



EFFECTS OF OCCUPATIONAL STATUS ON WOMEN FOOD BUYING BEHAVIOR IN PAKISTANI SOCIETY

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Abstract

Purpose: The purpose of my research is to find out the effect of occupational status on women food buying behavior. This paper examines the variables which are liable for the change in women attitude towards food buying. The study investigates the variables in the context of women occupational status, such as time, cost, economic conditions and change of taste in children, as the factors which have influenced. The outcomes of the study comprises of female respondents who are have following occupational status, banker, doctor, teacher, writers, engineer, fashion designer, lawyers, sales representatives, beauticians and social workers.

Method: To determine the effect of occupational status on women food buying behavior, hypothesis was developed. A survey was conducted from 100 respondents (women) from 10 different occupational statuses in this regard. The research was qualitative and quantitative both in nature. The hypotheses were analyzed through statistical graphs and interpretations were made accordingly.

Findings/conclusion: The findings discovered that there has been a significant change in women with occupational status towards food buying.

- Empirical findings result in positive correlation among variables such as time, cost, economic conditions and change in taste of children.
- There is a positive correlation among all women with occupational status who thinks that packaged foods is less costly, time savvy and have taste with nutritional values.
- There is a vital relationship between women occupational status and changes in food buying behavior.

- The study concluded that women with occupational status have changed their attitude towards food buying and they are assertive that this change of attitude is beneficial.

Keywords: Occupational status, Food buying behavior, attitude

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