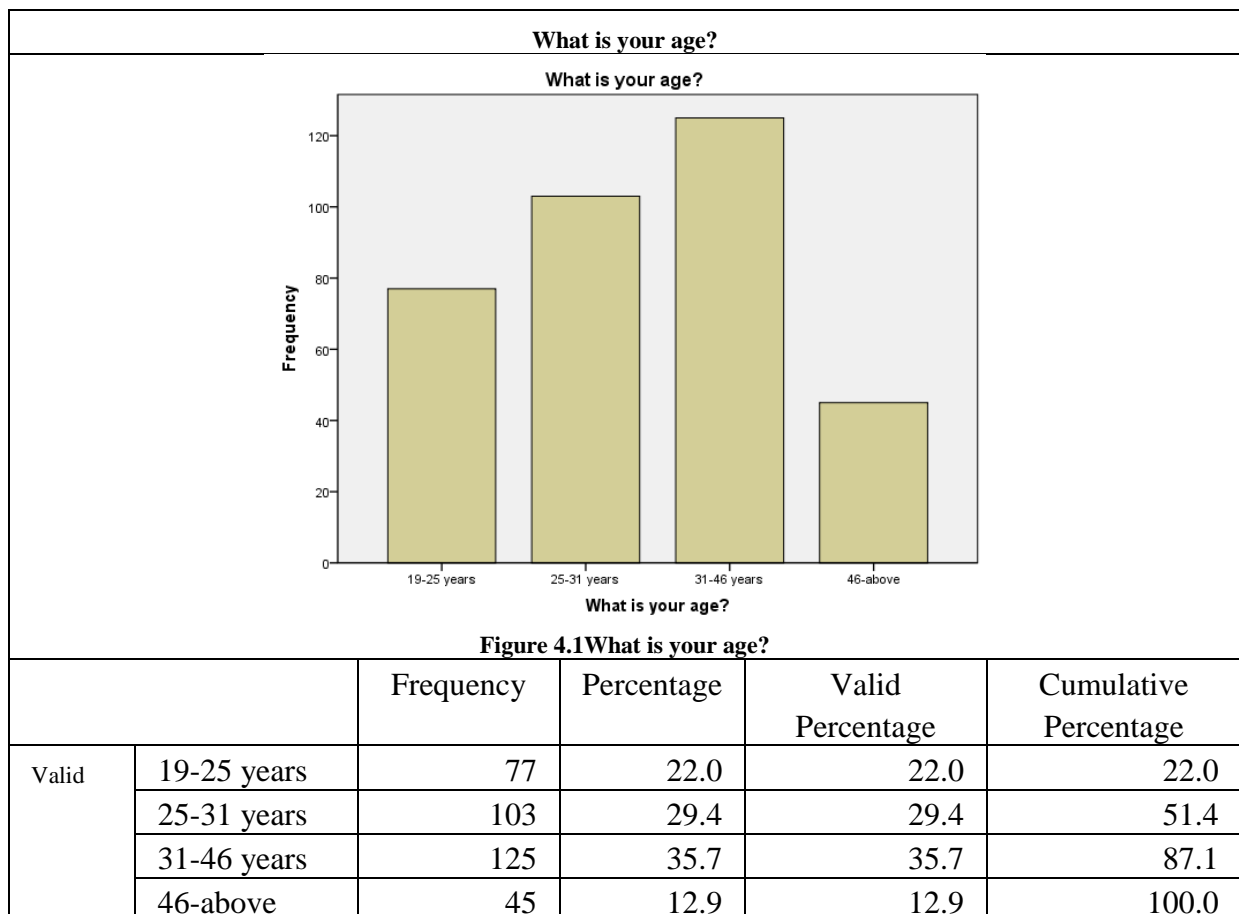
Total	350	100.0	100.0	

The result shows that age plays a very important role for analysing the lifestyles dependent upon online shopping leading towards the grocery shopping. The result age is comprised into different groups such as 19 to 25 years having frequency of 77, out of 350 respondents, 25 to 31 years having frequency i-e 103, out of 350 respondents, 31 to 46 years having frequency of 125, out of 350 respondents and 46 and above year having the frequency of 45, out of 350 respondent participated for conduction of this study.

Table 4-2What is your professional status?
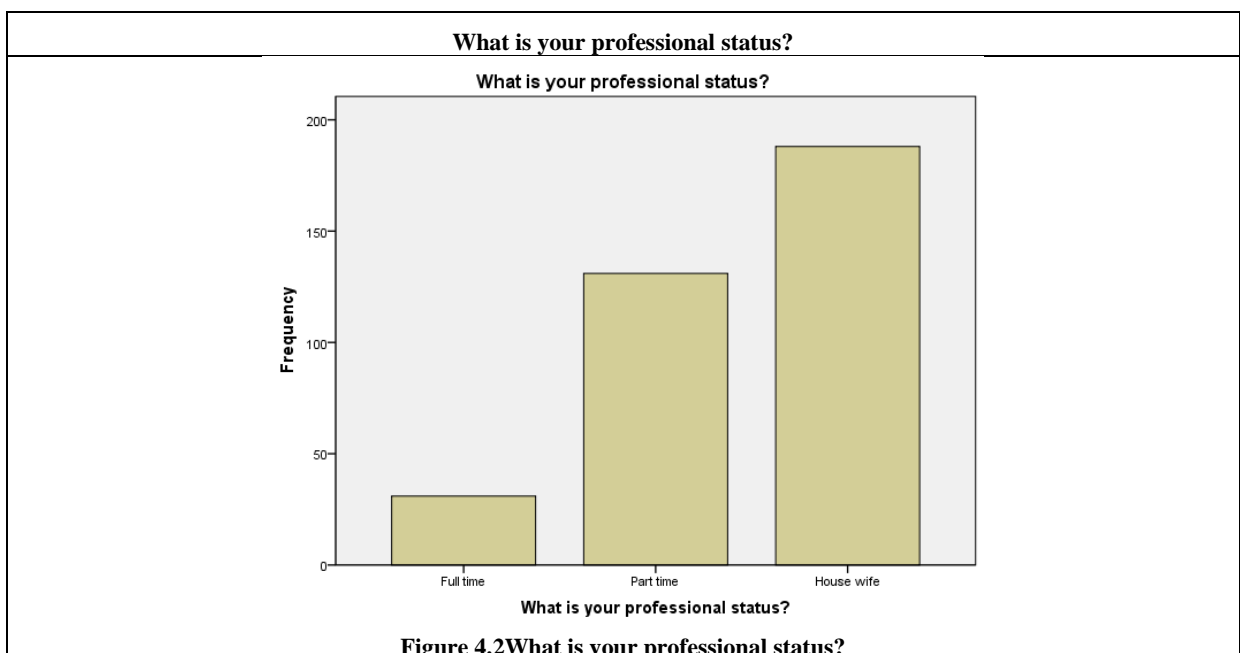
Figure 4.2What is your professional status?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Full time	31	8.9	8.9	8.9
	Part time	131	37.4	37.4	46.3
	House wife	188	53.7	53.7	100.0
	Total	350	100.0	100.0	

Another important result determined with the support what your professional status is. The results shows that professional status is divided into three main components such as full time,

part time and house wife. Full time having frequency of 31, out of 350 respondents, part time having 131, out of 350 respondents and house wife having frequency of 188, out of 350 respondents participated for conduction of this study.

Table 4-3 What is your qualification?

What is your qualification?					
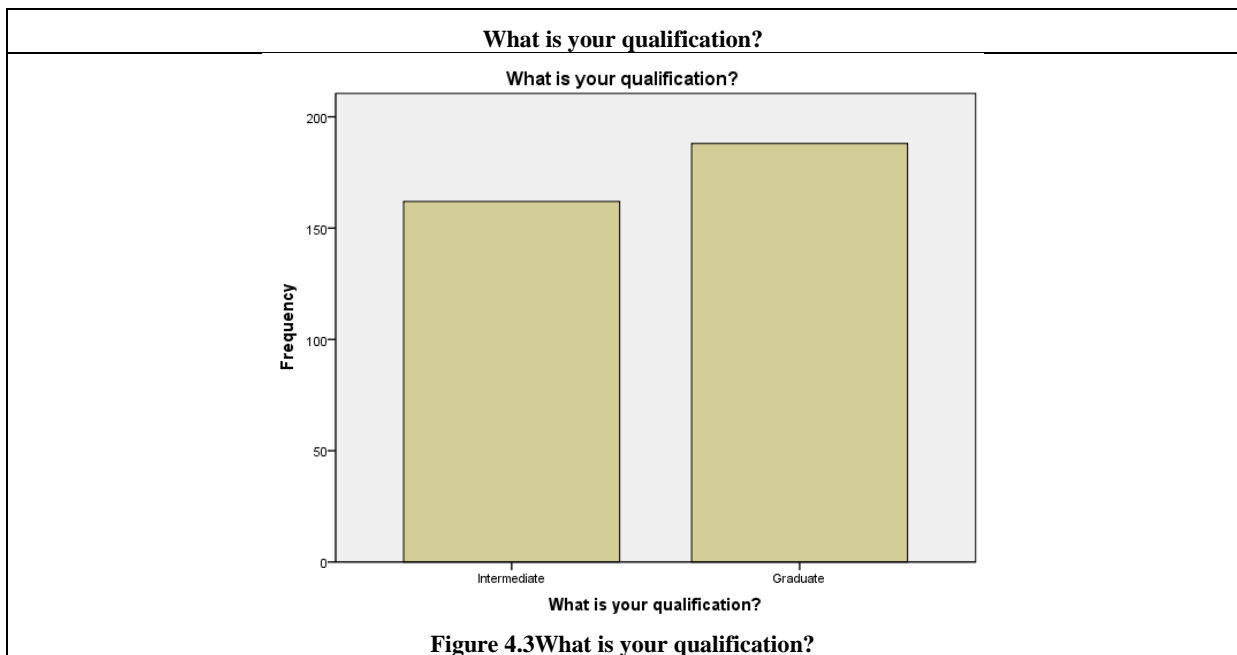
Figure 4.3What is your qualification?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Intermediate	162	46.3	46.3	46.3
	Graduate	188	53.7	53.7	100.0
	Total	350	100.0	100.0	

The result shows that what your qualification is for analysing the lifestyles dependent upon online shopping leading towards the grocery shopping. The result qualification is comprised into two different aspects. First one is the intermediate and other one is graduate.

Intermediate having frequency of 162, out of 350 respondents and graduate having frequency of 188, out of 350 respondents participated for conduction of this study.

Table 4-4 What is the number of members in your family?

What is the number of members in your family?					

Figure 4.4What is the number of members in your family?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2-4	93	26.6	26.6	26.6
	5-7	118	33.7	33.7	60.3
	7-10	139	39.7	39.7	100.0
	Total	350	100.0	100.0	
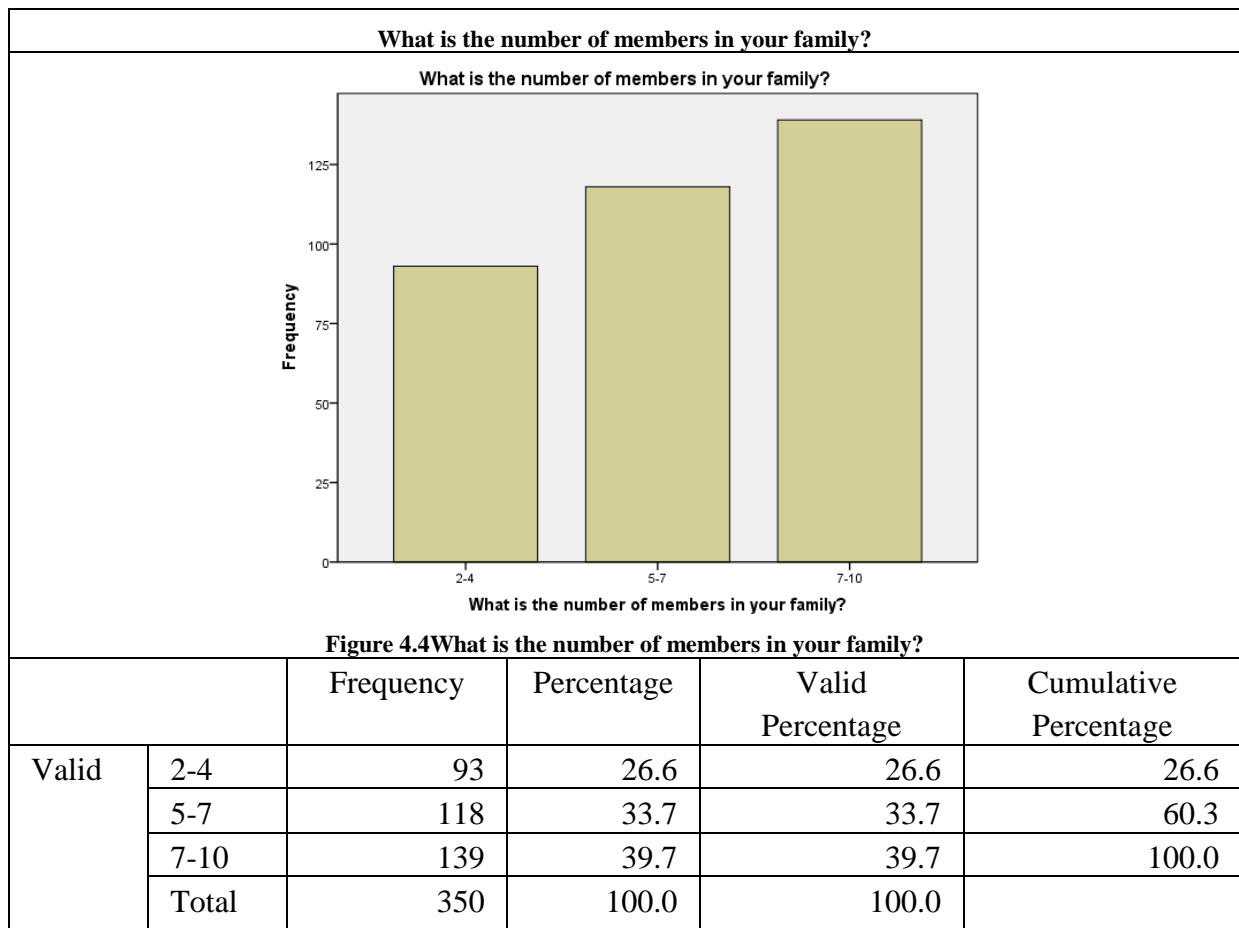
In this table, the researcher calculates how many number of members in your family for analysing the lifestyles dependent upon online shopping and ready for cook meal leading

towards the grocery shopping. The result about number of members in your family is dividedinto different groups such as 2 to 4 having frequency of 93, out of 350 respondents, 5 to 7 having frequency i-e 118, out of 350 respondents and 7 to 10 having frequency of 139, out of 350 respondents participated for conduction of this study.

Table 4-5Do you go to store for grocery shopping?

Do you go to store for grocery shopping?					
			Figure 4.5Do you go to store for grocery shopping?		
		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	123	35.1	35.1	35.1
	No	227	64.9	64.9	100.0
	Total	350	100.0	100.0	

This result is extracted do you go to store for grocery shopping. This is divided into two aspects. First one is yes and other one is no. the result shows that yes having the frequency of 123, out of 350 respondents and no having the frequency of 227, out of 350 respondents. So,

it is analysed that yes having low frequency as compared to no. Today, women prefer online grocery shopping but on the other side women likes to do physical shopping as well.

Table 4-6How often do you go to store for grocery shopping?

How often do you go to store for grocery shopping?					
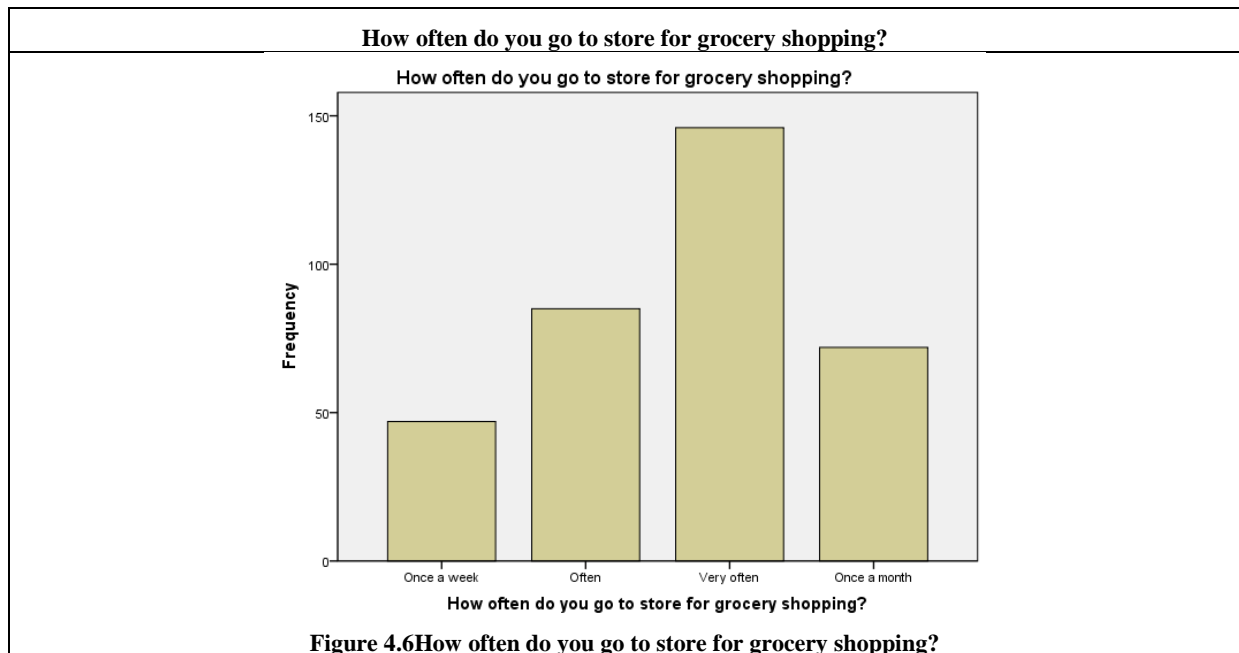
Figure 4.6How often do you go to store for grocery shopping?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Once a week	47	13.4	13.4	13.4
	Often	85	24.3	24.3	37.7
	Very often	146	41.7	41.7	79.4
	Once a month	72	20.6	20.6	100.0
	Total	350	100.0	100.0	

The result shows that how often you go to store for grocery shopping for analysing the lifestyles dependent upon grocery shopping. This store for grocery shopping result is further divided into different groups such as once a week, often, very often and once a month. The result shows once in a week having frequency of 47, out of 350 respondents, often having the frequency of 85, out of 350 respondents, very often having the frequency of 146, out of 350 respondents and once a month having the frequency of 72, out of 350 respondents participated for conduction of this study.

27

Table 4-7Do you prefer online grocery shopping?

Do you prefer online grocery shopping?					

Figure 4.7Do you prefer online grocery shopping?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	175	50.0	50.0	50.0
	No	175	50.0	50.0	100.0
	Total	350	100.0	100.0	
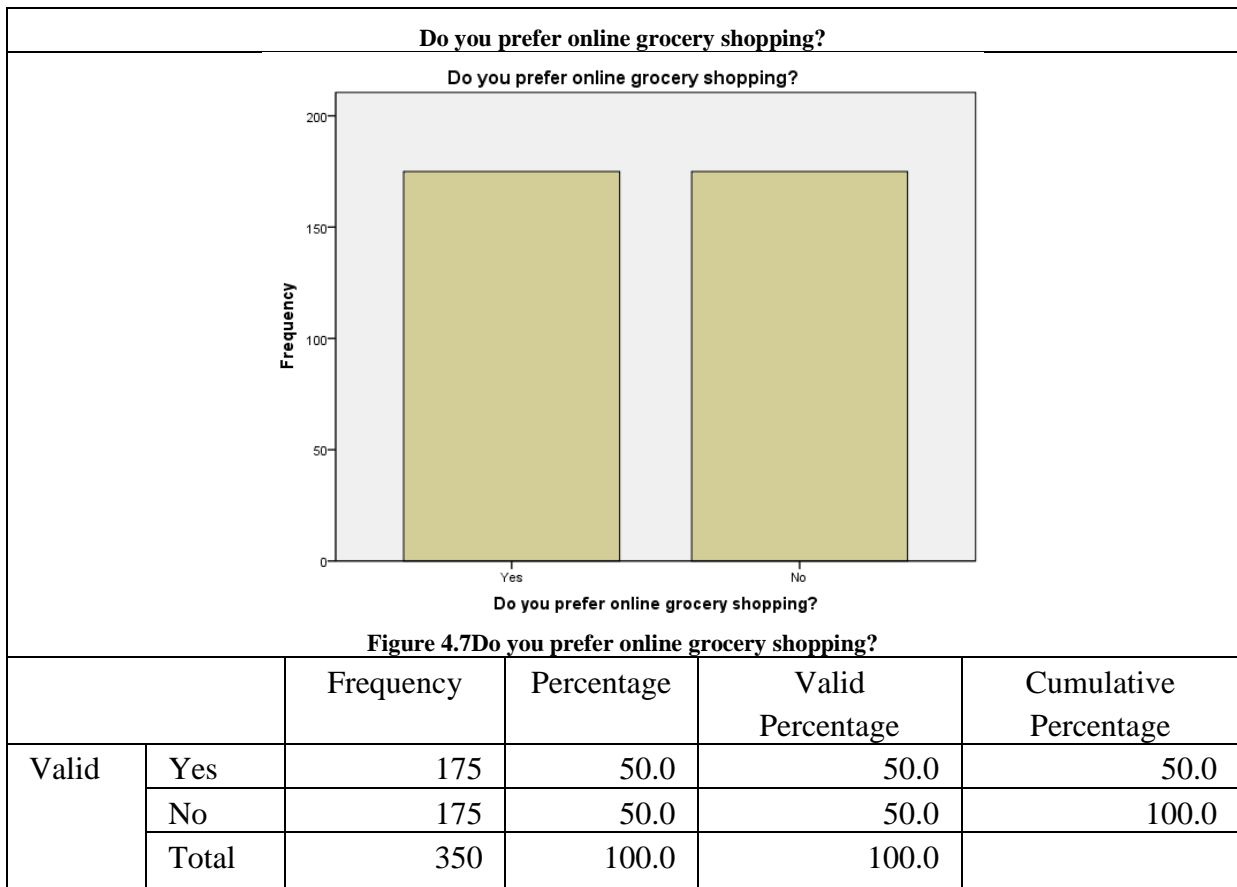
This result is extracted do you prefer online grocery shopping. This is divided into two aspects. First one is yes and other one is no. The result shows that yes having the frequency of 175, out of 350 respondents and no having the frequency of 175, out of 350 respondents. So, it is analysed that yes and no having same frequency.

Table 4-8How much do you spend on your grocery per month?

How much do you spend on your grocery per month?				
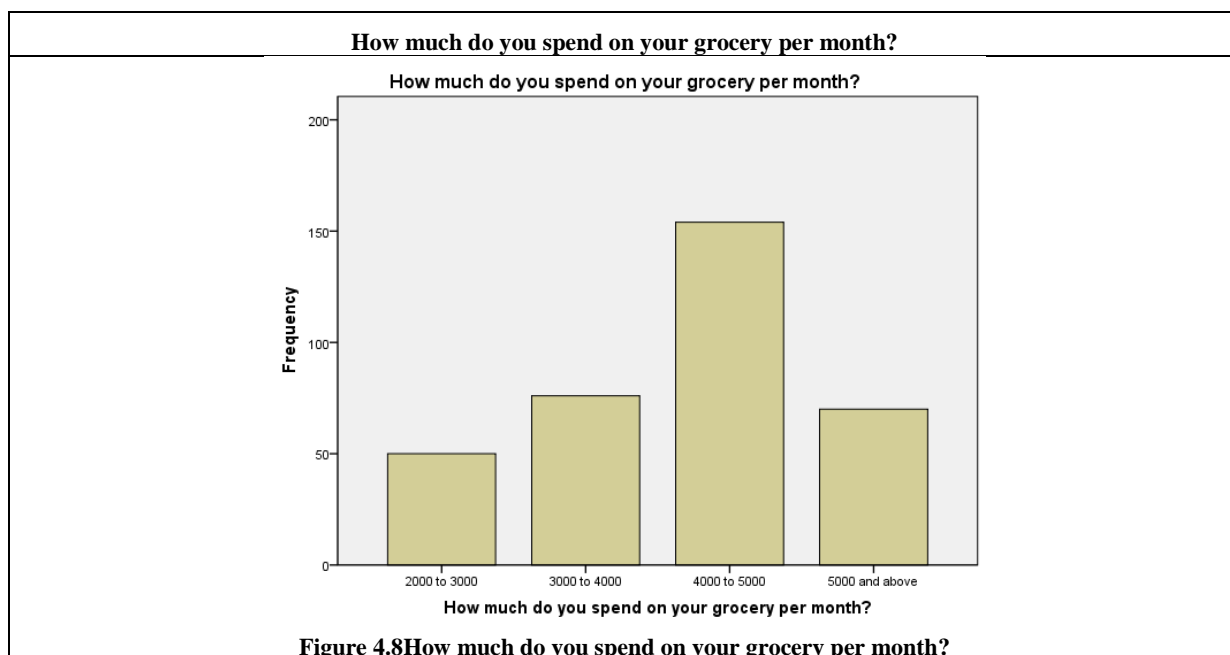
Figure 4.8How much do you spend on your grocery per month?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	2000 to 3000	50	14.3	14.3	14.3
	3000 to 4000	76	21.7	21.7	36.0
	4000 to 5000	154	44.0	44.0	80.0
	5000 and above	70	20.0	20.0	100.0
	Total	350	100.0	100.0	

The result shows that how much you spend on your grocery per month for analysing the lifestyles dependent upon grocery shopping. The result shows that spending on your grocery per month is divided into various groups such as 2000 to 3000 having the frequency of 50, out of 350 respondents, 3000 to 4000 having the frequency of 76, out of 350 respondents, 4000 to 5000 having the frequency i-e 154, out of 350 respondents and 5000 above having the frequency of 70, out of 350 respondents participated for conduction of this study.

Table 4-9Do you use ready to cook meals?

Do you use ready to cook meals?					
Figure 4.9Do you use ready to cook meals?					

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	145	41.4	41.4	41.4
	No	205	58.6	58.6	100.0
	Total	350	100.0	100.0	
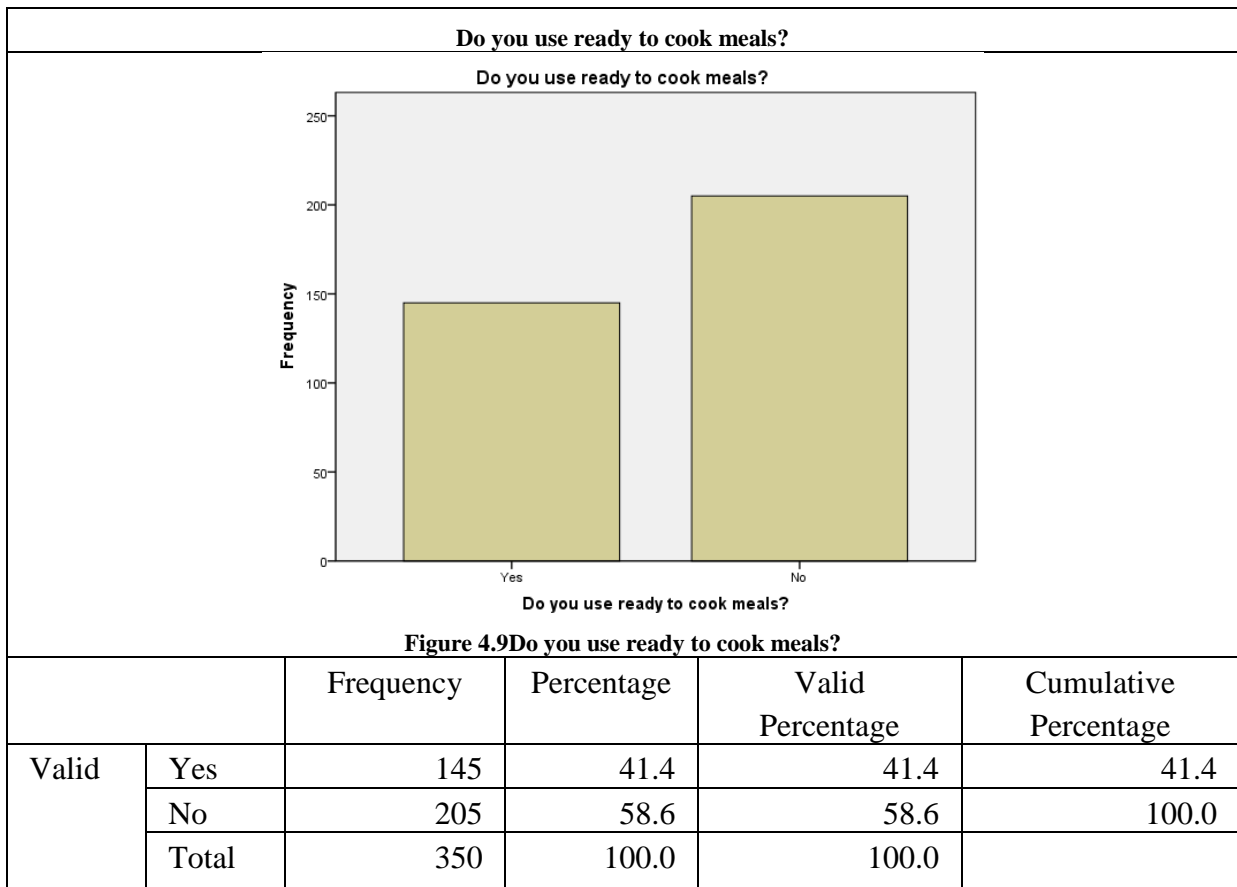
This result is extracted do you use ready to cook meals. This is again divided into two aspects. First one is yes and other one is no. The result shows that yes having the frequency of 145, out of 350 respondents and no having the frequency of 205, out of 350 respondents. So, it is analysed that yes having low frequency as compared to no. Today, women prefer ready to cook meal but on the other side most of the women likes to meal handmade or not use readymade cook items as well.

Table 4-10for what purpose you use ready to cook meals?

for what purpose you use ready to cook meals?				

Figure 4.10for what purpose you use ready to cook meals?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Children lunch	47	13.4	13.4	13.4
	Snacks	116	33.1	33.1	46.6
	For lunch	119	34.0	34.0	80.6
	For dinner	68	19.4	19.4	100.0
	Total	350	100.0	100.0	
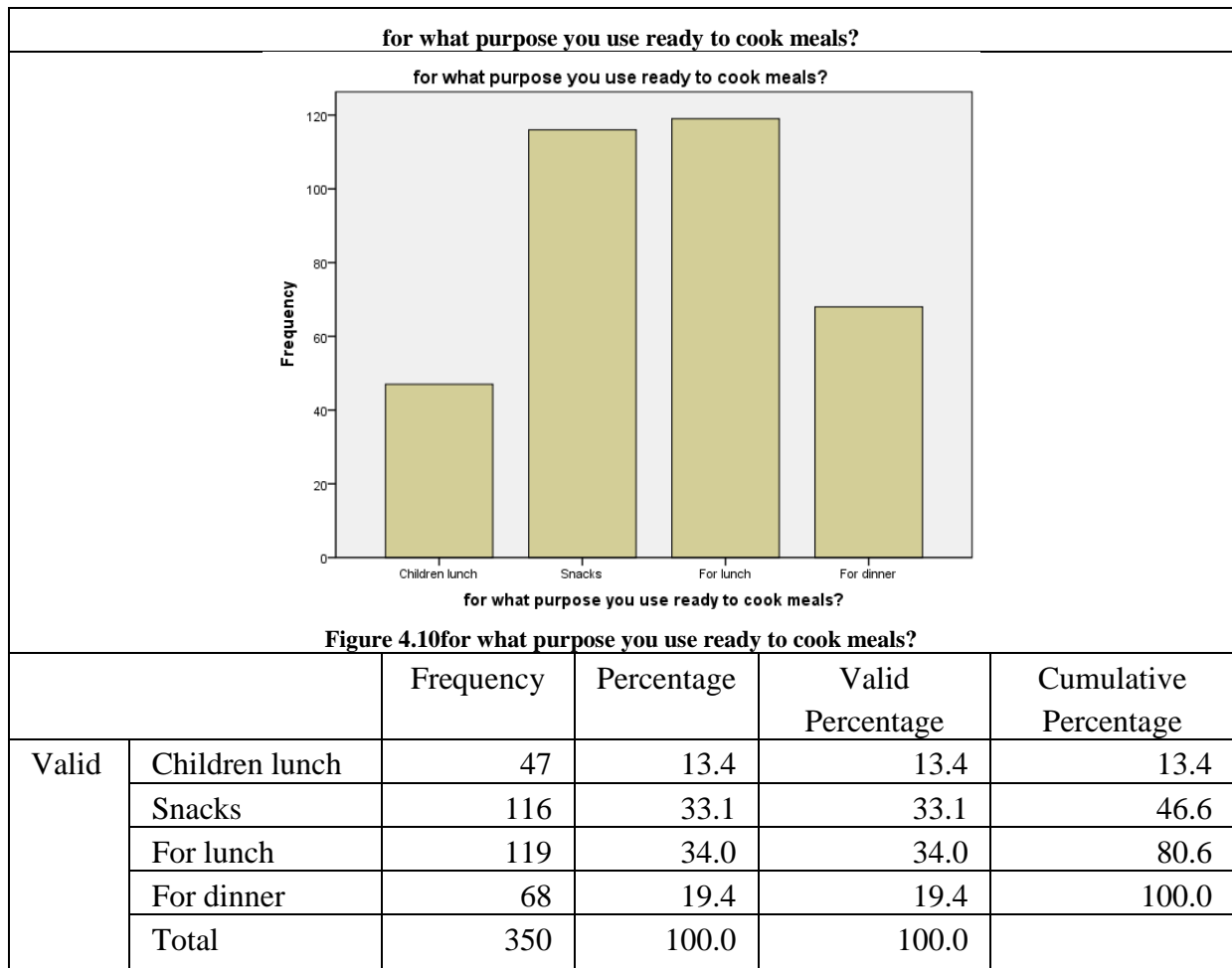
The result for what purpose you use ready to cook meal especially based on grocery shopping. This ready to cook meals are further divided into different aspects such as children lunch, snacks, for lunch and for dinner. The result shows children lunch having the frequency of 47, out of 350 respondents, snacks having frequency of 116, out of 350 respondents, for lunch having the frequency of 119, out of 350 respondents and for dinner having the frequency of 68, out of 350 respondents participated for conduction of the study.

Table 4-11How much do you spend on ready to cook meals?
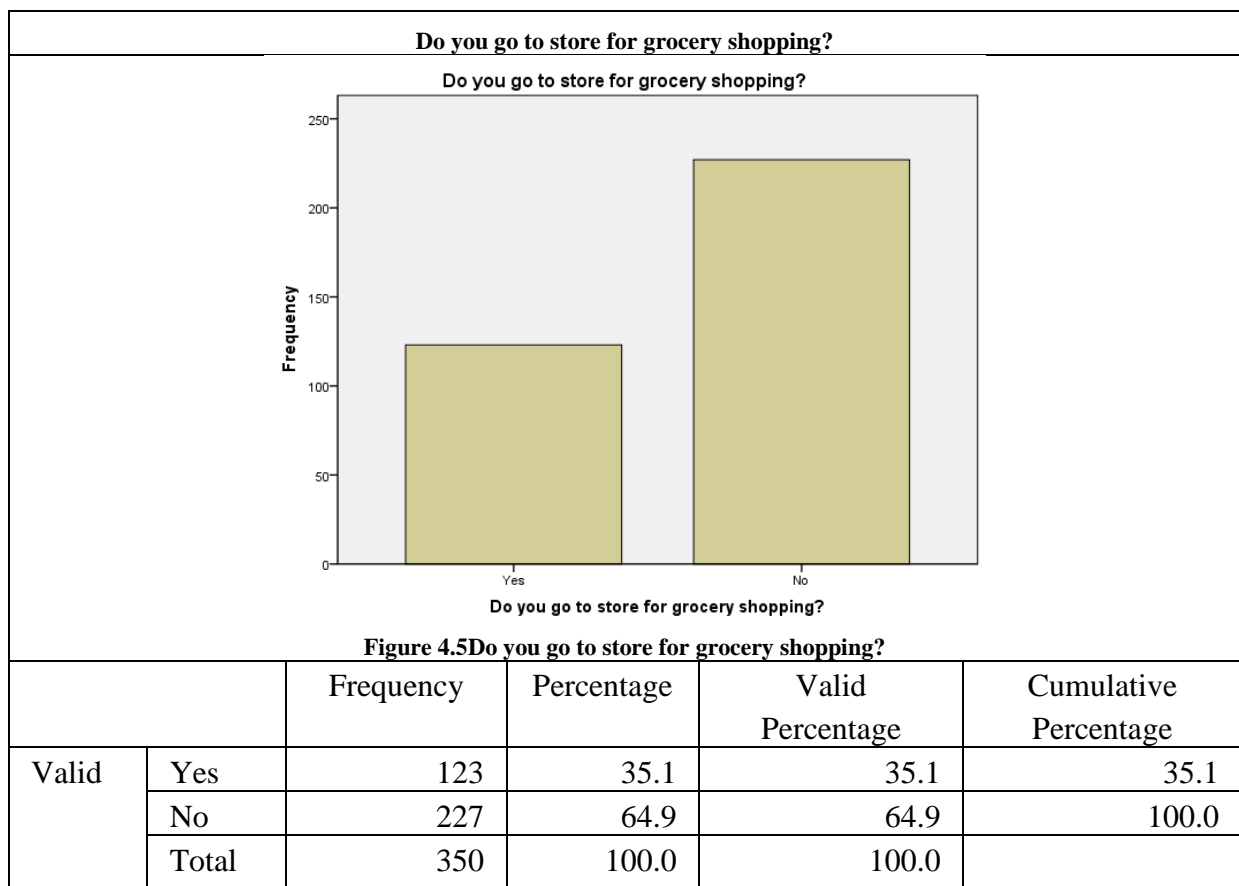
How much do you spend on ready to cook meals?				

Figure 4.11How much do you spend on ready to cook meals?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	500 to 1000	57	16.3	16.3	16.3
	1000 to 1500	89	25.4	25.4	41.7
	1500 and 2000	121	34.6	34.6	76.3
	Other	83	23.7	23.7	100.0
	Total	350	100.0	100.0	
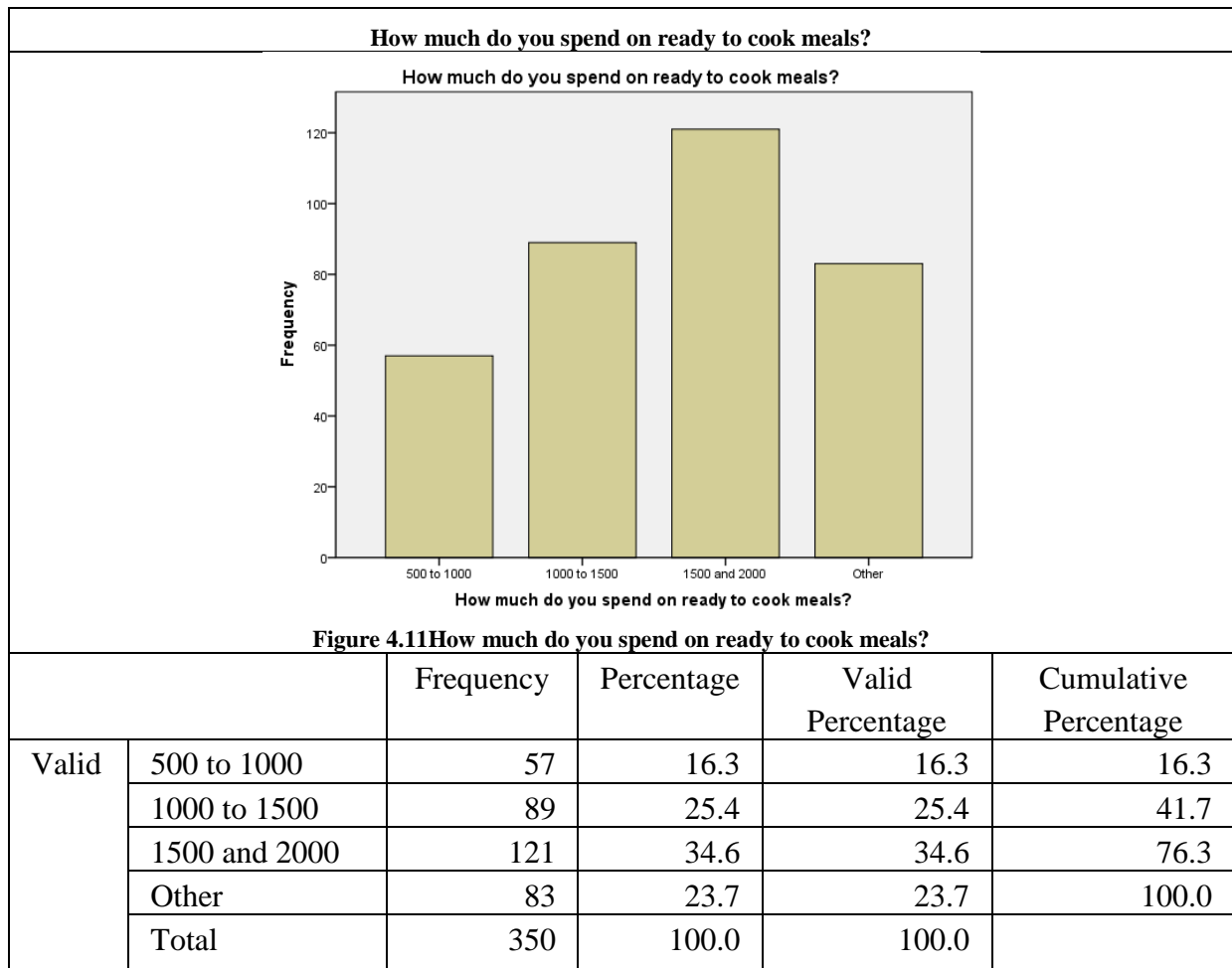
The result extracted that how much you spend on ready to cook meals available at grocery shopping for analysing the women online lifestyles. This store for grocery shopping result is further divided into different groups such as 500 to 1000, 1000 to 1500, 1500 to 2000 and other. The result shows 500 to 1000 having frequency of 57, out of 350 respondents, 1000 to 1500 having the frequency of 89, out of 350 respondents, 1500 and 2000 having the frequency of 121, out of 350 respondents and other having the frequency of 83, out of 350 respondents participated for conduction of this study.

Table 4-12Do you go out for dinner/lunch?

Figure 4.12Do you go out for dinner/lunch?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Yes	150	42.9	42.9	42.9
	No	200	57.1	57.1	100.0
	Total	350	100.0	100.0	
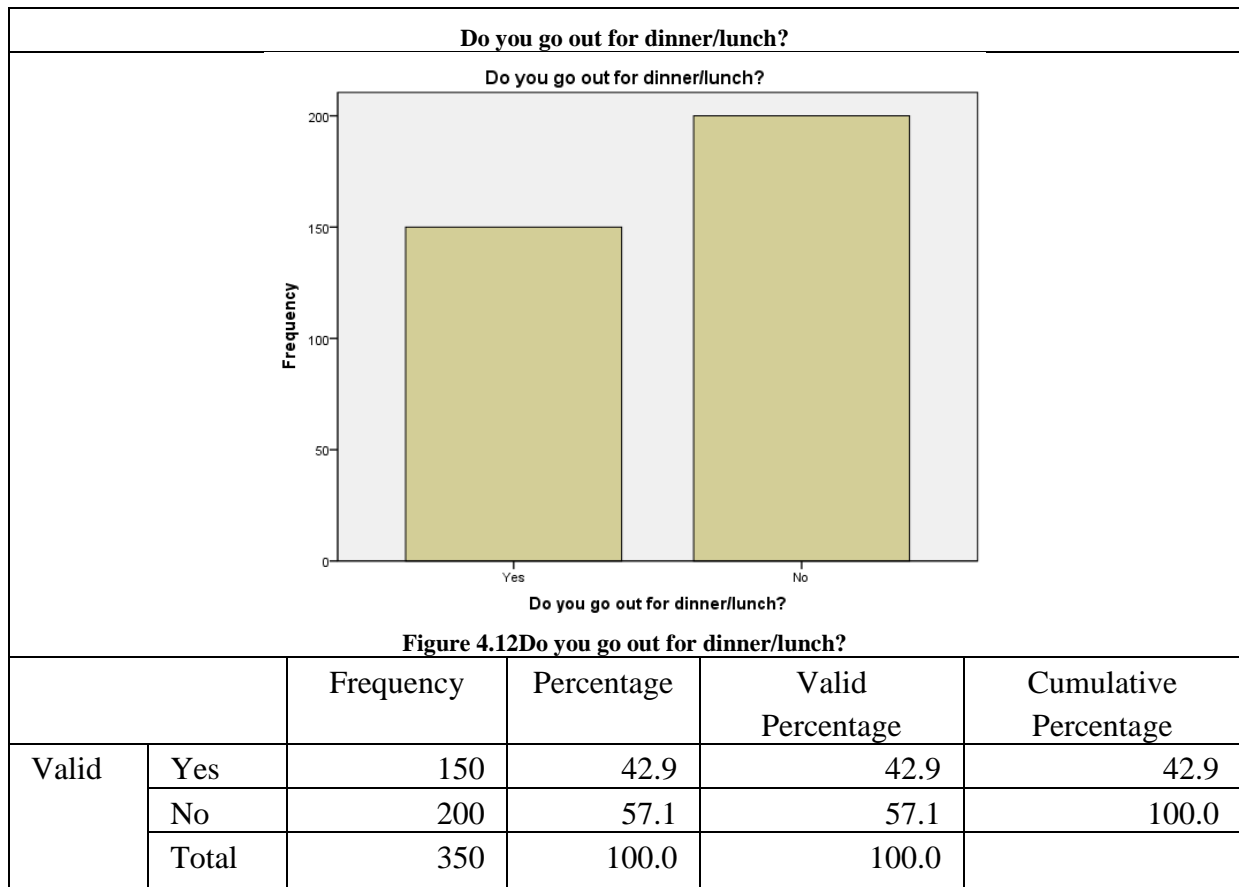
This result is extracted do you go out for dinner or lunch. This is divided into two aspects. First one is yes and other one is no. The result shows that yes having the frequency of 150, out of 350 respondents and no having the frequency of 200, out of 350 respondents. So, it is analysed that yes having low frequency as compared to no. Today, women prefer for going out for lunch or dinner but on the other side most of the women do not like to go out for dinner or lunch because they think that outside dinner or lunch is more expensive comparatively with home-made.

Table 4-13How often do you go out for dinner/lunch?

How often do you go out for dinner/lunch?				

Figure 4.13How often do you go out for dinner/lunch?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Once in a week	33	9.4	9.4	9.4
	Often	99	28.3	28.3	37.7
	Rarely	142	40.6	40.6	78.3
	Once in a month	76	21.7	21.7	100.0
	Total	350	100.0	100.0	
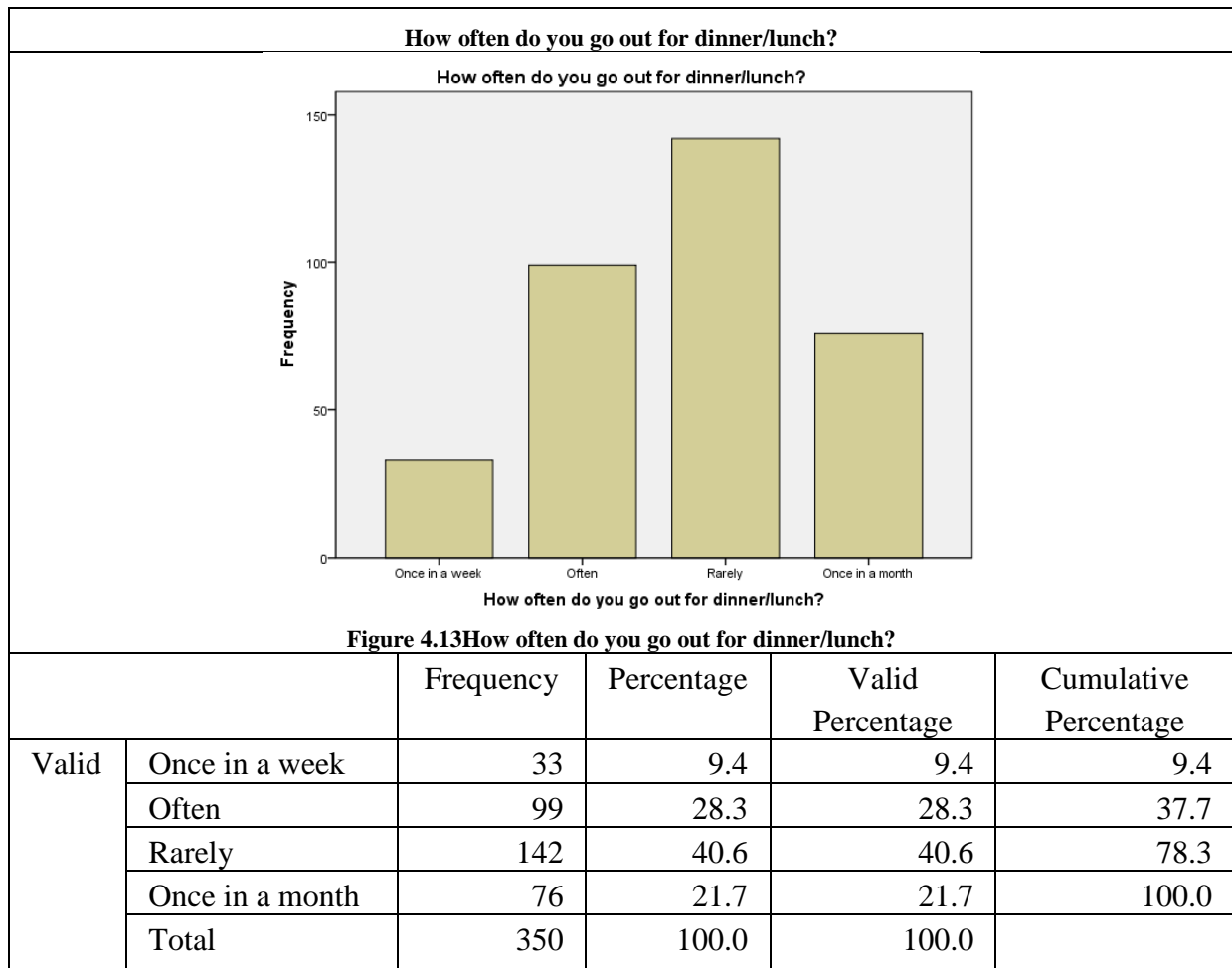
The result extracted that how often you go out for dinner or lunch for analysing the women online lifestyles. How often do you go out for dinner or lunch result is further divided into different groups such as once in a week, often, rarely and once in a mouth. The result shows once in a week having frequency of 33, out of 350 respondents, often having the frequency of 99, out of 350 respondents, rarely having the frequency of 142, out of 350 respondents and once in a month having the frequency of 76, out of 350 respondents participated for conduction of this study.

Table 4-14What is your professional level?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Manager/employee	30	8.6	8.6	8.6
	CEO/Director	91	26.0	26.0	34.6
	Self- employed	128	36.6	36.6	71.1
	Teacher	85	24.3	24.3	95.4
	Other	16	4.6	4.6	100.0
	Total	350	100.0	100.0	

Figure 4.14What is your professional level?
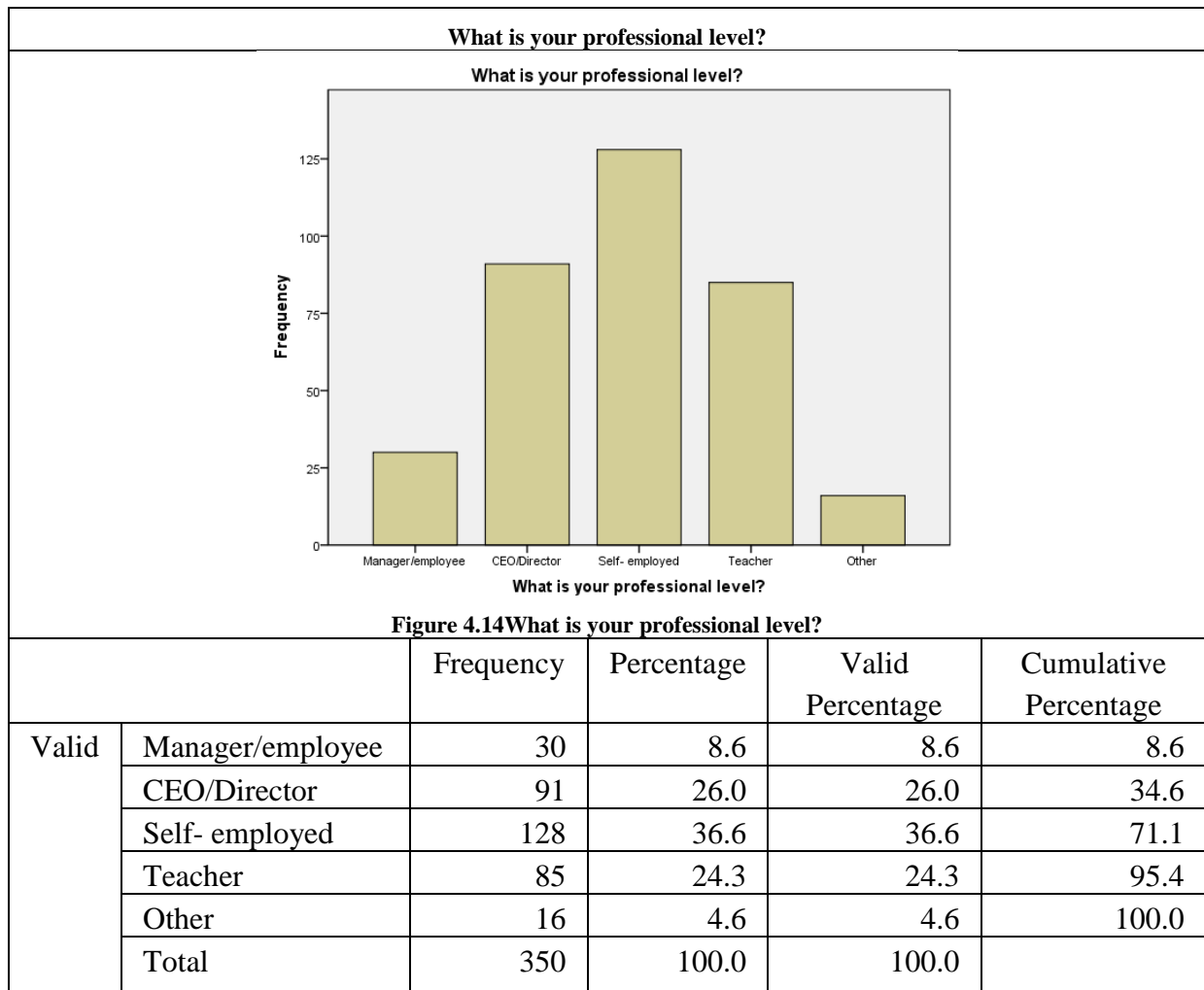
The result extracted what is your professional level for analysing the women online lifestyles. Professional level result is further divided into different aspect such as manager or employee, CEO or Director, Self-employed, Teacher and other. The result shows manager or employee having frequency of 30, out of 350 respondents, CEO/Director having the frequency of 91, out of 350 respondents, self-employed having the frequency of 128, out of 350 respondents, teacher having the frequency i-e 85, out of 350 respondents and other having the frequency of 16, out of 350 respondents participated for conduction of this study.

Table 4-15Who do grocery shopping for your family?

Who do grocery shopping for your family?				

Figure 4.15Who do grocery shopping for your family?

		Frequency	Percentage	Valid Percentage	Cumulative Percentage
Valid	Myself	20	5.7	5.7	5.7
	My husband	44	12.6	12.6	18.3
	My maid or servant	148	42.3	42.3	60.6
	My children	124	35.4	35.4	96.0
	Sometimes I, sometimes my husband	14	4.0	4.0	100.0
	Total	350	100.0	100.0	
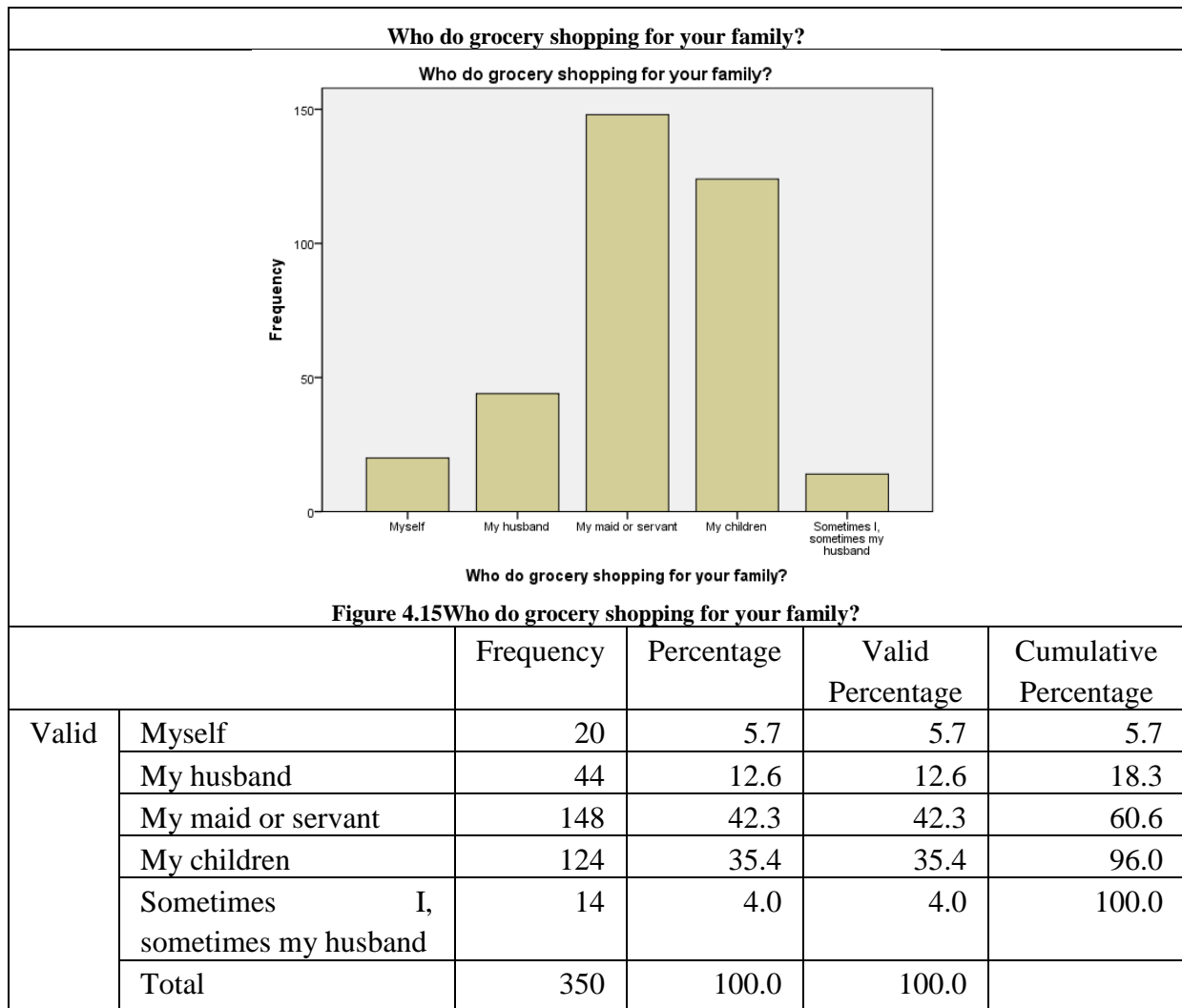
The result extracted that that does grocery shopping for your family for analysing the women online lifestyles. Who do grocery shopping for your family result is further divided into different groups such as Myself, My husband, My maid or servant, my children and sometimes I, sometimes my husband. The result shows my self-having frequency of 20, out of 350 respondents, my husband having the frequency of 44, out of 350 respondents, my maid or servant having the frequency of 148, out of 350 respondents and sometimes I, sometime my husband having the frequency of 14, out of 350 respondents participated for conduction of this study.

4.2 Correlation Analysis

Correlation analysis is used for measures the relationship between two items. First one item is independent variables and second one item is dependent variable. In accordance to the research study, independent variables are online shopping trend, trend of dine out, ready to cook meals and women employment status, whereas dependent variable is grocery shopping.

Table 4-16 Correlations

Correlations		Online Shopping Trend	Trend Of Dine Out	Ready To Cook Meals	Women Employment Status	Grocery Shopping
Online Shopping Trend	Pearson Correlation	1	-.145**	.188**	-.102	.771**
	Sig. (2-tailed)		.007	.000	.056	.000
	N	350	350	350	350	350
Trend Of Dine Out	Pearson Correlation	-.145**	1	.526**	.351**	.425**
	Sig. (2-tailed)	.007		.000	.000	.000
	N	350	350	350	350	350
Ready To Cook Meals	Pearson Correlation	.188**	.526**	1	.467**	.539**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	350	350	350	350	350
Women Employment Status	Pearson Correlation	-.102	.351**	.467**	1	.611**
	Sig. (2-tailed)	.056	.000	.000		.000
	N	350	350	350	350	350
Grocery Shopping	Pearson Correlation	.771**	.425**	.539**	.611**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	350	350	350	350	350
**. Correlation is significant at the 0.01 level (2-tailed).						

This correlation analysis is derived with the help of framework model. This framework model is composed of two main variables such as independent variables and other one is dependent variable. First hypothesis is women do not prefer online food/grocery shopping, another one is women prefer online Food/grocery shopping. The results show that correlation analysis women preferred online grocery shopping having the values of .771**, level of significant i-e .000 and sample size n i-e 350 respondents. Second hypothesis is the increase in dine out trend has decreased the expense of grocery shopping and another assumption is the increase in dine out trend has decreased the number of visit of grocery shopping. The results of correlation analysis shows that increase of dine out i-e .425**, level of significant i-e 0.000 and sample size n i-e 350 respondents. Third hypothesis is women prefer buying ready to cook and frozen food to save time. The results of correlation analysis shows that most of the women are preferred the online shopping having the value of i-e .539**, level of significant i-e 0.000 and sample size n i-e 350 respondents. Forth hypothesis is women employment status will be a poor factor affecting grocery purchasing behaviour. The results of correlation analysis shows that women employment status i-e .611**, level of significant i-e 0.000 and sample size n i-e 350 respondents. Hence, hypotheses are proved and supported this research framework model.

4.3 Regression Analysis

The regression analysis of this study is determined the overall impact among variables. the process of regression analysis is normally used for statistical tests for estimation the relationships among variables.

Table 4-17Variables Entered

Variables Entered/Removed[b]			
Model	Variables Entered	Variables Removed	Method
1	Women Employment Status, Online Shopping Trend, Trend Of Dine Out, Ready To Cook Meals	.	Enter
a. All requested variables entered.			
b. Dependent Variable: Grocery Shopping			

This regression analysis model of this study is divided into four aspects. First component is model one, second part is known as variables entered further connected with women

38

employment status, online shopping trend, trend of dine out and ready to cook meals. Third component is variable removed having power null, and last one is method considered as enter.

Table 4-18Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.687[a]	.472	.466	2.04450

The model summary main predicator is women employment status, online shopping trend, trend of dine out and ready to cook meal. The value regression is denoted by R i-e .687, R square i-e .472and standard error of the estimation i-e 2.04450.

Table 4-19Model Summary

Model Summary					
Model	Change Statistics				
	R Square Change	F Change	df1	df2	Sig. F Change
1	.472	77.062	4	345	.000
a. Predictors: (Constant), Women Employment Status, Online Shopping Trend, Trend Of Dine Out, Ready To Cook Meals					

Another important result of model summary is the Regression square change having i-e .472, F change i-e 77.062%, df1 to df2 i-e (4 to 345) and level of significant i-e 0.000.

Table 4-20ANOVA

ANOVA[b]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1288.471	4	322.118	77.062	.000[a]
	Residual	1442.087	345	4.180		
	Total	2730.558	349			
a. Predictors: (Constant), Women Employment Status, Online Shopping Trend, Trend Of Dine Out, Ready To Cook Meals						
b. Dependent Variable: Grocery Shopping						

In this Anova results are extracted with the support of predicators such as women employment status, online shopping trend, trend of dine out and ready to cook meal. The result shows that the value of regression and residual i-e (1288.471 and 1442.087), df i-e (4 and 345), mean square i-e (322.118 and 4.180), F is for frequency which shows variances in the model having the value of 77.062% at significant level i-e .000.

Table 4-21Coefficients

Coefficients				
Model			Unstandardized Coefficients	
			B	Std. Error
1	(Constant)		3.380	.657
	Online Shopping Trend		-.185	.108
	Trend Of Dine Out		.236	.105
	Ready To Cook Meals		.660	.118
	Women Employment Status		.764	.081
Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		5.141	.000
	Online Shopping Trend	-.073	-1.716	.087
	Trend Of Dine Out	.109	2.257	.025
	Ready To Cook Meals	.295	5.601	.000
	Women Employment Status	.427	9.391	.000
a. Dependent Variable: Grocery Shopping				

This coefficient result is derived with the help of multiple regression analysis models. Here, in this study, standardized coefficient is important for finding the best predictor from this research study. The result shows that first predictor is the on line shopping trend having the value of Beta i-e (.073), second predicator is the trend of dine out having the value of beta i-e .109 and third predicator is ready to cook having the value of beta i-e .295 at significant level is 0.000.

4.4   CHI Analysis

Chi analysis is considered as the statistical term used for analysing the relationship among mentioned above variables. The main functionality of chi square test model is to determine further relationship such as professional status of women with online shopping trends, dine in and out, ready to cook meal and women employment status as well.The chi-squared test is

used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories by defining these objectives. The result of chi square test analysis is comprised on two aspects. First one is the supporting crosstab and other one is chi square and bar charts.

4.4.1 Professional status * Online Shopping Trend

The relationship between the professional status and online shopping trend extracted with the support of crosstab are presented in detail.

Table 4-22Crosstab

Crosstab						
		Online Shopping Trend					
		1.50	2.00	2.50	3.00	3.50
What is your professional status?	Full time	1	2	3	2	7
	Part time	2	6	15	9	13
	House wife	1	3	9	23	19
Total		4	11	27	34	39
		Online Shopping Trend					
		4.00	4.50	5.00	5.50	6.00
What is your professional status?	Full time	12	1	0	3	0
	Part time	21	16	5	37	6
	House wife	40	13	58	10	12
Total		73	30	63	50	18
		Online Shopping Trend		Total		
		6.50				
What is your professional status?	Full time	0		31		
	Part time	1		131		
	House wife	0		188		
Total		1		350		

Table 4-23Crosstab

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	96.766[a]	20	.000

Likelihood Ratio	105.825	20	.000
Linear-by-Linear Association	5.384	1	.000
N of Valid Cases	350		
a. 14 cells (42.4%) have expected count less than 5. The minimum expected count is .09.			

This chi square test model plays a very important role for analysing the relationship among professional status and online shopping trend. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 96.766, df i-e 20 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 105.825, df i-e 20 and level of significant i-e 0.00 and third one is the linear by linear association i-e 5.384 total number of respondent are 350. So, the actual positions of the cells are 14 having 42.4% which is less than 5.

Figure 4.16Chi-Square Tests

4.4.2 Professional status * Trend of Dine Out

The relationship between the professional status and trend of dine out extracted with the support of crosstab are presented in detail.

Table 4-24Crosstab

Crosstab						
		Trend Of Dine Out				
		1.50	2.00	2.50	3.00	3.50
What is your professional status?	Full time	2	0	3	0	5
	Part time	3	1	7	19	10

		16	0	0	24	7
	House wife	16	0	0	24	7
Total		21	1	10	43	22
		Trend Of Dine Out				
		4.00	4.50	5.00	5.50	6.00
What is your professional status?	Full time	0	14	2	4	1
	Part time	15	36	5	12	23
	House wife	15	55	6	31	25
Total		30	105	13	47	49

		Trend Of Dine Out		Total
		7.00	7.50	
What is your professional status?	Full time	0	0	31
	Part time	0	0	131
	House wife	7	2	188
Total		7	2	350

Table 4-25 Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	53.531[a]	22	.000
Likelihood Ratio	66.769	22	.000
Linear-by-Linear Association	2.213	1	.000
N of Valid Cases	350		
a. 19 cells (52.8%) have expected count less than 5. The minimum expected count is .09.			

This chi square test model plays a very important role for analysing the relationship among professional status and trend of dine out. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 53.531, df i-e 22 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 66.769, df i-e 22 and level of significant i-e 0.00 and third one is the linear by linear association i-e 2.213 total number of respondent are 350. So, the actual positions of the cells are 19 having 52.8% which is less than 5.

Figure 4.17Chi-Square Tests

4.4.3 Professional status * Ready To Cook Meals

The relationship between the professional status and ready to cook meal extracted with the support of crosstab are presented in detail.

Table 4-26Crosstab

Crosstab						
		Ready To Cook Meals				
		1.50	2.00	2.50	3.00	3.50
What is your professional status?	Full time	2	2	1	2	6
	Part time	8	12	9	22	7
	House wife	18	5	15	51	29
Total		28	19	25	75	42
		Ready To Cook Meals				
		4.00	4.50	5.00	5.50	6.00
What is your professional status?	Full time	15	2	0	1	0
	Part time	20	32	1	6	14
	House wife	15	30	3	1	19
Total		50	64	4	8	33
		Ready To Cook			Total	

		Meals	
		7.50	
What is your professional status?	Full time	0	31
	Part time	0	131
	House wife	2	188
Total		2	350

Table 4-27Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	71.356[a]	20	.000
Likelihood Ratio	69.852	20	.000
Linear-by-Linear Association	.564	1	.000
N of Valid Cases	350		
a. 15 cells (45.5%) have expected count less than 5. The minimum expected count is .18.			

This chi square test model plays a very important role for analysing the relationship among professional status and ready to cook meal. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 71.356, df i-e 20 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 69.852, df i-e 20 and level of significant i-e 0.00 and third one is the linear by linear association i-e .564 total number of respondent are 350. So, the actual positions of the cells are 15 having 45.5% which is less than 5.
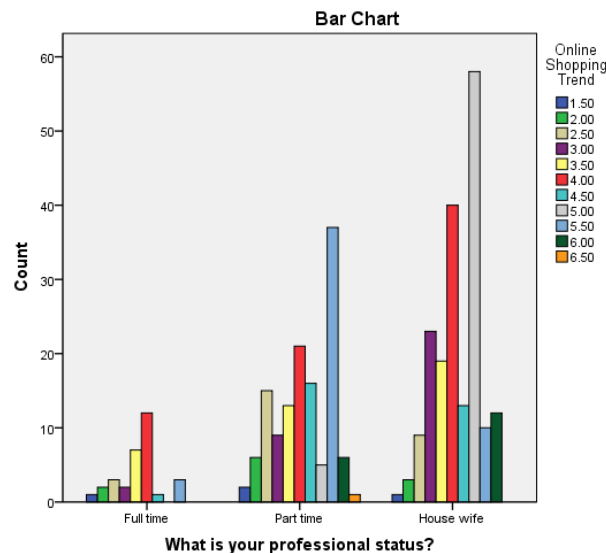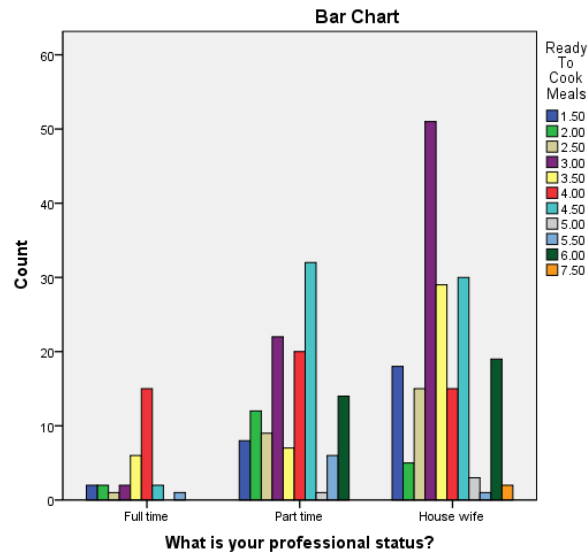
Figure 4.18Chi-Square Tests

4.4.4 Professional status * Women Employment Status

The relationship between the professional status and women employment status extracted with the support of crosstab is presented in detail.

Table 4-28Crosstab

Crosstab						
		Women Employment Status				
		1.50	2.00	2.50	3.00	3.50
What is your professional status?	Full time	1	0	0	1	2
	Part time	2	6	6	28	7
	House wife	28	0	3	31	1
Total		31	6	9	60	10
		Women Employment Status				
		4.00	4.50	5.00	5.50	6.00
What is your professional status?	Full time	4	6	5	0	7
	Part time	4	24	8	11	24
	House wife	11	60	7	2	27
Total		19	90	20	13	58
		Women Employment Status			Total	
		6.50	7.00	7.50		
What is your professional	Full time	3	1	1	31	

status?	Part time	3	5	3	131
	House wife	8	4	6	188
Total		14	10	10	350

Table 4-29Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	79.425[a]	24	.000
Likelihood Ratio	85.160	24	.000
Linear-by-Linear Association	6.858	1	.000
N of Valid Cases	350		
a. 18 cells (46.2%) have expected count less than 5. The minimum expected count is .53.			

This chi square test model plays a very important role for analysing the relationship among professional status and women employment status. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 79.425, df i-e 24 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 85.160, df i-e 24 and level of significant i-e 0.00 and third one is the linear by linear association i-e 6.858 total number of respondent are 350. So, the actual positions of the cells are 18 having 46.2% which is less than 5.
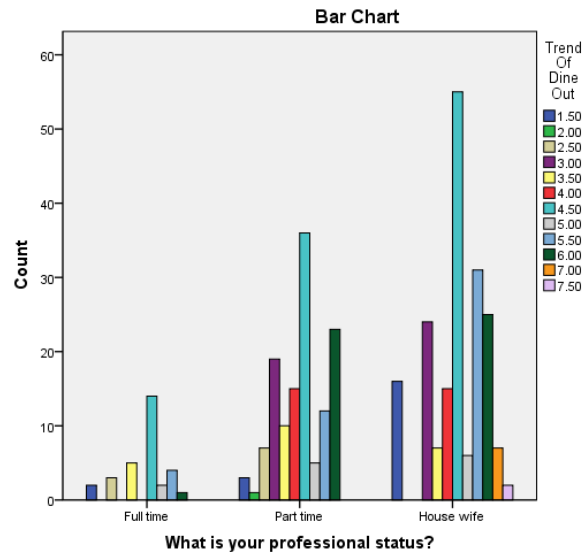
Figure 4.19Chi-Square Tests

4.4.5 Professional status * Grocery Shopping

The relationship between the professional status and grocery shopping extracted with the support of crosstab is presented in detail.

Table 4-30Crosstab

Crosstab						
		Grocery Shopping				
		3.25	3.50	3.75	4.25	4.75
What is your professional status?	Full time	1	0	0	1	0
	Part time	0	0	0	0	1
	House wife	0	12	4	0	0
Total		1	12	4	1	1
		Grocery Shopping				
		5.50	5.75	6.00	6.25	6.50
What is your professional status?	Full time	0	0	0	0	0
	Part time	1	1	0	1	13
	House wife	3	0	7	0	12
Total		4	1	7	1	25
		Grocery Shopping				
		6.75	7.00	7.25	7.50	7.75
What is your	Full time	2	0	1	0	2

professional status?	Part time	14	2	0	1	8
	House wife	9	11	5	0	6
Total		25	13	6	1	16

		Grocery Shopping				
		8.00	8.25	8.50	8.75	9.00
What is your professional status?	Full time	0	2	0	0	0
	Part time	2	2	1	4	3
	House wife	6	1	0	0	4
Total		8	5	1	4	7

		Grocery Shopping				
		9.25	9.50	9.75	10.00	10.25
What is your professional status?	Full time	1	0	6	0	3
	Part time	1	1	22	8	3
	House wife	2	0	42	16	1
Total		4	1	70	24	7

		Grocery Shopping				
		10.50	10.75	11.00	11.25	11.50
What is your professional status?	Full time	0	0	0	2	0
	Part time	1	2	1	7	3
	House wife	0	3	0	0	0
Total		1	5	1	9	3

		Grocery Shopping				
		11.75	12.00	12.25	12.75	13.00
What is your professional status?	Full time	0	0	0	0	4
	Part time	1	1	2	12	8
	House wife	2	4	1	11	15
Total		3	5	3	23	27

		Grocery Shopping				
		13.25	14.00	14.25	15.00	15.25
What is your professional status?	Full time	3	0	0	0	2
	Part time	0	1	0	3	0
	House wife	0	4	1	1	2
Total		3	5	1	4	4

		Grocery Shopping		Total
		15.75	16.25	
What is your professional	Full time	0	1	31

status?	Part time	0	0	131
	House wife	2	1	188
Total		2	2	350

Table 4-31Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	180.395[a]	82	.000
Likelihood Ratio	173.555	82	.000
Linear-by-Linear Association	5.082	1	.000
N of Valid Cases	350		
a. 109 cells (86.5%) have expected count less than 5. The minimum expected count is .09.			

This chi square test model plays a very important role for analysing the relationship among professional status and grocery shopping. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 180.395, df i-e 82 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 173.555, df i-e 82 and level of significant i-e 0.00 and third one is the linear by linear association i-e 5.082 total number of respondent are 350. So, the actual positions of the cells are 109 having 86.5% which is less than 5.
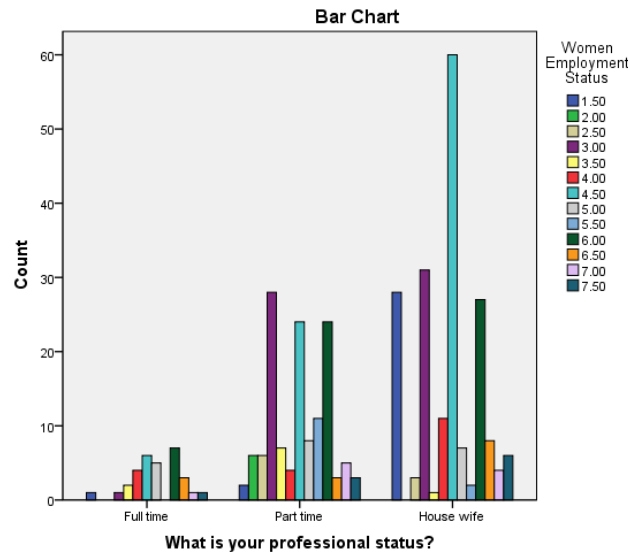
Figure 4.20Chi-Square Tests

4.4.6 Qualification * Online Shopping Trend

The relationship between the qualification and online shopping trend extracted with the support of crosstab is presented in detail.

Table 4-32Crosstab

Crosstab						
		Online Shopping Trend				
		1.50	2.00	2.50	3.00	3.50
Qualification?	Intermediate	0	0	3	13	6
	Graduate	4	11	24	21	33
Total		4	11	27	34	39
		Online Shopping Trend				
		4.00	4.50	5.00	5.50	6.00
Qualification?	Intermediate	44	29	25	41	0
	Graduate	29	1	38	9	18
Total		73	30	63	50	18

		Online Shopping Trend	Total
		6.50	
Qualification?	Intermediate	1	162
	Graduate	0	188
Total		1	350

Table 4-33Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	122.028[a]	10	.000
Likelihood Ratio	147.074	10	.000
Linear-by-Linear Association	26.348	1	.000
N of Valid Cases	350		
a. 4 cells (18.2%) have expected count less than 5. The minimum expected count is .46.			

This chi square test model plays a very important role for analysing the relationship among qualification and online shopping trend. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 122.028, df i-e 10 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e147.074, df i-e 10 and level of significant i-e 0.00 and third one is the linear by linear association i-e 26.348 total number of respondent are 350. So, the actual positions of the cells are 4 having 18.2% which is less than 5.
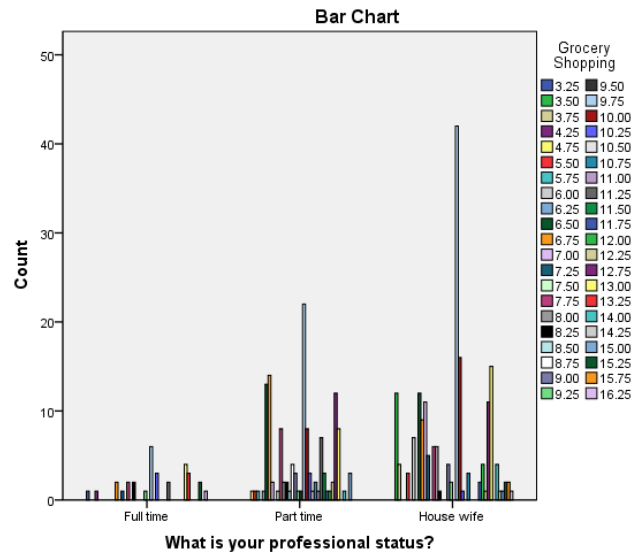

Figure 4.21Chi-Square Tests

4.4.7 Qualification * Trend of Dine Out

The relationship between the qualification and trend of dine out extracted with the support of crosstab is presented in detail.

Table 4-34Crosstab

Crosstab		1.50	2.00	2.50	3.00	3.50
		Trend Of Dine Out				
Qualification?	Intermediate	16	0	0	39	12
	Graduate	5	1	10	4	10
Total		21	1	10	43	22
		Trend Of Dine Out				
		4.00	4.50	5.00	5.50	6.00
Qualification?	Intermediate	9	49	4	16	17
	Graduate	21	56	9	31	32
Total		30	105	13	47	49
		Trend Of Dine Out		Total		
		7.00	7.50			
Qualification?	Intermediate	0	0	162		
	Graduate	7	2	188		
Total		7	2	350		

Table 4-35Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	69.453[a]	11	.000
Likelihood Ratio	81.946	11	.000
Linear-by-Linear Association	27.106	1	.000
N of Valid Cases	350		
a. 7 cells (29.2%) have expected count less than 5. The minimum expected count is .46.			

This chi square test model plays a very important role for analysing the relationship among qualification and trend of dine out. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 69.453, df i-e 11 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 81.946, df i-e 11 and level of significant i-e 0.00 and third one is the linear by linear association i-e 27.106 total number of respondent are 350. So, the actual positions of the cells are 7 having 29.2% which is less than 5.
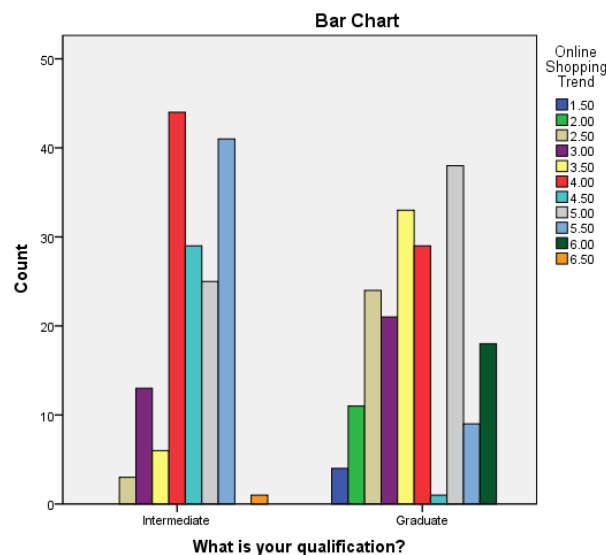
Figure 4.22Chi-Square Tests

4.4.8 Qualification * Ready To Cook Meals

The relationship between the qualification and ready to cook meals extracted with the support of crosstab is presented in detail.

Table 4-36Crosstab

Crosstab						
		Ready To Cook Meals				
		1.50	2.00	2.50	3.00	3.50
Qualification?	Intermediate	16	4	4	60	7
	Graduate	12	15	21	15	35
Total		28	19	25	75	42
		Ready To Cook Meals				
		4.00	4.50	5.00	5.50	6.00
Qualification?	Intermediate	18	35	4	2	12
	Graduate	32	29	0	6	21
Total		50	64	4	8	33

		Ready To Cook Meals	Total
		7.50	
Qualification?	Intermediate	0	162
	Graduate	2	188
Total		2	350

54

Table 4-37Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	77.600[a]	10	.000
Likelihood Ratio	84.819	10	.000
Linear-by-Linear Association	1.285	1	.000
N of Valid Cases	350		
a. 6 cells (27.3%) have expected count less than 5. The minimum expected count is .93.			

This chi square test model plays a very important role for analysing the relationship among qualification and ready to cook meals. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 77.600, df i-e 10 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 84.819, df i-e 10 and level of significant i-e 0.00 and third one is the linear by linear association i-e 1.285 total number of respondent are 350. So, the actual positions of the cells are 6 having 27.3% which is less than 5.
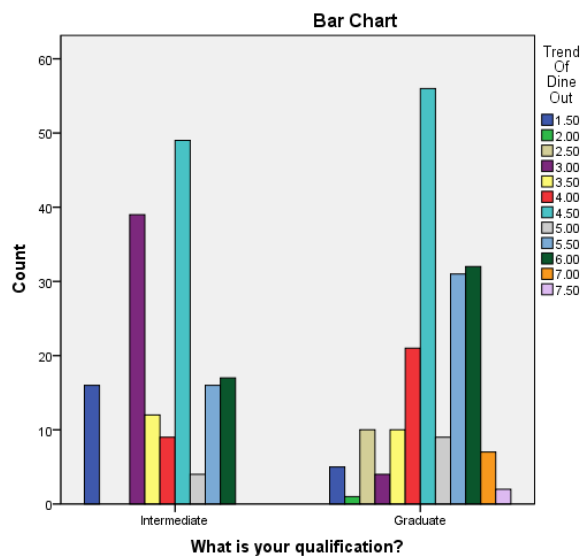

Figure 4.23Chi-Square Tests

4.4.9 Qualification * Women Employment Status

The relationship between the qualification and women employment status extracted with the support of crosstab is presented in detail.

Table 4-38Crosstab

Crosstab						
		Women Employment Status				
		1.50	2.00	2.50	3.00	3.50
Qualification?	Intermediate	29	3	5	37	2
	Graduate	2	3	4	23	8
Total		31	6	9	60	10
		Women Employment Status				
		4.00	4.50	5.00	5.50	6.00
Qualification?	Intermediate	2	41	2	11	21
	Graduate	17	49	18	2	37
Total		19	90	20	13	58
		Women Employment Status			Total	
		6.50	7.00	7.50		
Qualification?	Intermediate	5	0	4	162	
	Graduate	9	10	6	188	
Total		14	10	10	350	

Table 4-39Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	76.525[a]	12	.000
Likelihood Ratio	89.217	12	.000
Linear-by-Linear Association	28.444	1	.000
N of Valid Cases	350		
a. 7 cells (26.9%) have expected count less than 5. The minimum expected count is 2.78.			

This chi square test model plays a very important role for analysing the relationship among qualification and women employment status. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 76.525, df i-e 12 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e

89.217, df i-e 12 and level of significant i-e 0.00 and third one is the linear by linear association i-e 28.444 total number of respondent are 350. So, the actual positions of the cells are 7 having 26.9% which is less than 5.
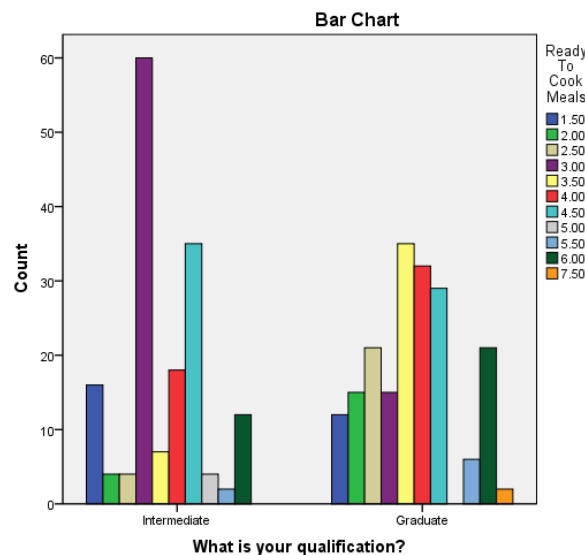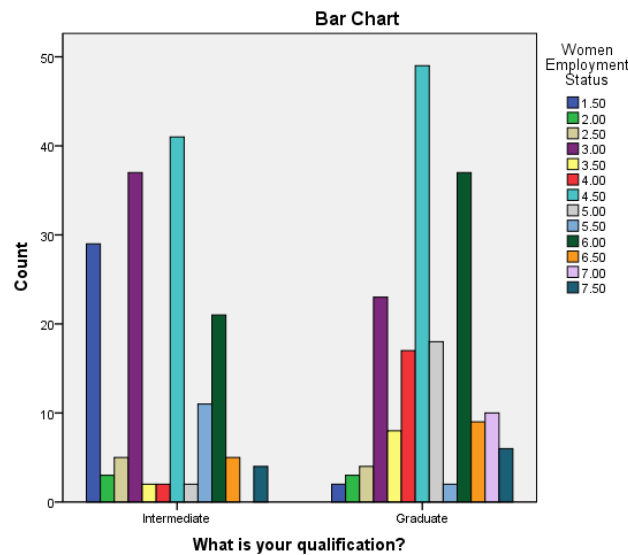

Figure 4.24Chi-Square Tests

4.4.10Qualification * Grocery Shopping

The relationship between the qualification and grocery shopping extracted with the support of crosstab is presented in detail.

Table 4-40Crosstab

Crosstab						
		Grocery Shopping				
		3.25	3.50	3.75	4.25	4.75
Qualification?	Intermediate	0	12	4	0	0
	Graduate	1	0	0	1	1
Total		1	12	4	1	1
		Grocery Shopping				
		5.50	5.75	6.00	6.25	6.50
Qualification?	Intermediate	3	0	0	1	15
	Graduate	1	1	7	0	10
Total		4	1	7	1	25
		Grocery Shopping				
		6.75	7.00	7.25	7.50	7.75
Qualification?	Intermediate	24	6	1	1	9

	Graduate	1	7	5	0	7
Total		25	13	6	1	16

		Grocery Shopping				
		8.00	8.25	8.50	8.75	9.00
Qualification?	Intermediate	3	4	0	2	7
	Graduate	5	1	1	2	0
Total		8	5	1	4	7

		Grocery Shopping				
		9.25	9.50	9.75	10.00	10.25
Qualification?	Intermediate	3	0	35	5	2
	Graduate	1	1	35	19	5
Total		4	1	70	24	7

		Grocery Shopping				
		10.50	10.75	11.00	11.25	11.50
Qualification?	Intermediate	0	0	0	5	0
	Graduate	1	5	1	4	3
Total		1	5	1	9	3

		Grocery Shopping				
		11.75	12.00	12.25	12.75	13.00
Qualification?	Intermediate	1	2	0	11	6
	Graduate	2	3	3	12	21
Total		3	5	3	23	27

		13.25	14.00	14.25	15.00	15.25
Qualification?	Intermediate	0	0	0	0	0
	Graduate	3	5	1	4	4
Total		3	5	1	4	4

		Grocery Shopping		Total
		15.75	16.25	
Qualification?	Intermediate	0	0	162
	Graduate	2	2	188
Total		2	2	350

Table 4-41Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	118.651^{a}	41	.000
Likelihood Ratio	152.469	41	.000
Linear-by-Linear Association	42.638	1	.000

| N of Valid Cases | 350 | | |

a. 66 cells (78.6%) have expected count less than 5. The minimum expected count is .46.

This chi square test model plays a very important role for analysing the relationship among qualification and grocery shopping. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 118.651, df i-e 41 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 152.469, df i-e 41 and level of significant i-e 0.00 and third one is the linear by linear association i-e 42.638 total number of respondent are 350. So, the actual positions of the cells are 66 having 78.6% which is less than 5.
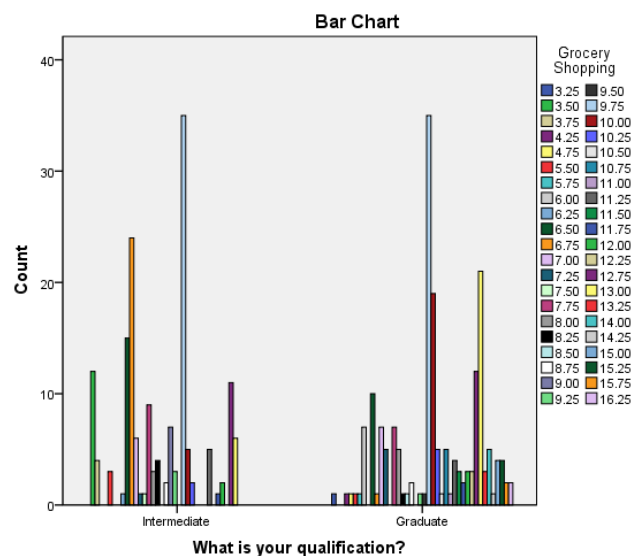

Figure 4.25Chi-Square Tests

4.4.11 Family Members * Online Shopping Trend

The relationship between the family members and online shopping trend extracted with the support of crosstab is presented in detail.

Table 4-42Crosstab

Crosstab					
Count					
	Online Shopping Trend				
	1.50	2.00	2.50	3.00	3.50

Family Members?	2-4	2	8	17	5	11
	5-7	2	1	0	8	5
	7-10	0	2	10	21	23
Total		4	11	27	34	39

		Online Shopping Trend				
		4.00	4.50	5.00	5.50	6.00
Family Members?	2-4	1	14	4	28	3
	5-7	21	2	49	22	8
	7-10	51	14	10	0	7
Total		73	30	63	50	18

		Online Shopping Trend	Total
		6.50	
Family Members?	2-4	0	93
	5-7	0	118
	7-10	1	139
Total		1	350

Table 4-43Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	194.799[a]	20	.000
Likelihood Ratio	226.702	20	.000
Linear-by-Linear Association	2.992	1	.000
N of Valid Cases	350		
a. 10 cells (30.3%) have expected count less than 5. The minimum expected count is .27.			

This chi square test model plays a very important role for analysing the relationship among family members and online shopping trend. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 194.799, df i-e 20 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 226.702, df i-e 20 and level of significant i-e 0.00 and third one is the linear by linear association i-e 2.992 total number of respondent are 350. So, the actual positions of the cells are 10 having 30.3% which is less than 5.

Figure 4.26Chi-Square Tests

4.4.12Family Members * Trend Of Dine Out

The relationship between the family members and trend of dine out extracted with the support of crosstab is presented in detail.

Table 4-44Crosstab

Crosstab						
		Trend Of Dine Out
		1.50	2.00	2.50	3.00	3.50
Family Members?	2-4	7	0	6	13	19
	5-7	4	1	2	22	0
	7-10	10	0	2	8	3
Total		21	1	10	43	22
		Trend Of Dine Out
		4.00	4.50	5.00	5.50	6.00
Family Members?	2-4	13	24	1	7	3
	5-7	4	41	8	3	31
	7-10	13	40	4	37	15
Total		30	105	13	47	49

		Trend Of Dine Out		Total
		7.00	7.50	
Family Members?	2-4	0	0	93

	5-7	0	2	118
	7-10	7	0	139
Total		7	2	350

Table 4-45Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	139.726[a]	22	.000
Likelihood Ratio	143.688	22	.000
Linear-by-Linear Association	23.682	1	.000
N of Valid Cases	350		
a. 14 cells (38.9%) have expected count less than 5. The minimum expected count is .27.			

This chi square test model plays a very important role for analysing the relationship among family members and trend of dine out. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 139.726, df i-e 22 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 143.688, df i-e 22 and level of significant i-e 0.00 and third one is the linear by linear association i-e 23.682 total number of respondent are 350. So, the actual positions of the cells are 14 having 38.9% which is less than 5.
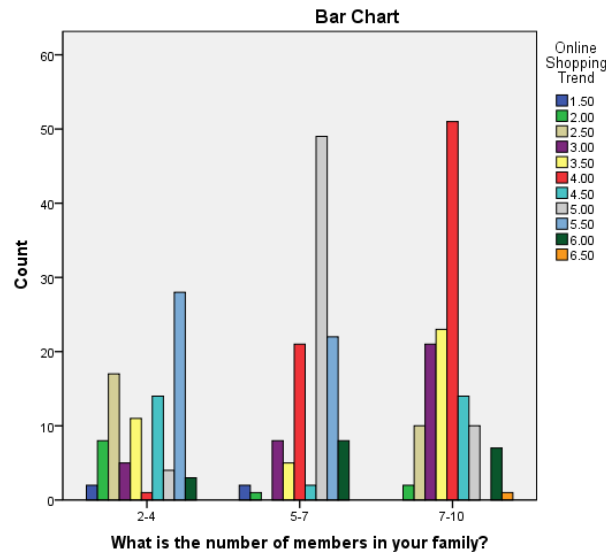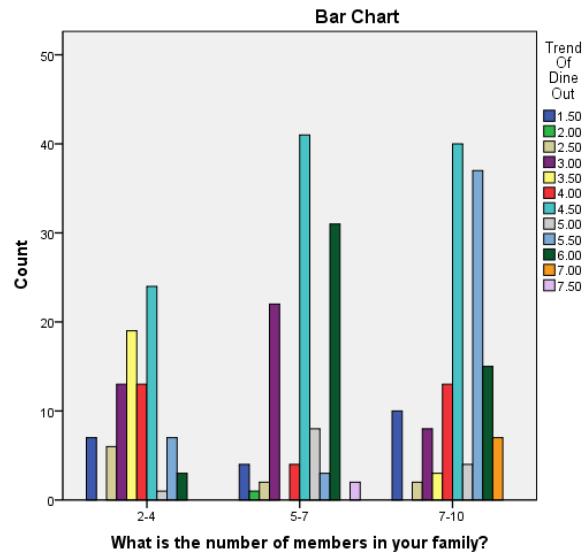
Figure 4.27Chi-Square Tests

4.4.13Family Members * Ready To Cook Meals

The relationship between the family members and ready to cook meals extracted with the support of crosstab is presented in detail.

Table 4-46Crosstab

Crosstab

		Ready To Cook Meals				
		1.50	2.00	2.50	3.00	3.50
Family Members?	2-4	8	10	6	15	9
	5-7	9	4	4	25	3
	7-10	11	5	15	35	30
Total		28	19	25	75	42

		Ready To Cook Meals				
		4.00	4.50	5.00	5.50	6.00
Family Members?	2-4	18	13	3	8	3
	5-7	3	39	0	0	29
	7-10	29	12	1	0	1
Total		50	64	4	8	33

		Ready To Cook Meals	Total
		7.50	
Family Members?	2-4	0	93
	5-7	2	118
	7-10	0	139
Total		2	350

Table 4-47Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	147.846[a]	20	.000
Likelihood Ratio	153.838	20	.000
Linear-by-Linear Association	5.520	1	.000
N of Valid Cases	350		
a. 9 cells (27.3%) have expected count less than 5. The minimum expected count is .53.			

This chi square test model plays a very important role for analysing the relationship among family members and ready to cook meals. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 147.846, df i-e 20 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 153.838, df i-e 20 and level of significant i-e 0.00 and third one is the linear by linear

association i-e 5.520 total number of respondent are 350. So, the actual positions of the cells are 9 having 27.3% which is less than 5.

Figure 4.28Chi-Square Tests

4.4.14Family Members * Women Employment Status

The relationship between the family members and women employment status extracted with the support of crosstab is presented in detail.

Table 4-48Crosstab

Crosstab						
		Women Employment Status				
		1.50	2.00	2.50	3.00	3.50
Family Members?	2-4	4	0	0	13	8
	5-7	3	3	0	23	0
	7-10	24	3	9	24	2
Total		31	6	9	60	10
		Women Employment Status				
		4.00	4.50	5.00	5.50	6.00
Family Members?	2-4	8	8	4	7	14
	5-7	2	33	16	2	29

	7-10		9	49	0	4	15
Total			19	90	20	13	58
			Women Employment Status				Total
			6.50	7.00	7.50		
Family Members?	2-4		9	10	8		93
	5-7		5	0	2		118
	7-10		0	0	0		139
Total			14	10	10		350

Table 4-49Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	160.917[a]	24	.000
Likelihood Ratio	175.715	24	.000
Linear-by-Linear Association	47.118	1	.000
N of Valid Cases	350		
a. 19 cells (48.7%) have expected count less than 5. The minimum expected count is 1.59.			

This chi square test model plays a very important role for analysing the relationship among family members and women employment status. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 160.917, df i-e 24 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 175.715, df i-e 24 and level of significant i-e 0.00 and third one is the linear by linear association i-e 47.118 total number of respondent are 350. So, the actual positions of the cells are 19 having 48.7% which is less than 5.
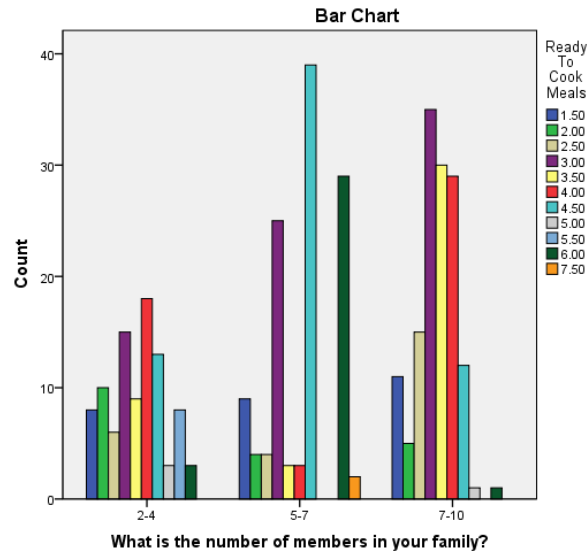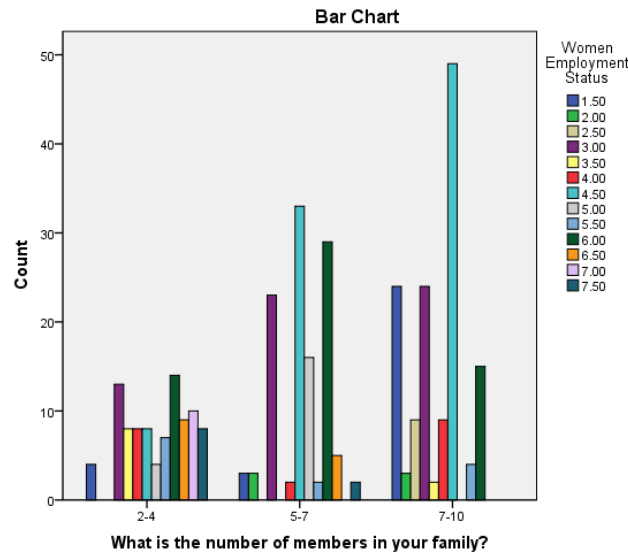
Figure 4.29Chi-Square Tests

4.4.15 Family Members * Grocery Shopping

The relationship between the family members and grocery shopping extracted with the support of crosstab is presented in detail.

Table 4-50Crosstab

Crosstab						
		Grocery Shopping				
		3.25	3.50	3.75	4.25	4.75
Family Members?	2-4	1	0	4	1	0
	5-7	0	2	0	0	1
	7-10	0	10	0	0	0
Total		1	12	4	1	1
		Grocery Shopping				
		5.50	5.75	6.00	6.25	6.50
Family Members?	2-4	1	1	0	1	4
	5-7	0	0	0	0	10
	7-10	3	0	7	0	11
Total		4	1	7	1	25
		Grocery Shopping				
		6.75	7.00	7.25	7.50	7.75
Family Members?	2-4	12	2	1	0	6
	5-7	7	3	0	0	0
	7-10	6	8	5	1	10
Total		25	13	6	1	16
		Grocery Shopping				

		8.00	8.25	8.50	8.75	9.00
Family Members?	2-4	2	4	1	1	1
	5-7	1	1	0	1	1
	7-10	5	0	0	2	5
Total		8	5	1	4	7

		Grocery Shopping				
		9.25	9.50	9.75	10.00	10.25
Family Members?	2-4	4	1	9	1	3
	5-7	0	0	21	18	4
	7-10	0	0	40	5	0
Total		4	1	70	24	7

		Grocery Shopping				
		10.50	10.75	11.00	11.25	11.50
Family Members?	2-4	1	5	0	4	1
	5-7	0	0	0	0	2
	7-10	0	0	1	5	0
Total		1	5	1	9	3

		Grocery Shopping				
		11.75	12.00	12.25	12.75	13.00
Family Members?	2-4	1	3	2	3	0
	5-7	2	2	1	17	15
	7-10	0	0	0	3	12
Total		3	5	3	23	27

		Grocery Shopping				
		13.25	14.00	14.25	15.00	15.25
Family Members?	2-4	3	1	1	4	1
	5-7	0	4	0	0	3
	7-10	0	0	0	0	0
Total		3	5	1	4	4

		Grocery Shopping		Total
		15.75	16.25	
Family Members?	2-4	0	2	93
	5-7	2	0	118
	7-10	0	0	139
Total		2	2	350

Table 4-51Chi-Square Tests

Chi-Square Tests			
	Value	df	Sig. (2-sided)
Pearson Chi-Square	238.488[a]	82	.000
Likelihood Ratio	265.308	82	.000
Linear-by-Linear Association	7.851	1	.000
N of Valid Cases	350		
a. 105 cells (83.3%) have expected count less than 5. The minimum expected count is .27.			

This chi square test model plays a very important role for analysing the relationship among family members and grocery shopping. The result of chi square test model is composed of three main aspects. First aspect is having the value of Pearson chi square i-e 238.488, df i-e 82 and level of significant i-e .000. Second one is the likelihood ratio having the value i-e 265.308, df i-e 82 and level of significant i-e 0.00 and third one is the linear by linear association i-e 7.851 total number of respondent are 350. So, the actual positions of the cells are 105 having 83.3% which is less than 5.
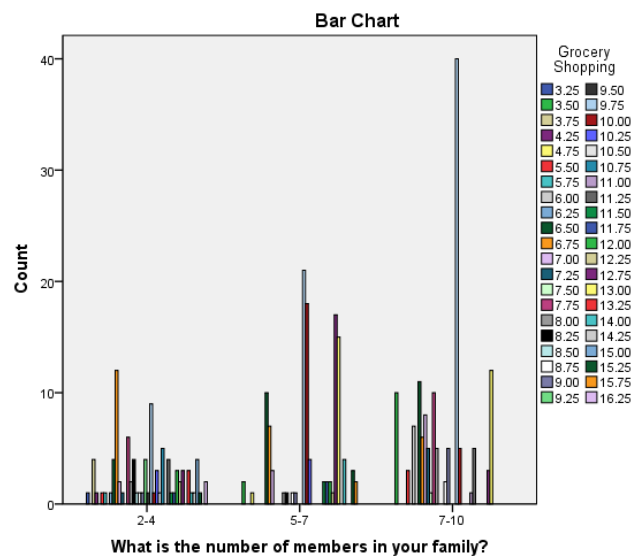

Figure 4.30Chi-Square Tests

4.5 Hypothesis Summary

Hypothesis	Pearson Correlation Value	Sign Level	Accept or Reject
H1: women do not prefer online food/grocery shopping, another one is women prefer online Food/grocery shopping.	.771**	0.000	Accept
H2: The increase in dine out trend has decreased the expense of grocery shopping and another assumption is the increase in dine out trend has decreased the number of visit of grocery shopping.	.425**	0.000	Accept
H3: Women prefer buying ready to cook and frozen food to save time.	.539**	0.000	Accept
H4: Women employment status will be a poor factor affecting grocery purchasing behaviour	.611**	0.000	Accept

Chapter Five

Results and Discussion

Chapter 5

Results and Discussion

Women are highly influenced by factors that enhance their lifestyles and living standards; however, the impact of lifestyle factors varies from women to women. Today, highly competitive internal and external environment, people are really very busy especially women in their personal and professional life, so this is the main reason that most of the women are preferring to buy online facility for shopping, to change the ways of living standards in terms of variety of brands, products and services are easily available on internet, ready to buy cook meals and many other related functionality perform which directly as well as indirectly saving their time and expenses which leads towards the grocery shopping stores. It is concluded that all of these online shopping trends are associated with modern marketing calls based on more developed good products or services, offering consumers at best suitable attractive pricing and making it available to target audience.

Today, in the existence of highly competitive and critical business environment, most of the well-known companies are trying to increase their sales, market value and worth which must be also effectively communicate with consumers prospective and what they effectively communicate should not only be leftover chances. So, their communication skills efforts must be blended and transformed into consistent and coordination communication programs changing the women mind and their family ways of living standards. It is true that most of the well-known grocery shopping stores management are interacted with their target audience and have good communication skills with customer's services which are important in building and maintaining of positive relationship which is considered as the crucial element of grocery shopping store to build good customer relationship.

The process of marketing communication mix is revolving around the six different components. These components are marketing communication mix available on internet in term of promotion mix, advertising of grocery shopping products or services, sales promotions, public relations, personal selling and direct marketing as well. These components are intern linked with each other and plays a very important role for convincing the women to buy their grocery items online, trend of dine in and out, provide them best quality food services which is going ready to cook and increase motivation towards women employment status.

It is concluded that marketing challenges associated with lifestyles factors are entering in new connected millennium. In this marketing challenge, dramatic changes are occurring in the market arena. It is observed that pace of change are considered as rapid that the ability to change in lifestyles factors affects the women focus on the grocery shopping behaviour which has now become the competitive advantages. The process of informational technological advances revolves around globalization, social networks and economic shifts that all are causing the profound changes which should be taken in market place. Thus, the major marketing development especially in the area of new millennium can be summed up in information technology considered as single theme, effectively connecting with each other and to things near and far in the world around us.

Women of Pakistan are very enthusiastic in transforming and adopting their new life style working in new direction. Number of women seems to participate in promotion of internet and social activities other than household work. Today, most of women population are operating latest and advanced mobile phone through which they can easily log into the application from where they can purchase the products or services online. It also saves the time and cost. The number of women working not only in offices is increasing but many retail and grocery stores are hiring women for providing good details to the consumers and helping them in finding the products. The process of grocery shopping behaviour is an important household chore.

In Pakistan, most of the grocery shopping is done by females. They make purchase of various items from super store for their family to prepare meal such as fruits, vegetables, meat, spices. Some prefer using ready to cook food to have them in snacks or giving it to children in lunch. So, in this area the advance information technology boom has been created exciting new ways to learn about easily track customer and creates products or services tailored to women needs. The integration of advance information technology is helping those grocery products or brands companies to distribute their services efficiently and effectively to communicate with customers in large group.

Chapter Six

Conclusion and Recommendation

Chapter 6

Conclusion and Recommendation

It is highly recommended that lifestyles of human beings are going to be change day by day. The services of internet plays a very progressive role in terms of women time saving, cost, expenses, realise tension, stress, work load and burden which leads towards the food items and grocery products or services which she is going to buy on weekly, monthly or daily basis for fulfilling their needs and expectations. For exercising this concept of on line shopping facility trends especially in the area of grocery shopping internet services plays a very important role on consumer's computer and mobile phones as well. It is true that speed of internet and technology rapidly change which directly affected on human being and their ways of living standards. In Pakistan, high inflation rates people are not going to easily managing their expenses, so majority population of Pakistan is doing jobs, operate small or mini businesses and also perform many other related activities for generation of other or extra incomes. These all sources are very helpful for meeting their needs and expectations.

Internet and social networks plays a very important role in creating the awareness amongst users especially women behaviour changes about grocery shopping. Today, the services of internet and other social networks processes are normally used for sharing the information, knowledge and idea with the support of electronic gadget. This information spread very fast all around the global about brands and quality which they offered in the market. Consumers trends and tastes are changing frequently. The main purpose of internet is associated with the net which directly connects with worldwide system of computers sharing information, knowledge and idea about products or services through internet. Internet and social network is strongly connected with advance informational technological innovation. The informational technological innovation is always considered as the daunting in its complexity and promotes the concept of pace of change and women buying shopping taste as well. The role of competitive advantages is high for designing and developing the new grocery shopping products related to fulfilled their women need and expectation which day to day changes are made, innovation is integrated, standardized and mass production are pushed onto the market through the extensive selling and promotional campaign connected to consumer's trends as well.

It is recommended that women considered as the queen of kitchen. And women should be responsible for managing the household items such as preparing meals; cleaning, dusting, carefully look after children and many other related activities performed. Women grocery shopping behaviour is always affected by lifestyle factors. These lifestyles factors are influences by technologies for connecting through internet. These major forces works behind the new connection which is explosive use advance in technology, process of telecommunication, effectively utilized by information and other connecting advance information technologies as well. The main variables such as online shopping trends, trend of dine out, ready to cook meals and women employment status are positively impact especially on women grocery shopping behaviour through internet.

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80

Appendix

Appendix

QUESTIONNAIRE

1) What is your age?
    i)   19-25 years   ii) 25-31 years   iii) 31-46 years   iv) 46-above.

2) What is your professional status?
    i)   Full time   ii) Part time   iii) House wife   iv) Other, Specify _____

3) What is your qualification?
    i)   Matric   ii) Intermediate   iii) Graduate   iv) Other, specify _____

4) What is the number of members in your family?
    i)   2-4   ii) 5-7   iii) 7-10   iv) Other, specify _____

5) Do you go to store for grocery shopping?
    i)   Yes   ii) No

6) (If yes, please answer this, if no move to question 7)How often do you go to store for grocery shopping?
    i)   Once a week   ii) Often   iii) Very often   iv) Once a month

7) Do you prefer online grocery shopping?
    a)   Yes   b) No

8) (If yes, answer this, if no move to question 9). What are your reasons for online grocery shopping? (Tick all those that apply)

		SA		N		D
)	It is cost saving					
)	Time saving					
)	There is no supermarket near.					
)	It is very convenient and easy to get grocery.					
	It allows me order items in bulk					

)	quantity.					
)	I get special discount.					
)	Grocery buying in supermarket is a tiring activity.					
)	I can't travel enough as I have health issues.					
)	I don't have a conveyance so going to supermarket is difficult for me.					

9) How much do you spend on your grocery per month?
   a) 2000 to 3000 b) 3000 to 4000 c) 4000 to 5000 d) 5000 and above

10) Are ready to cook meals time saving option?
   a) Strongly agree   b) Agree c) neutral   d) Disagree e) Strongly disagree

11) If yes please answer this, if no move to question 13) for what purpose you use ready to cook meals?
   a) Children lunch b) Snacks c) For lunch d) For dinner

12) How much do you spend on ready to cook meals?
   a) 500 to 1000 b) 1000 to 1500 c) 1500 and 2000 d) Other, please specify_____

13) Do you go out for dinner/lunch?
   a) Yes   b) No

14) How often do you go out for dinner/lunch?
   a) Once in a week b) Often c) Rarely d) Once in a month

		S A		N eutral		D
15)	Do you believe that dining out reduces your expense of grocery?					
16)	Do you believe that dining out reduces your frequency of grocery buying?					

(IF YOU ARE WORKING WOMAN PLEASE FILL QUESTION NO 17, 18, 19 AND 20)

17) What is your professional level?
a) Manager/employee   b) CEO/Director   c) Self- employed   d) Teacher
e) Other, please specify_____

18) Who do grocery shopping for your family?
a) Myself   b) My husband   c) My maid or servant   d) My children
e) Sometimes I, sometimes my husband   f) Other, specify_____

		A		N eutral		D
19)	Do you believe that your work/job affects your grocery purchase decision?					
20)	Do you believe that your work make it difficult for you to manage grocery shopping?					

THANK YOU