

Influence of Cultural Factors on Consumers Eating Habits

Submitted by:

Saima Shah

Enrollment # 111002-081

Registration # 776



Submitted to:

The faculty of Business Administration Bahria University, Islamabad

**In partial fulfillment of the requirement for the degree of Bachelors in
Business Administration
2003**

EXECUTIVE SUMMARY

The thesis is an account of a research conducted for the Bachelor of Business Administration (Honors) program. This research gives an account of influence of cultural factors on consumers eating habits. Food carries religious, sexual, political and social connotations. The contents of a consumers grocery cart, table setting, serving rituals, time of consumer meal reveals the consumers political preferences, class, gender, religion and nationality. The objective of this study was to find out the role of demographics and psychographics cultural factors, also to study the transition of consumers taking place from local to foreign food. To explore the reasons of consumers to eating out behavior their taste preferences and changing trends in food consumption. To find out the impact of cultural variables which have significantly affected the eating habits of Pakistani consumers. The cultural adaptation used by the restaurants how efficiently it has been done is all part of the research. It is a correlational study. Primary and secondary data methods are used. These included questionnaires and past researches which help in identifying the cultural factors, involved in for the consumers changing consumption patterns. The sample included 103 respondents, which included children and students, businessmen, salaried, housewives. Convenience and purposive sampling was used. The tools used were multiple regression, ANOVA, correlation and frequency distribution. They were applied and the data was analyzed and interpreted. The survey revealed the findings that there is a significant relationship between age and income on food preferences, Respondents' in spite of opening up of foreign eateries prefer the food offerings in their local outlets and opening up of new outlets, the greater the capacity of consumers to eat out. These findings have implications for future prospective study such

as the food outlet that is all the restaurants and hotels must maintain high quality cleanliness. As the consumers nowadays are hygiene conscious. Food products offered by the foreign eateries must have a blend of both local and foreign touch to increase their sales in the Local market .A good quality of food plus an entertaining environment by the out must also be provided.

TABLE OF CONTENTS

		Page Numbers
Chapter 1	1. Problem and its Background	
	1.1 Introduction	1
	1.2 Statement of the problem	6
	1.3 Theoretical framework	8
	1.4 Hypothesis Development	33
	1.5 Objectives of the Study	34
	1.6 Significance of the study	35
	1.7 Scope and Limitations of the Study	38
	1.8 Definitions of the term	40
Chapter 2	2. Literature Review	42-119
Chapter 3	3. Research Methodology	
	3.1 Nature of the Study	120
	3.2 Research Instruments	120
	3.3 Respondents of the Study	121
	3.4 Sampling Procedure	121
	3.5 Statistical Tools	121
Chapter 4	4. Interpretation and Analysis of data	
	4.1 Frequencies	123-148
	4.2 Bar Charts	123-148
	4.3 Regression Analysis	149
Chapter 5	5. Summary, Conclusion And Recommendations	
	5.1 Summary and Conclusion	163
	5.2 Recommendations	165
References		A
APPENDIX	Questionnaire	A
	Resume	