
Eating out Behaviour of Individuals: A case study

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ABSTRACT

The growth of eating out habits is influenced by several factors; the good economic conditions in the last ten years, hectic lifestyles, limited time for preparing food and the increasing interest in cuisine brought about by the celebrity chef phenomenon and innovation by caterers (e.g. more variety of choice of food) and more tempting to eat out because of the increasing growth of new eating outlets built in shopping centers, high streets and leisure venues e.g. PVR, sports stadiums. This study examines the eating out behaviour of people in NCR region. The focus is on how many times do they prefer to eat out, type of food prefer, eating out habits and prefer eating outlets. Not much has been done on eating out habits, food habits of people, so an attempt has been made to investigate various aspects of the eating out behaviour of people. The data collected from 130 respondents from NCR region was analysed by using quantitative and qualitative techniques through SPSS(a statistical software).

Keywords: *Eating-out, Food outlets, Life style, Behaviour, Eating out habit.*

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INTRODUCTION

The Indian economy is growing at a steady pace with the direct impact being steadily rising income levels of the Indian population. What this leads to is an increase in spending, but an increase in spending with changed consumer behaviour. Rising disposable incomes and changing consumer behaviour brought about a complete change in the eating habits of people. For decades, the Indian food system has been focusing on fresh fruits and vegetables and imbibing food related lifestyle and culture. Eating home cooked food together in the family after exerting a lot in food purchase and food preparation has been the culture traditionally, whereas today quick meals outside the home have become as an essential part of our lifestyle. Traditional food and eating habits are being destroyed under the guise of modern food and eating habits. Eating out earlier was confined to occasional eating. But now-a-days eating out is growing phenomena of our changing society. Eating out is defined as the 'consumption of all foods, taking place outside one's own household. The eating out frequency and habits has undergone a total change over the last decade. People like eating out because it is cheap, convenient, tasty and above all heavily promoted. It is seen that more and more individuals are eating out these days and for a multitude of reasons, ranging from lack of option for a home cooked meal to want to have a relaxing experience from a hard day at work to spend time with friend/family and so on. Factors such as working away from home, working mothers, and food varieties (both branded and non branded) served on many premises have also encouraged the practice of eating-out. Families spend their weekend at shopping complexes for various shopping purposes and they also take the opportunity to dine out at the food court or nearby restaurants. It necessitates working parents to spend some time together with their children. Families also entertain relatives and friends at food outlets with meals. Food served at restaurants is the attraction as many varieties are served. Restaurants, food courts and food stalls are servicing not only those who want to eat at meal times, but also those who want to enjoy food with friends/family members in a festive and relax manner. The avenues available to people have also increased over the last few years. Accessible food premises also influence the people to eat outside more often than before. Food and the culture of eating have undergone some form of transformation.

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

REVIEW OF LITERATURE

Antonia Trichopoulou, MD (2006) in his project entitled, "**Consumers' attitude and behaviour when eating out**" stated that on one hand, eating out is related to special occasions and on other, its part of people's daily routine. Eating out fulfils different needs in different situation. These various situations or starting points should be treated and analysed differently.

Kashyap, Kashyap & Sarda (2013) in their study entitled, "**A study of growth of fast food industry with reference to shift in consumer's buying habits in Nagpur city**" stated that 50% of the people prefer to visit the fast food outlets once in a week. They also studied about influential factors e.g. easy access, reasonable prices, fascination of eating out, changing lifestyle, taste and cultural impact, and home delivery system and reasonable prices of the fast food services majorly influences the consumer buying behaviour. Consumers in today's market are more fascinated offered by fast food services during the growth of the industry.

Malik, Kadyan & Balyan (2013) in their article entitled “**Food Habits of People In Haryana**” made an attempt to examine the eating habits of people in Haryana which includes their liking for spicy/non-spicy food, number of meals taken in a day, preferred eating outlets and cooking equipments preferred. The people in Haryana have good eating habits and a large percentage of people prefer eating at home only. They don't prefer eating spicy food and believe in simple living. People of Haryana have healthy eating habits. Consumers decide to eat away from home for many different reasons. Maybe they're looking for a fun-filled environment or a family-friendly atmosphere. Or perhaps they crave a favourite menu item or simply a convenient, budget-friendly meal. Often, the decision to eat out stems from more than one reason. (www.drinksindustryirel , accessed on Feb 26 2013)

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

OBJECTIVES OF STUDY:

- To insight the demographic profile of consumers of eating out.
- To know when the individuals prefer to eat out and which outlets are preferred.
- To evaluate the major growth drivers of eating out.
- To know with whom one goes for eating out frequently
- To find out the individuals' preference of meal for eating out.
- To analyse the association between gender and eating out habits, age and eating out habits, average family monthly income and eating out habits.
- To know general views regarding eating out behaviour issues.

LIMITATIONS OF THE STUDY

This study is based on primary data collected from sample consumers by survey method. As many of the consumers furnished the required information from their memory and experience, the collected data would be subjected to recall bases. Sample size limited to 130 respondents in the NCR and individual responses may be biased at times. The study area was limited to only to NCR and the findings may not be applicable to other markets, as vast differences exist among the consumers with the regard to demographic and psychographics characteristics. Hence, the findings of the study may be considered appropriate for the situations similar to study area and extra care should be taken while generalizing the results. Time and resources were also constraints and research is not been carried out for the extended period of time.

RESEARCH METHODOLOGY

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

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

Sample size: The sample size of the study is 130 respondents. The study was conducted from March, 2014 to July, 2014. The respondents were carefully selected and the study was conducted in NCR (National Capital Region) of INDIA. Hence, it is assumed that the respondents represent the population perfectly and the study is preliminary in nature and can be taken up for further research.

Tools and techniques: The data collected was analysed by using quantitative and qualitative techniques. The primary data collected from respondents was analysed by using the percentage and weighted average score method through SPSS.

ANALYSIS AND DISCUSSIONS

Table 1: Demographic Profile of Respondents

| S.no. | Gender | No. of Respondents | Percentage |
|--------------|------------------------------|---------------------------|-------------------|
| (i) | Male | 57 | 43.8 |
| (ii) | Female | 73 | 56.2 |
| | Total | 130 | 100 |
| | Age | No. of Respondents | Percentage |
| (i) | Less than 20 years | 14 | 10.8 |
| (ii) | 21 to 35 years | 61 | 46.9 |
| (iii) | 36 to 50 years | 40 | 30.8 |
| (iv) | More than 50 years | 15 | 11.5 |
| | Total | 130 | 100 |
| | Marital Status | No. of Respondents | Percentage |
| (i) | Married | 48 | 36.9 |
| (ii) | Single | 82 | 63.1 |
| | Total | 130 | 100 |
| | Qualification | No. of Respondents | Percentage |
| (i) | Up to senior secondary | 20 | 15.4 |
| (ii) | Graduate | 37 | 28.5 |
| (iii) | Post Graduate | 73 | 56.2 |
| | Total | 130 | 100 |
| | Profession | No. of Respondents | Percentage |
| (i) | Student | 32 | 24.6 |
| (ii) | Service | 50 | 38.5 |
| (iii) | Business | 33 | 25.4 |
| (iv) | Housewife | 15 | 11.5 |
| | Total | 130 | 100 |
| | Family Monthly Income | No. of Respondents | Percentage |
| (i) | Less than 20000 Rs. | 11 | 8.5 |
| (ii) | Rs. 20000 to 40000 | 24 | 18.5 |
| (iii) | Rs. 40000 to 60000 | 25 | 19.2 |
| (iv) | More than 60000 Rs. | 70 | 53.8 |
| | Total | 130 | 100 |

Source: Primary data

The above table 1 provides the insights of the demographic profile of the respondents. The sample size chosen for the study was of 130 respondents which includes 57 males and 73 females. 46.9% of the sample belongs to the age group of 21-35 years and 30.8% belongs to 36-50 years age group. Large numbers of respondents (63.1%) were single and the rest (36.9%) were married. It is evident from the table that 24.6% of respondents were student, 38.5% belonged to service class, 25.4% of respondents were businessmen and rest were housewife. Majority of respondents (56.2%) were post graduate and major part of the sample lied in the income group of more than Rs. 60000.

Table 2: When do you prefer to eat out (Gender wise)

| Gender | Weekends | Specific day | Whenever desire | Total |
|--------|------------|--------------|-----------------|-------|
| Male | 16 (28.1%) | 12 (21.1%) | 33(57.9%) | 57 |
| Female | 24(32.9%) | 34(46.6%) | 31(42.5%) | 73 |
| Total | 40 (30.8%) | 46 (35.4%) | 64 (49.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 3: When do you prefer to eat out (Age wise)

| Age | Weekends | Specific day | Whenever desire | Total |
|--------------------|------------|--------------|-----------------|-------|
| Less than 20 Years | 6 (42.9%) | 2 (14.3%) | 6 (42.9%) | 14 |
| 21 to 35 Years | 19 (31.1%) | 24(39.3%) | 30(49.2%) | 61 |
| 36 to 50 Years | 10 (25.0%) | 16 (40.0%) | 19 (47.5%) | 40 |
| More than 50 Years | 5 (33.3%) | 4 (26.7%) | 9 (60.0%) | 15 |
| Total | 40 (30.8%) | 46 (35.4%) | 64 (49.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 4: When do you prefer to eat out (Income wise)

| Family's monthly Income | Weekends | Specific day | Whenever desire | Total |
|-------------------------|------------|--------------|-----------------|-------|
| Less than Rs. 20000 | 5 (45.5%) | 5 (45.5%) | 3 (27.3%) | 11 |
| Rs. 20000 to 40000 | 6 (25.0%) | 9(37.5%) | 11(45.8%) | 24 |
| Rs. 40000to 60000 | 10 (40.0%) | 11 (44.0%) | 11 (44.0%) | 25 |
| More than Rs. 60000 | 19 (27.1%) | 21(30.0%) | 39 (55.7%) | 70 |
| Total | 40(30.8%) | 46(35.4%) | 64(49.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

From the above table 2, it can be seen that out of 130 respondents, majority of respondents (49.2 percent) prefer to eat out whenever they desire and 35.4 percent of respondents prefer to eat out on specific day and 30.8 percent of respondents prefer to eat out on weekends. As far as gender category of respondent is concerned, table 2 reveals that majority of male respondents (57.9 percent) prefer to eat out whenever they desire and majority of female respondents (46.6 percent) prefer to eat out on specific day followed by 42.5 percent of female respondents preferring to eat out whenever they desire. As far as age group of respondent is concerned, it is evident from the table 3, respondents of age group less than 20 years (42.9 percent) prefer to eat out on weekends and same percentage of respondents of this age group prefer to eat out whenever they desire. As far as respondents related to age group more than 20 year, majority of respondents prefer to eat out whenever they desire. Table 4 reveals the results on the basis of family monthly income. It exhibits that 45.5 percent respondents of family monthly income less than Rs. 20000 prefer to eat out on specific day. As far as respondents related to family monthly income more than Rs. 60000, it can be seen from the table 4, majority of respondents prefer to eat out whenever they desire. From the above analysis, it can be concluded that a large number of respondents prefer to eat out whenever they desire irrespective of gender category, age group and family monthly income group except in case of family monthly income less than Rs. 20000. It may be mentioned here that due to less family monthly income, people of this income group may not afford to eat out whenever they desire, they prefer to eat out on specific days or weekends.

Table 5: Outlets Preferred for eating out (Gender-wise)

| Gender | Restaurant | Fast food corner/ Roadside food | Food Court | Dhaba | Total |
|--------|------------|------------------------------------|---------------|------------|-------|
| Male | 41 (71.9%) | 6 (10.5%) | 23 (40.4%) | 10 (17.5%) | 57 |
| Female | 55 (75.3%) | 14 (19.2%) | 18 (24.7%) | 16 (21.9%) | 73 |
| Total | 96 (73.8%) | 20 (15.4%) | 41 (31.5%) | 26 (20.0%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 6: Outlets Preferred for eating out (Age- wise)

| Age | Restaurant | Fast food corner/Roadside food | Food Court | Dhaba | Total |
|--------------------|------------|--------------------------------|------------|-----------|-------|
| Less than 20 Years | 11(78.6%) | 2 (14.3%) | 4 (28.6%) | 2 (14.3%) | 14 |
| 21 to 35 Years | 42(68.9%) | 10 (16.4%) | 24 (39.3%) | 9 (14.8%) | 61 |
| 36 to 50 Years | 31(77.5%) | 8 (20.0%) | 10 (25.0%) | 10(25.0%) | 40 |
| More than 50 Years | 12(80.0%) | 0 (0.0%) | 3 (20.0%) | 5(33.3%) | 15 |
| Total | 96(73.8%) | 20 (15.4%) | 41 (31.5%) | 26(20.0%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 7: Outlets Preferred for eating out (Income- wise)

| Family Monthly income | Restaurant | Fast food corner/Roadside food | Food Court | Dhaba | Total |
|-----------------------|------------|--------------------------------|------------|-----------|-------|
| Less than Rs.20000 | 6 (54.5%) | 1 (9.1%) | 2 (18.2%) | 3 (27.3%) | 11 |
| Rs.20000 to 40000 | 17 (70.8%) | 5 (20.8%) | 8 (33.3%) | 6(25.0%) | 24 |
| Rs.40000 to 60000 | 19 (76.0%) | 7 (28.0%) | 7 (28.0%) | 6 (24.0%) | 25 |
| More than Rs. 60000 | 54 (77.1%) | 24 (34.3%) | 24 (33.3%) | 11(15.7%) | 70 |
| Total | 96(73.8%) | 20 (15.4%) | 41 (31.5%) | 26(20.0%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

The study was attempted to find out the outlets preferred for eating out by respondents. The findings are represented in the table 5 (gender-wise), table 6 (age-wise) and table 7 (income-wise). Irrespective of gender category, age group and family monthly income, majority of respondents prefer restaurants for eating out. It is evident from the table, food court is second choice for eating out. Even in low family monthly income group and respondents belonging to age group more than 50 years, dhabas are also preferred by 27.3 percent and 33.3 percent respondents respectively.

Table 8: With whom individual eat out most frequently (Gender-wise)

| Gender | Alone | With Family | With Friends | With Colleagues | Total |
|--------|----------|-------------|--------------|-----------------|-------|
| Male | 3 (5.3%) | 41 (71.9%) | 20 (35.1%) | 8 (14.0%) | 57 |
| Female | 2 (2.7%) | 60 (82.2%) | 27 (37.0%) | 10 (13.7%) | 73 |
| Total | 5 (3.8%) | 101 (77.7%) | 47 (36.2%) | 18 (13.8%) | 130 |

Source: Primary Data , Note: Percentages and totals are based on respondents.

Table 9: With whom individual eat out most frequently (Age-wise)

| Age | Alone | With Family | With Friends | With Colleagues | Total |
|--------------------|----------|-------------|--------------|-----------------|-------|
| Less than 20 Years | 0 (0.0%) | 13 (92.9%) | 7 (50.0%) | 0 (0.0%) | 14 |
| 21 to 35 Years | 3 (4.9%) | 43(70.5%) | 29(47.5%) | 7 (11.5%) | 61 |
| 36 to 50 Years | 2 (5.0%) | 34 (85.0%) | 8 (20.0%) | 5 (12.5%) | 40 |
| More than 50 Years | 0 (0.0%) | 11(73.3%) | 3 (20.0%) | 6(40.0%) | 15 |
| Total | 5(3.8%) | 101 (77.7%) | 47(36.2%) | 18(13.8%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 10: With whom individual eat out most frequently (Income-wise)

| Family Monthly Income | Alone | With Family | With Friends | With Colleagues | Total |
|-----------------------|----------|-------------|--------------|-----------------|-------|
| Less than Rs. 20000 | 1 (9.1%) | 6 (54.5%) | 5 (45.5%) | 0 (0.0%) | 11 |
| Rs.20000 to 40000 | 1 (4.2%) | 16(66.7%) | 13 (54.2%) | 4(16.7%) | 24 |
| Rs.40000 to 60000 | 0 (0.0%) | 18 (72.0%) | 10 (40.0%) | 4 (16.0%) | 25 |
| Rs. More than 60000 | 3 (4.3%) | 61 (87.1%) | 19 (27.1%) | 10(14.3%) | 70 |
| Total | 5(3.8%) | 101 (77.7%) | 47 (36.2%) | 18 (13.8%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

To know about with whom one goes for eating out frequently, an attempt was made. Table 8 reveals that majority of respondents (77.7 percent) go for eating out with family most frequently and 36.3 percent of respondents go for eating out with their friends. As far as demographic factors of respondents were concerned, it is clear from the responses that irrespective of gender category, age group and family monthly income group, large number of respondents prefer to go for eating out with family. In age group more than 50 years, it was found that large numbers of respondents (40 percent) prefer to eat out with their colleagues. Very few respondents go for eating out alone.

Table 11: Reasons for eating out (Gender-wise)

| Gender | Food of choice not cooked at home | Special Occasion | For enjoyment and fun | To spend time with friends & family | During travelling time | Total |
|--------|-----------------------------------|------------------|-----------------------|-------------------------------------|------------------------|-------|
| Male | 8(14.0%) | 26(45.6%) | 24(42.1%) | 15(26.3%) | 18(31.6%) | 57 |
| Female | 18(24.7%) | 34(46.6%) | 38(52.1%) | 27(37.0%) | 16(21.9%) | 73 |
| Total | 26(20.0%) | 60(46.2%) | 62(47.7%) | 42(32.3%) | 34(26.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 12: Reasons for Eating Out (Age-wise)

| Age | Food of choice not cooked at home | Special Occasion | For enjoyment and fun | To spend time with friends & family | During travelling time | Total |
|--------------------|-----------------------------------|------------------|-----------------------|-------------------------------------|------------------------|-------|
| Less than 20 Years | 4(28.6%) | 6(42.9%) | 4(28.6%) | 3(21.4%) | 4(28.6%) | 14 |
| 21 to 35 Years | 16(26.2%) | 27(44.3%) | 31(50.8%) | 24(39.3%) | 14(23.0%) | 61 |
| 36 to 50 Years | 6(15.0%) | 18(45.0%) | 20(50.0%) | 13(32.5%) | 11(27.5%) | 40 |
| More than 50 Years | 0(0.0%) | 9(60.0%) | 7(46.7%) | 2(13.3%) | 5(33.3%) | 15 |
| Total | 26(20.0%) | 60(46.2%) | 62(47.7%) | 42(32.3%) | 34(26.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 13: Reasons for Eating Out (Income-wise)

| Family Monthly Income | Food of choice not cooked at home | Special Occasion | For enjoyment and fun | To spend time with friends & family | During travelling time | Total |
|-----------------------|-----------------------------------|------------------|-----------------------|-------------------------------------|------------------------|-------|
| Less than Rs. 20000 | 3(27.3%) | 2(18.2%) | 4(36.4%) | 4(36.4%) | 1(9.1%) | 11 |
| Rs.20000 to 40000 | 9(37.5%) | 9(37.5%) | 10(41.7%) | 9(37.5%) | 5(20.8%) | 24 |
| Rs. 40000 to 60000 | 7(28.0%) | 11(44.0%) | 10(40.0%) | 11(44.0%) | 6(24.0%) | 25 |
| More than Rs. 60000 | 7(10.0%) | 38(54.3%) | 38(54.3%) | 18(25.7%) | 22(31.4%) | 70 |
| Total | 26(20.0%) | 60(46.2%) | 62(47.7%) | 42(32.3%) | 34(26.2%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

An insight into reasons for eating out will help the marketers to make policies regarding eating out behavior and to build an efficient marketing system to expand business. The responses revealed that large number of respondents (47.7 percent) go for eating out for

enjoyment and fun and 46.2 percent of respondents on special occasion. 32.3 percent of respondents preferred eating out to spend time with friends and family and 26.2 percent of respondents eat out during travelling time and few respondents (20 percent) eat out when food of choice not cooked at home. Table 11, 12 and 13 represent data on the basis of gender category, age group and income group. It is evident from the table 11, there was no difference in views of respondents belonging to different category regarding reasons for eating out. As far as age group of respondents were concerned, table 12 reveals that majority of respondents (60 percent) belonging to age group more than 50 years, prefer to eat out on special occasion.

As far as income group of respondents was concerned, table 13 depicts that majority of respondents belonging to income group Rs. 40000-60000 prefer to eat out on special occasion and to spend time with friends and family.

Table 14: Association Between Gender and Preference of Meal for Eating Out

| Gender | Breakfast | Lunch | Dinner | Snacks | Total |
|--------|-----------|------------|------------|------------|-------|
| Male | 2 (3.5%) | 14 (24.6%) | 43 (75.4%) | 19 (33.3%) | 57 |
| Female | 1 (1.4%) | 19 (26.0%) | 51 (69.9%) | 27 (37.0%) | 73 |
| Total | 3 (2.3%) | 33 (25.4%) | 94 (72.3%) | 46 (35.4%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 15: Association Between Age and Preference of Meal for Eating Out

| Age | Breakfast | Lunch | Dinner | Snacks | Total |
|--------------------|-----------|------------|------------|------------|-------|
| Less than 20 Years | 1 (7.1%) | 1(7.1%) | 7 (50.0%) | 7 (50.0%) | 14 |
| 21 to 35 Years | 1 (1.6%) | 20 (32.8%) | 39 (63.9%) | 24 (39.3%) | 61 |
| 36 to 50 Years | 1 (2.5%) | 8 (20.0%) | 37 (92.5%) | 11(27.5%) | 40 |
| More than 50 Years | 0 (0.0%) | 4 (26.7%) | 11 (73.3%) | 4 (26.7%) | 15 |
| Total | 3 (2.3%) | 33 (25.4%) | 94(72.3%) | 46 (35.4%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

Table 16: Association Between Monthly Income and Preference of Meal for Eating Out

| Family Monthly income | Breakfast | Lunch | Dinner | Snacks | Total |
|-----------------------|-----------|------------|------------|------------|-------|
| Less than Rs.20000 | 1 (9.1%) | 3 (27.3%) | 2 (18.2%) | 6 (54.5%) | 11 |
| Rs. 20000 to 40000 | 1 (4.2%) | 6 (25.0%) | 14 (58.3%) | 11 (45.8%) | 24 |
| Rs. 40000 to 60000 | 0 (0.0 %) | 8 (32.0%) | 21 (84.0%) | 6 (24.0%) | 25 |
| More than Rs. 60000 | 1 (1.4%) | 16 (22.9%) | 57 (81.4%) | 23 (32.9%) | 70 |
| Total | 3 (2.3%) | 33 (25.4%) | 94 (72.3%) | 46 (35.4%) | 130 |

Source: Primary Data

Note: Percentages and totals are based on respondents.

To know the respondents' preference of meal for eating out, they were asked to indicate for which meal they prefer to eat out. The table 14 reveals that majority of respondents (72.3 percent) responded that they prefer to go for dinner while eating out while 35.4 percent prefer snacks while 25.4 percent of respondents prefer to eat out lunch. Very few respondents (2.3 percent) prefer breakfast while eating out. Table 14, 15 and 16 show the results regarding preference of meal eating out on the basis of gender category, age group and income group. It is evident from the tables irrespective of gender category; age group and income group, majority of respondents prefer dinner while eating out.

Table 17: Ranks given by respondents to various factors while eating out

| S.no. | Factors | Rank I | Rank II | Rank III | WAS |
|-------|-----------------------------|------------|------------|------------|-------|
| 1. | Taste of food | 74(56.9%) | 34(26.15%) | 13(10.0%) | 50.5 |
| 2. | Price | 1(0.77%) | 21(16.2%) | 25(19.23%) | 11.67 |
| 3. | Location | 8(6.15%) | 17(13.08%) | 21(16.2%) | 13.17 |
| 4. | Brand | 4(3.07%) | 4(3.07%) | 6(4.6%) | 4.33 |
| 5. | Service | 5(3.85%) | 18(13.84%) | 27(20.77%) | 13.00 |
| 6. | Hygiene | 29(22.30%) | 20(15.38%) | 12(9.23%) | 25.17 |
| 7. | Gentry | 4(3.07%) | 6(4.6%) | 12(9.23%) | 6.00 |
| 8. | Reputation of Selling point | 5(3.85%) | 11(8.46%) | 12(9.23%) | 8.17 |

Different factors are considered important while eating out by different individuals. Respondents were asked to rank (1, 2, 3) to important factors which they consider while eating out. To calculate the weighted scores, weight 3, 2, 1 were assigned to the Ist rank, IInd rank and IIIrd rank to different factors. Taste of food is the most important factor while eating out as 56.9 percent respondents had given Ist rank to this factor and 26.15 percent had given IInd rank to this factor. 22.3 percent of respondents assigned Ist rank to Hygiene factor and 20.77 percent of respondents gave IIIrd rank to Service factor. 16.2 percent of respondents assigned IInd rank to Location and 19.23 percent of respondents assigned IIIrd rank to this factor. Other factors also got different ranks by some respondents according to their importance point of view while eating out. The overall average weighted scores indicates that Taste of Food has attained Ist rank being maximum average weighted scores, followed by Hygiene factor IInd rank. Location of eating outlets has got IIIrd rank among different factors considered while eating out from the importance point of view.

Table18: General Observations Regarding Eating Out Behaviour

| S. No. | Issues | Yes | No |
|--------|--|------------|-----------|
| 1. | Regarding eating out, price is of concern to me. | 68(52.3%) | 62(47.7%) |
| 2. | Mostly businessmen are interested in making profits than serving consumers. | 83(63.8%) | 47(36.2%) |
| 3. | Most of times, my choice of eating out is influenced by advertisements. | 37(28.5%) | 93(71.5%) |
| 4. | Most of times, it is hard to judge the quality of food while eating out. | 69(53.1%) | 61(46.9%) |
| 5. | I like more to eat at home rather than eating out. | 102(78.5%) | 28(21.5%) |
| 6. | Most of times, I prefer to eat there where other recommends. | 62(47.7%) | 68(52.3%) |
| 7. | Generally, promotional offers on eatables attract me. | 48(36.9%) | 82(63.1%) |
| 8. | Today, I feel, eating out has become a status symbol for most of the people. | 88(67.7%) | 42(32.3%) |

Source: Primary Data

For depth analysis of eating out behaviour of respondents a further attempt was made by asking some statements. Table 18 exhibits that large number of respondents (52.3percent) was of the view that regarding eating out, price is of little concern to them and majority of respondents (63.8 percent) were of opinion that mostly businessmen are interested in making profits than serving consumers. Table 18 reveals that majority of respondents (71.5 percent) were not in favour of view that most of times, their choice of eating out is influenced by

advertisements and 53.1 percent respondents responded that most of times, it is hard to judge the quality of food while eating out. As far as eating out habits are concerned, table 18 reveals that majority of respondents (78.5 percent) were of the view that they like more to eat at home rather than eating out. It is clear from the table that 52.3 percent respondents were not in favour of the statement most of times; they prefer to eat there where other recommends and majority of respondents (63.1 percent) were of view that generally, promotional offers don't attract them. Table 18 reveals that majority of respondents (67.7 percent) were of the view that they feel, today eating out has become a status symbol for most of the people.

Findings of the study

- Large number of respondents prefers to eat out whenever they desire irrespective of gender category, age group and family monthly income group except in case of family monthly income less than Rs. 20000, they prefer to eat out on specific days or weekends.
- Irrespective of gender category, age group and family monthly income, most respondents preferred restaurants for eating out; food court was second choice for eating out.
- Irrespective of gender category, age group and family monthly income group, large number of respondents prefer to go for eating out with family.
- Large number of respondents goes for eating out for enjoyment and fun and on special occasion.
- Irrespective of gender category, age group and income group, majority of respondents preferred dinner while eating out.
- Taste of Food has attained Ist rank followed by Hygiene factor IInd rank and location of avenues has got IIIrd rank among different factors considered while eating out from the importance point of view.
- Large number of respondents were of the view that regarding eating out, price is of little concern to them.
- Majority of respondents were of opinion that mostly businessmen are interested in making profits than serving consumers.
- Majority of respondents were not in favour of view that most of times, their choice of eating out is influenced by advertisements and large no. of respondents responded that most of times, it is hard to judge the quality of food while eating out.
- Majority of respondents were of view that they like more to eat at home rather than eating out.

- Majority of respondents were of view that generally, promotional offers on eatables don't attract them.
- Today eating out has become a status symbol for most of the people as per the views of majority of respondents.

CONCLUDING REMARKS ON EATING OUT AND ITS IMPLICATIONS

Food is a means of life but it has become a meaningful investment for business. Based on existing studies on eating out, the use of food services and eating outside the home has increased. For a nation that is particular about its food and significantly fond of home cooked and fresh food, the use of food services and eating outside the home have increased and this trend is showing the globalisation of India and increase of new markets not witnessed in India before. The growing trend of both spouses working full-time, the quest for convenient eating and cooking, varieties of food items at eating outlets, heavily promoted food outlets, eating out culture, rise of income and living standard have reduced the number of meals at home. These trends show that the modernisation of India is well on its way. Eating outlets are successfully leveraging the opportunities with changing demographics and consumer's psychographics. As a matter of fact, the country where millions of people are struggling for food, people from upper and upper middle class are becoming obese. Rising obesity and ethical consumerism concerning food scares, environment and unethical practices has put up a question mark on social responsibility of food outlets. With increasing number of people eating out the industry offers major opportunities to the players to capture a larger consumer base. These changes in the eating habits of Indians are more than likely referring to middle class and upward earning society of India. Eating outlets should do more to improve the nutritional quality of meals and regular menu items. The more will be the use of nutritional items in the food, the more it will enhance the goodwill of the food industry as a contributor of health to the society. Hence, educating the people about healthy eating, together with social responsibility among food entrepreneurs, and good governance by local authorities are important factors for quality of life. To ensure quality food services rendered to the people by setting rules and regulation for food operators and continued enforcement of rules and regulations is the need of the hour.

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