

CHIEF PATRON**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi
 Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

PATRON**SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana
 Vice-President, Dadri Education Society, Charkhi Dadri
 President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

ADVISORS**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

EDITOR**PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

CO-EDITORS**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

EDITORIAL ADVISORY BOARD**DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

DR. VIVEK NATRAJAN

Faculty, Lomar University, U.S.A.

PROF. SIKANDER KUMAR

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. SATISH KUMAR

Director, Vidya School of Business, Meerut, U.P.

PROF. RAJENDER GUPTA

Convener, Board of Studies in Economics, University of Jammu, Jammu

PROF. ROSHAN LAL

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. S. P. TIWARI

Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

DR. ASHOK KHURANA

Associate Professor, G. N. Khalsa College, Yamunanagar

DR. TEJINDER SHARMA

Reader, Kurukshetra University, Kurukshetra

DR. KULBHUSHAN CHANDEL

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

DR. ASHOK KUMAR CHAUHAN

Reader, Department of Economics, Kurukshetra University, Kurukshetra

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. VIVEK CHAWLA

Associate Professor, Kurukshetra University, Kurukshetra

DR. VIKAS CHOUDHARY

Asst. Professor, N.I.T. (University), Kurukshetra

DR. SHIVAKUMAR DEENE

Asst. Professor, Government F. G. College Chitguppa, Bidar, Karnataka

ASSOCIATE EDITORS**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

DR. PARDEEP AHLAWAT

Reader, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

PARVEEN KHURANA

Associate Professor, Mukand Lal National College, Yamuna Nagar

SHASHI KHURANA

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

SUNIL KUMAR KARWASRA

Vice-Principal, Defence College of Education, Tohana, Fatehabad

BHAVET

Lecturer, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

TECHNICAL ADVISORS**DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

DR. ASHOK KUMAR

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

DR. ASHISH JOLLY

Head, Computer Department, S. A. Jain Institute of Management & Technology, Ambala City

MOHITA

Lecturer, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

AMITA

Lecturer, E.C.C., Safidon, Jind

MONIKA KHURANA

Associate Professor, Hindu Girls College, Jagadhri

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

SAKET BHARDWAJ

Lecturer, Haryana Engineering College, Jagadhri

NARENDERA SINGH KAMRA

Faculty, J.N.V., Pabra, Hisar

FINANCIAL ADVISORS**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

Dated: _____

The Editor
IJRCM

Subject: Submission of Manuscript in the Area of (Computer/Finance/Marketing/HRM/General Management/other, please specify).

Dear Sir/Madam,

Please find my submission of manuscript titled ' _____ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore It has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your two journals i.e. International Journal of Research in Commerce & Management or International Journal of Research in Computer Application & Management.

Name of Corresponding Author:

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.

3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.

5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain background, aims, methods, results and conclusion.

6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.

8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.

9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.

10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:

- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
- Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
- When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
- The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
- For titles in a language other than English, provide an English translation in parentheses.
- Use endnotes rather than footnotes.
- The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

Books

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

Contributions to books

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

Journal and other articles

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

Conference papers

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

Unpublished dissertations and theses

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

Online resources

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

Website

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

IMPACT OF SOCIO-CULTURAL DYNAMICS ON CONSUMER BEHAVIOUR AT FOOD OUTLETS: AN EMPIRICAL STUDY IN WESTERN MAHARASHTRA

PROF. PADMPRIYA ANAND IRABATTI
SR. FACULTY OF MARKETING
DEPARTMENT OF M.B.A.
BHARATI VIDYAPEETH UNIVERSITY
A.K.I.M.S.S.
SOLAPUR

ABSTRACT

Culture plays vital role in economic development of any country. The wheel of the Indian lifestyle is moving at such an unprecedented pace that it is also affecting the cultural roots of Indian consumers. Lot of Socio-cultural shifts can be observed in this highly competitive era of growing Fast Food culture. This study is an attempt to explore the impact of such Socio-cultural dynamics on consumer preferences at Fast Food outlet. The purpose of this study is to analyse the change in consumer food habits mainly due to change in societal and cultural shifts. As fast food purchases are impulse buying decisions, this paper evaluates how change in social and cultural related impulses influence the behaviour of consumers towards eating at fast food outlets. This paper focuses the societal shifts such as irregular working hours, longer time spent in transit, and fragmented mealtimes, increasing dependency on ready to eat meals, increase in nuclear and dual income families, increasing influence of children in purchase decisions etc.. The impact of cultural dynamics such as increasing influence of western culture, rise in hygiene and beauty conscious customers, customized festival celebrations especially amongst urban citizens, and increasing health consciousness, on food habits is also investigated.

KEYWORDS

Fast Food, Socio-cultural shift, consumer behaviour

INTRODUCTION

The society is made up of people of different tastes. Social change is the result of a number of factors. Changes occur due to the process of formation, reformation or decay at various levels. In most of the cases, social changes occur as an imitation of the upper classes by their respective lower classes. These changes are either positive or negative in nature. Just like social norms the cultural norms also undergo continuous change simultaneously. A culture is the manner of doing things individually, or in an organized manner as a group, which the majority of populace in a particular group adheres with and accepts. Culture is a dynamic flux where the aspirations of the individuals of the society and the values of the community clashes with each other, providing a middle path of change satisfying both the aspirations and value premises of the youth members and the veterans of a culture. The noticeable fact of this flux is aspirations of the youth or new members. They often wins over the value premises of old and that brings about a change in outlook of the society and its values. For the very same reason investigator has divided the total respondents in two age groups, one in the age group of 0-35 years, and other in the age group of 35 and above years.

Over the few decades, eating habits in India have changed dramatically. We have accepted the food in various ways like food as health, food as convenience, food as nature's kitchen, food as luxury, and food as enjoyment. The eating habits of our parents, grandparents and great-grandparents would be completely unrecognizable to many of us today. The idea of eating only three meals a day is a thing of the past. Where once these eating trends were regarded as alternative, now they are mainstream.

Western Maharashtra is a division of Maharashtra state in India. It would be considered as the heartland of Maharashtrian culture for many reasons, not the least of which is that Pune, the cultural capital of the state is located there. Food is weak point of Maharashtrians. According to the survey conducted by 'Consumer Outlook', (May 2002), KSA Technopak, **'Eating out' is second highest spending from their basket.**

There are five districts falls in Western Maharashtra, namely Pune, Kolhapur, Sangli, Satara and Solapur. As Pune and Solapur are two extremes on the level of population and other demographics, investigator has selected these cities as representatives of Western Maharashtra.

There were drastic changes in the culture of Pune in last ten years. As a result of this Puneri food habits had experienced a big shift. Pune has the very best facilities in dining, right from five star, three star hotels, and the city is also the home to some of the biggest International names which include McDonalds, Pizza Hut, Domino's Pizza and many more. Specialty and budget restaurants serving the best of Indian and International food are located all over the city.

Solapur is also one of the upcoming prospective districts in Western Maharashtra with more than 3000 hotels, restaurants and motels. It is very near from Pune, therefore the cultural and social shift in Pune immediately impact the culture of Solapur.

The comparative empirical of this research study are based on two surveys conducted by the author, that are in June 2007 and July 2009.

LITERATURE REVIEW

Food habits, while shaped by culture, are dynamic and susceptible to changes, through a process of acculturation, brought about by migration to a new country (Wenkam & Wolff 1970; Lee *et al*, 1999). It is well documented that migrants, on immigrating to a new country, often find it difficult to maintain their traditional eating habits, with traditional foods often being difficult to find (Pan *et al*, 1999) and more expensive than Western equivalents (Sharma *et al*, 1999).

OBJECTIVES

The purpose of the research study is to investigate the impact of few socio-cultural dynamics on consumer behaviour at fast food outlet in Western Maharashtra and thereby suggest few innovative practices to Fast food outlet owners to attract the customers. At the same time author also intend to find out the major socio-cultural shift that has impacted the food habit in Western Maharashtra. Culture is becoming increasingly deterritorialized and penetrated by elements from other cultures. This is resulting in cultural contamination, cultural pluralism and hybridization. It has become more difficult to study culture as it is becoming diffuse. At the same time, it is becoming more important to study it because of its pervasive influence on consumer behavior.

RESEARCH METHODOLOGY

The primary data includes the data collected from 500 respondents, comprising 200 from Solapur city, and 300 from Pune city. At the same time 20 restaurant owners or staff from Solapur and 30 from Pune were also interviewed to confirm the finding and for further accuracy. By using cluster sampling the two districts i.e. Solapur and Pune are selected. On the spot sampling method was exercised to get the respondents sample from the population. For selecting 50 retailers random sampling is used. The data collected is classified and tabulated and statistically tested thereafter. The secondary data was collected from internet and the different volumes of 'Journal of Retailing'. To author's knowledge, very limited research has been carried out about the issue under study. Therefore it was decided to design exploratory study to identify the impact of socio-cultural dynamics on consumer behaviour at fast food outlet.

FINDINGS AND ANALYSIS

Food habits are generally culturally driven and deeply ingrained in the psyche of people. Culture is not a fixed absolute truth, and it keeps changing from time to time. In fact, food habits are impacted by many socio cultural shifts. From the initial finding of pilot survey, altogether 9 socio-cultural dynamics were identified and further data pertaining to impact of these changes on consumer behaviour was collected and analysed. Following trends have been found.

1. Irregular working hours leading to fragmented mealtime:

The current market is highly competitive and demanding. As a result of this most of us are suffering from irregular working hours which in turn lead to fragmented mealtimes. From the interview of 20 restaurant owners from Solapur and 30 from Pune it was clear that there is no such single meal time when restaurants are flooded with customers. Table 1 shows the percentage of customers visiting the food outlets during the specific time.

Table:1- percentage of customers in total customer visiting the food outlet

Time of visit to food outlet	% of customers in total customer(average of 20 respondents)	
	Solapur	Pune
Before 11 a.m.	21	19
11.00a.m-1.00p.m.	8	14
1.00p.m-3.00p.m.	20	21
3.00p.m-5.00p.m.	7	15
5.00p.m-7.00p.m.	12	17
7p.m.onwards	32	24

Form Table: 1 it is clear that the concept of meals only at three times a day is a past. The time of meals is getting fragmented due to irregular working hours and therefore restaurants will now have to be ready to serve customers at any time with their full efficiency and capacity.

2. Longer time spent in transit: Developing cities are spreading their wings, making us to travel more to reach to any place. Also intercity traveling is increasing day by day. In such case the consumer behavior, while selecting the food in transit is worth study.

As Solapur is small city with places fairly nearer and with very few exceptions such as Chicholi MIDC, Solapur University, and few education institutes on Pune-Solapur highway, the time spent in traveling is very less as compared to Pune. In Pune people travel from Pune to Daund in one direction and even to Mumbai in another. It is found that 29% respondents of Pune spend longer time in transit while it is only 11% in case of Solapur. Table:2 gives details about the food choice of customers while in transit.

Table: 2 Food choice of respondents while in transit.

% of respondents preferring food which is quickly available		% of respondents preferring food which is fresh and dry		% of respondents preferring food which is conveniently consumed at any place.	
Solapur	Pune	Solapur	Pune	Solapur	Pune
32	31	27	29	18	37

Table:2 throw light on speed of both cities. The people of Pune who have very less time at their disposal prefer quickly available food, or the food which can be consumed conveniently at any place even while walking or traveling. The observation of residents of Pune justified the above finding where in author found many people consuming food on road or while traveling. Respondents from Solapur were found giving invariably equal preference to all three kinds of food. Only 18% respondents were found giving preference to convenience which display the food culture of Solapur where eating is preferred in a relaxed mood.

3. Increases in Nuclear and Dual Income families lead to Increasing Dependence on Ready-Made food: A survey conducted by Consumer Outlook found that there is considerable growth in nuclear families and dual income families in last ten years. The working women being away from home for long time prefer to give quality time to her children and family, when at home and outsource for other household work. In a same line the tendency to outsource food from outside whenever required has increased. It is supplemented with the reason of more money at disposal with dual income families. The frequency of visit to restaurants is one such parameter which can be studied to find out the impact of increasing nuclear and dual income families on food habits. Table: 3 assess the trend in frequency of visit to restaurant in last two years.

Table: 3, Percentage of respondents with respective frequency of visit to food outlet

Frequency of visit	% respondents from Solapur		% respondents from Pune	
	Fig. of June 2007	Fig. of July 2009	Fig. of June 2007	Fig. of July 2009
Daily	3	4	11	12
Twice in week	8	10	16	19

Once in week	11	13	19	21
Twice in month	14	15	17	20
Once in month	29	31	15	18
Total	65	73	78	90
% increase	12.30%		15.38%	

From Table:3 it is seen that in both the cities the frequency of visit to food outlet has increased which is a result of increase in nuclear and dual income families. Again the nuclear and dual income families can be divided on the basis of income, age, family size...etc. These attributes impact on selection of food outlets, selection food items, monthly budget for outside food, and price consciousness.

4) Increasing influence of children in purchase decisions:

The role that children play in family purchase decisions has prompted researcher to study the influence of children on outside food consumption. The amount of influence exerted by children varies by product category and stage of decision making process. Indian society is witnessing increase in single parent and dual income families. In such case the children are at the centre of all decisions. The guilt of inability of giving sufficient time to children is balanced by fulfilling their each demand. The working and independent moms prefer to substitute the outside food for home made food. Therefore while making any decision regarding food; the interest of children is given first priority. Table: 4 discuss the influence of children on purchase decisions on the basis of family pattern. Parents were asked to give opinion about status of children's influence in Yes/ No answer.

Table: 4- Opinion of respondents regarding the status of children's influence in purchase decision.

Percentage of respondents from Solapur				Percentage of respondents from Pune			
Opinion of Nuclear Families		Opinion of Joint Families		Opinion of Nuclear Families		Opinion of Joint Families	
Yes	No	Yes	No	Yes	No	Yes	No
59	23	31	61	66	13	46	54

In Solapur city, 59% of respondents from nuclear families affirmed for children's influence in family purchase decisions as against to only 31% in case of Joint families. The same reality is found in case of Pune city. Thus it is proved that children from nuclear families influence purchase decisions more than that of from Joint families. This influence is also regarding the selection of food outlet, selection of food items from the menu.

5) Increasing influence of Western Culture:

The Western culture because of its overbearing influence is establishing a strong base world wide. Indian lifestyle is not left untouched and particularly the youth of India is very much under the influence of Western culture. Their dressing style, way of enjoyment, and even the food habits are impacted by the western culture.

Due to globalization lot of food chain restaurants like McDonalds, Pizza Hut, Dominos, KFC...etc have entered into Indian market and attracting huge flow of youths towards themselves. Therefore the impact of western culture on eating habits of Indian youth is studied. Respondents were divided into two age groups, one below 35 years and another above 35 years.(below 35 years: Youth, above 35 years: adults). Following trends were found.

Table: 5 Food Choices of Youths and Adults

% of respondents from Solapur				% of respondents from Pune			
Youths (0-35 yrs.)		Adults (above 35 yrs)		Youths (0-35 yrs.)		Adults (above 35 yrs)	
Indian Food	Non Indian Food	Indian Food	Non Indian Food	Indian Food	Non Indian Food	Indian Food	Non Indian Food
74	26	89	11	58	42	76	24

Table: 5 confirm the above justification. Indian youths are more inclined towards western food as compared to adults. Therefore while selecting the food outlet youths are very particular about availability of non Indian food like Pizza, Burger, hot dogs, Sizzlers...etc it is also observed that intake of non-vegetarian food and alcohol is increasing due to impact of western culture.

6) Hygiene and Beauty consciousness on rise in India:

Education plays major role in eating habits. What anyone eats is somewhere related to his education and background. The highly educated people are very much demanding for clean, fresh and pure food, whereas illiterates are not so keen about cleanliness. Therefore with more and more people becoming educated more hygiene consciousness is seen all-around in India. This shift has impacted few habits of people when they visit any restaurants. One of the habits which can be easily assessed is 'Preferring Only Packaged Drinking Water'. Therefore investigator studied how many people demand for only packaged drinking water while eating in restaurant. Following facts were found.

Table:6 Percentage of respondents demanding packaged drinking water(PDW) while eating in restaurant

% of respondents who Prefer only PDW while eating out		% of respondents who Prefer any water served in the restaurant		% of respondents who prefer PDW and ordinary water while eating out.	
Solapur	Pune	Solapur	Pune	Solapur	Pune
18%	24%	54%	33%	28%	43%

Table: 6 shows that 18% respondents from Solapur and 24 % respondents from Pune have voted for only packaged drinking water while eating out anywhere. 28% respondents from Solapur and 43% respondents from Pune are in favour of packaged drinking water but not always. Their choice for packaged drinking water depends on the type of food outlet, or person accompanying. If the food outlet is very ordinary, then the packaged water is demanded or if the person accompanying is high profiled or any body from family, the packaged drinking water is preferred. On asking whether the bad hygiene condition of food outlet had ever made them to change their restaurant decision, 11% respondents from Solapur, and 19% respondents from Pune answered it 'Yes'.

The youngsters are becoming very much beauty conscious and conscious for external appearance. Therefore they search the same in everything around them, even in food. Almost all respondents advocated for nicely presented and decorated food. Not only food items the respondents were found to be keen for interior of food outlet. 59% respondents from Solapur and 78% from Pune considered these aspects while deciding the food outlet and food item.

7) Customized Festival Celebrations:

Indian festivals offer a great opportunity for people from different religions to enjoy the traditional delicacies that are cooked using the traditional recipes. These traditional recipes have been passed on from generations to generations. But the picture is changing slowly in urban sector, wherein the young women have found out their own customized options to celebrate the festival. The tendency of preparing only traditional delicacies is diminishing day by day and customized festival celebration is replacing it.

During investigation it is found that 78% respondents from Solapur and 63% respondents from Pune prepare traditional food items at home for festival. Whereas 16% respondents from Solapur and 28% respondents from Pune outsource these traditional food items from outside. There were few respondents who due to non-availability of time and lack of interest, do not celebrate the festival in traditional way therefore they have found out their own ways of celebrating festival. Many families don't mind for celebrating the festival by going out for eating. Thus festivals are becoming potential business options for food outlets.

8) Increasing Health consciousness in India:

During recent decades, the Indian population has been increasingly exposed to health-related information through the media. People are informed of risk factors and are encouraged to adopt healthier lifestyles, such as increasing their consumption of fruits and vegetables which are low fat and low calorie and performing regular exercise. Therefore survey was undertaken to find out the level of calorie conscious people from Solapur and Pune. Again the respondents are divided in two age groups, below 35 years, and above 35 years. (Youths: age limit 0-35 years, Adults: age limit 35 and above years)

Table: 7 level of health consciousness amongst youths and adults

% of respondents form Solapur				% of respondents form Pune			
Age below 35 yrs.		Age above 35 yrs.		Age below 35 yrs.		Age above 35 yrs.	
A	B	A	B	A	B	A	B
28	71	19	80	34	66	27	73

A: Consider fat and calorie content while ordering food item

B: Do not consider fat and calorie content while ordering food item

From Table:7 it can be seen that the tendency of assessing calorie and fat content of food is gaining ground, people are slowing moving towards low calorie and low fat food. Therefore food outlets may also have to be serious about this demand of the customers in future.

9) Indian youth believe in spending rather than saving.

Youth of 80's was very different than that of today. In those days spending for luxury was considered as guilt. Now it is no more guilt. With the advent of Call center jobs in India, youths are becoming financially independence and excessively spending on all sorts of luxuries. The major spending of youths is on apparels and food. This financial state of youngsters displays a peculiar behaviour when in food outlet. The level of price consciousness is studied to study the Spending Vs Saving attitude of respondents. Low level of price consciousness indicates high level of extravagant attitude, and vice versa. To get the accurate finding about this parameter, observation method is used

Table: 8 level of price consciousness amongst youths and adults

Level of Price consciousness	% of respondents from Solapur		% of respondents from Pune	
	Age below 35 yrs	Age above 35 yrs	Age below 35 yrs	Age above 35 yrs
High	50	55	40	55
Moderate	30	25	35	30
Low	20	10	25	15

20-25 % respondents from youths' category were found to have low price consciousness while selecting food items at restaurants. This percentage is comparatively low in adults.

Chi-square is calculated to find the dependence of age over price consciousness.

City	Chi-square Value of at 1 degree of freedom and at 5% level of significance (Table Value= 3.84)
Solapur	1.41
Pune	4.70

The value of chi-square in case of Solapur city is 1.14 which is less than 3.84, therefore it can be concluded that in solapur city age of respondent and price conscious attitude are dependent on each other. But in case of Pune city, the value of Chi-Square is 4.70 which is greater than the table value of Chi-square. Therefore in case of Pune city no such dependency is observed.

SUGGESTIONS

On the basis of above finding and analysis author wants to quote following suggestions for food outlet management:

- 1) Food outlets will have to be ready with their full efficiency through out the day as the meal time of customers is getting fragmented. Due to this fact there does another opportunity exist; the time specific specialty restaurants could be the best option to beat the competition.
- 2) Convenience food is gaining good demand due to the busy lifestyle. Some innovative punches can be invented to motivate the and attract the customers.
- 3) Children segment should be smartly tacked to attract the customers, because they are silent deciders.
- 4) Impact of Western culture call for inclusion of western food that appeals youths. This may demand more professional and systematic approach.

- 5) Variety of food, hygiene conditions, and interior of outlet plays major roles in decision making process of customers; therefore they should not be neglected.
- 6) As the new trend of customized festival celebration is booming, the restaurant owners can bank upon it by providing the package which will give them combination of traditional experience with a punch of contemporary one.
- 7) Youths are the potential customers for restaurants. Anything and everything that appeal them should be practiced.

CONCLUSION

It is found that the socio-cultural dynamics significantly impact the consumer habits, especially eating habits. In the light of this study of its impact on consumer behaviour in fast food outlets was an interesting experience. A visible change in food habits usually indicates much deeper changes at work in the society's lifestyles, attitudes and aspirations. Over the past few years, a number of exciting trends have been noted in India's food habits. Even though many of them are niche, they have the necessary force to expand to more consumers in the future. Capturing the explosive power of these food trends at the right time offers a tremendous opportunity for growth of food business.

REFERENCES

- Bellisle F, Monneuse M, Steptoe A, Wardle J. (1995). Weight concerns and eating patterns of university students in Europe. *Int. J. Obes. Relat. Metab. Disord.*, 19: 723-730.
- Bull N. (1988). Studies of the dietary habits, food consumption and nutrient intakes of adolescents and young adults. *Wld Rev. Nutr. Diet.*, 57: 24-74.
- Huang Y, Song W, Schemmel R, Hoerr S. (1994). What do college students eat? Food selection and meal patterns. *Nutr. Res.*, 14: 1143-1153.
- Kafatos A, Kouroumalis H, Vlachonikolis I, Theodorou C, Labadarios D. (1991). Coronary-heart disease risk-factor status of the Cretan urban population in the 1980s. *Am. J. Clin. Nutr.*, 54: 591-598.
- Lee S, Sobal J, Frongillo E. (1999). Acculturation and dietary practices among Korean Americans. *J. Am. Diet. Assoc.*, 99: 1084-1089.
- Pan Y, Dixon Z, Humburg S, Huffman F. (1999). Asian students change their eating patterns after living in the United States. *J. Am. Diet. Assoc.*, 99: 54-57.
- Wenkam N, Wolff R. (1970). A half century of changing food habits among Japanese in Hawaii. *J. Am. Diet. Assoc.*, 57: 29-32.
- Hupkens CLH, Knibbe RA, Drop MJ. Social class differences in food consumption—the explanatory value of permissiveness and health and cost considerations. *Eur J Public Health* 2000 10:108–13.
- Palveen Kaur (2004), "Children in Family Purchase Decision Making in India: A Review".
- Atkin, C. (1978), "Observation of Parent child interaction in Supermarket Decision making", *Journal Markeing*, 42(October) 41-45.
- Belch G.(1985), " Parental and Teenage influence in family decision making", *Journal of Business Research*, 13(April), 163-176
- Priya (2007), Market Potential for food retailing in Solapur District. Solapur University
- C.Samuel Craig, Susan P. Douglas (2003), " Beyond National Culture: Implications of Cultural Dynamics for Consumer Research", *Journal of International Marketing Review*, Emerald Group Publishing House, Vol 23, Issue 3, pp 322-342

WEB REFERENCES

- http://www.easternbookcorporation.com/moreinfo.php?txt_searchstring=14891
- <http://www.flipkart.com/social-change-twenty-first-century/8126121033-ou23f4ahxd>
- <http://www.nature.com/ejcn/journal/v56/n5/full/1601337a.html>
- <http://www.sciencedaily.com/releases/2007/09/070901073612.htm>
- <http://www.bl.uk/learning/citizenship/foodstories/Accessible/eatinghabits/changesineatinghabits.html>
- <http://www.flipkart.com/portuguese-socio-cultural-changes-india/8190016660-gw23f9994m>
- <http://www.freshpatents.com/-dt20090723ptan20090186131.php>
- <http://www.amsreview.org/articles/kaur08-2006.pdf>
- <http://family.jrank.org/pages/1483/Senegal-Impact-Westernization.html>
- <http://festivals.iloveindia.com/festival-cooking.html>
- http://goliath.ecnext.com/coms2/gi_0199-57143/India-hygiene-and-beauty-consciousness.html

REQUEST FOR FEEDBACK

Esteemed & Most Respected Reader,

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator