

Financial and Economic factors of Globalization that Transform Eating Pattern in Pakistan

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Abstract: The present study aimed to observe Economic factors of globalization that transform eating pattern in Pakistan. The data were collected from F-6, Bahria town Rawalpindi, Lahore defense by a questionnaire. The data were analyzed on Statistical Package for Social Sciences (SPSS). The results indicate that the transformations in food pattern are closely associated with economic factors of globalization. Moreover, study shows that food patterns are increasingly transformed through globalization of McDonalidization. The study concluded that people think that fast food eating avoids extra expenditure and travel. The study further settled that fast food employees provide quick services that save the consumer time. Consumer's professional nearness and readymade food also saves time of the consumer along with take away facility. The study suggested that due to the economic factors of globalization, and long working hours, many respondents did not have time to oversee their food preferences.

Keywords: Economic Factors, Globalization, Pakistan

1. Introduction

Globalization in Pakistan has brought females right to choose various employment, heightened their provisioning dimensions, upgraded their specialized expertise, verbal capabilities and independent decision power. It, moreover, augmented the monetarist means, manifold job chances and social safety of women. Besides this, it has improved the intra-household accountabilities for men and women in Pakistan (Mahmood at al., 2014). The globalization is fluctuating the traditional and customary system of the male reigning societies in Pakistan. The central motivation behind this remodeling is urbanization which has headed to unparalleled

changes in the prevailing family organization. The biggest among this is the spreading out of the nuclear families (Arab Naz et al.,2013).

1.2 Economic Factors of Globalization

1.2.1 Both Parent and Bachelor Employment

While observing the factors why people are going in a bulk to the fast food restaurants unprecedentedly, like never before in the history. The main and significant variable that has come under discussion in many studies is the individuals working hours as a single and dual earner families in particular. In a study Michman et al., (2003) has demonstrated that unmarried and young working professionals are having urban working lifestyle. They are well educated and are new and greater consumers of the fast food. Both genders are included in this new professional economy. For the time being Welch et al., (2009) have documented the prominence of why fast food is emerging even on the casual basis in the household. He declared the time factor that a woman did not find due to her working hours, and afterwards she is not able to prepare and arrange time and accessories for the traditional cooking at home.

1.2.2 Celebration of the Special Occasions

Qasmi et al., (2014) has exposed it to be true that people feel love and pleasure in consuming fast food daily. They enjoy and celebrate it as well. It is arising cancer symptom in them as well. Similarly, De Bate et al., (2001) has identified that consumption of fast food is growing day by day due to attractive menu, celebrations, enjoyment and entertainment. In the same way Driskelletal., (2006) has expounded that scene, celebrations, enjoyment, location and sceneries has contributed towards fast food eating.

1.2.3 High Income Level

In the study of eating fast food due to consumer's high income level was a variable of boundless worth. For example, Jeffery et al., (2006) has mentioned that income level and living standards of the community attract towards eating fast food. He has deduced that income level is a key factor in eating fast food at high rates. The students or the children who did not live with their parents also prefer to buy fast food with buying capacity. By the same token Bareham (1995) has identified that there are numerous factors why people go out for fast food and dine out. The major amongst are socio-economic and income level of the consumer along with family status.

1.2.4 Modern busy Lives in Labor Economy

Population growth, consumer lifestyles and consuming behavior has changed in modern the day economy consequently, given rise to the fast food consumption especially to the modern families who have adapted modern life styles. Along with this rising sum of white collar employees predominantly women, whether married or single, employed class and households functional patterns of modern lifestyles boosted the consumption of the fast food (Hu et al, 2003). By the same token Lee & Carter (2012) has explored that Cultural dissimilarities and nature of lifestyles in the modern economy, together with the rapid globalization has raised the consumption of the fast food. Children also follow fast food because of their disclosure to global modern culture, which has boosted their aspiration against inexpensive and delightful fast food (Belasco & Scranton,2014).

1.2.5 Peer Colleagues and Family Influence

In view of that fast food vendors target in their promotions to construct positive approaches in a decent way that the number of fast food consumers may increase. What influences eating of fast food in the community are marketing and advertisements, together with friends or peer influence and family structure (Hoek & Gendall, 2006). On a different place Golan & Crow (2004) has concluded that family and parents are the individual's dietary gate keepers.

1.2.6 Saving Money and Time

Money and time saving is also among the fundamentals of eating fast food. For instance Adams (2005) has stated that earlier before the dawn of fast food, people required a lot grocery and other stuff top repair food at home. That was a long tradition. It take time of purchasing from the market, grinding, pasting and cooking etc. which was too costly and time consuming as well. But after the advent of the fast food industry it sweeps away all the traditions of cooking and eating, which is two dimensional saving money and time. In addition there are no disputes at home from the cooking perspective as well.

1.2.7 Rapid Urbanization

The economics of the world led people to migrate to the urban center of the world for economic purposes. Islam and Ullah (2010) gave predictions that today's world is being transformed into urban zones. It will be further higher in the coming years. The population of urban areas projected at about 2.8 billion in 2001 is expected to cross 4.8 billion by 2030. This has led to the development of the fast food industry by means of changing habits of the people relating to diet.

1.2.8 Fast Food Becoming Fashion and Symbolic Talk

Fast food's rapid and diverse growth has led the world to say that it is a common fashion and talk of the town for them. Nasiruddin & Ghani (2014) has explored in their studies emergence of fast

food at highest rate. They established that eating fast food has become fashion in the social life of the masses. By means of changing nature of life fast food has emerged as fashion. People like to go frequently at fast food restaurant as it turns to be very significant part of their lives.

2. Review of Literature

Literature review establishes acquaintance and understanding with the present form of information, which makes reliability and trust worthiness of ongoing research.

This research assessed the application of various dynamics of fast food sin take in dissimilar age groups in males and females of Pakistan. The work was carried out in Karachi, through structured questionnaire. Entire population was 489. The outcome has declared that fast food is more prevalent among women (n=93) deep fried potatoes and burger, in males (n=117) with more than one kind of fast food. Cold drinks were highly preferred by males (n=150) than females (n=102). The rate of recurrence of use of fibrous and vegetable among females (n=99) as related to the male (n=166) ($p=0.032$, $\chi^2= 9.817$). It was observed that problem of overweight was found in females than males. It was furthermore set up that largely (n=85) men and (n=93) women were suffered from several sicknesses by eating fast food Qasmi *et al.* (2014). Fast foods are consumed in great quantities and became an addiction. The research was arranged as a communal based cross sectional work. Boys of teen age were chosen randomly through straight questionnaire scheme. The statistics were inquired by using SPSS. Total 541 members were questioned; among the population 82.9% have their place in the class 1 socioeconomic standing of high income, while approximately 49.9% of the respondents were fond of KFC as their desired fast food dwelling. Fast food obsession was ominously related with male gender ($p=0.03$), professionals ($p=0.00$), bachelors ($p=0.00$), who delight in quick food services of fast food were ($p=0.01$) students who like McDonald were ($p=0.03$)

Arumugam *et al.* (2015). Saudi Arabia has come contact with a demographic changeover in nutrition and reflected as forward-thinking state, as its nourishment evolution was established in the WHO grouping. It go through profound and swift fluctuations in nutritional pattern. By means of life style factors that are interconnected to the economic state of affairs in terms of time restrictions and nearness of fast food restaurant to the workplace. Therefore, old-fashioned foods are substituted by fast foods, which have led to the development of fast food business Benajiba (2016).

In a study Metin & Kizgin (2015) has expressed that in international competitive milieu fast-food enterprises tries diverse devices of intercontinental marketing, primary amongst is worldwide marketing, which is “Consider global perform local”. Consequently, there are tons of variations at the heart of the nation-states, among cultures, eating and cooking style. Global fast- food

franchises in the case of turkey have showed its economic, religious and cultural description, procedures to capture millions of fast food consumers.

3. Research Methodology

Methodology is associated and interrelated to logic for the rationale of research and information collection. In a quantitative research design a group structured questions are asked through questionnaire (Simonsen et al.,2010). The universe of current research was restrained to Capital city of Pakistan Islamabad, two cities, Rawalpindi and Lahore from the Province of Punjab Pakistan.

4. Population of the Study

The selected population belong to the most developed and metropolitan area of the cities. Population have diverse socio economic statuses according to the nature of the study. Population, for this, F-6, Bahria Town Rawalpindi, and Lahore Defense is selected. Total Number of houses of the population was 2570 where from sample size has been drawn by using proportional allocation formula.

S.S = Sample Size

$n/N \times S.S$

5. Results

5.1 Uni-variate Analysis

Univariate analysis is a method or process for examining and analyzing data on one single variable. Each and every variable in any data is explored entirely and independently. It is classified into two major sections.

- ❖ Descriptive Statistical Orientation
- ❖ Inferential Statistical Orientation

Table 1: Distribution of the Respondents according to their Age and Gender

Age of the Respondents in Completed Years			
Sr. No	Characteristics	Frequency	Percentage
I	Up to 15-30	155	42.3
II	31-45	204	49.1

III	46-60	39	10.2
IV	Above 60	7	1.1
	Total	394	100.0
Mean:	34.44	Standard Deviation	10.0
Gender of the Respondents			
I	Male	281	71.3
II	Female	113	28.7
	Total	394	100.0

Table 1 reflects the age of the respondents in completed years. As age is a significant variable which represents the maturity level and rational mode of thinking of there spondent's with each of passing year. It also contributes towards independent decision making process with growing level of maturity. The Table shows the highest number of the respondents visiting fast food restaurants according to their age. The results reveal that almost of the respondents 49.1% belonged to the age group of 31-45. They dominate age group of the present study. The second group 42.3% belonged to the very young population of the study area which was ranging from the age of 16-30. A small percentage 10.2% from the age of 46-60, only 1.1% belonged to age group above 61-67. The minimum age of the respondents was 16 while the highest age was 67 years. The mean age of the respondent was 34.44 and standard deviation was 10.0. The other part of the table displays gender of the respondents. Both male and female were the respondents and part of the present study. Both gender can best describe the real behavior of the individuals and their families regarding fast food from the perspective of gender. The results show that male were in majority 71.3%, whereas females who were also part of the study were approximately 28.7%, one third of the respondents.

Table 5: Distribution of the Respondents by Visiting Fast Food on Special Occasion and with whom they Visit

Visiting on Special Occasions			
Sr. No	Characteristics	Frequency	Percentage
I	Frequently	168	42.6
II	Rarely	201	51.0
III	Never	25	6.3
IV	Total	394	100.0
With Whom Celebrate Special Occasions			
I	Family	153	38.8
II	Relatives	17	4.3
III	Friends	209	53.0

IV	Colleagues	13	3.3
V	Neighbours	2	0.5
	Total	394	100.0

Table 5 shows behavior of the respondents in relation to visiting fast food on special occasion. The results show that 51.0% of the respondents expressed that they rarely go to fast food restaurant on special occasion. Meanwhile the 42.6% more than one third of the total respondents revealed that they frequently go to fast food restaurants on special occasion. Only 6.3% of the respondents were those who never go to fast food restaurants on special occasion. In addition the overhead table exhibits that more than half 53.0% go to fast food restaurants on special occasions with friends, while more than one third of the respondents 38.8% go with their family and only 4.3% of them like to go with relatives, 3.3% with colleagues and 0.5% with their neighbors.

Table 7: Distribution of the Respondents by Economic Dual Earner Families, Bachelor Employee, Nearness, Readymade and High Income Level

Characteristics	SA	A	UD	D	SDA	Total	Mean/SD
Dual earner families finds it difficult to make food at home all the time	181 (45.9)	200 (50.8)	8 (2.0)	5 (1.3)	0 (0.0)	394 (100)	1.59/0.600
It is tough for the bachelor employee to prepare food all time at home	126 (32.0)	265 (65.7)	9 (2.3)	00 (0.0)	0 (0.0)	394 (100)	1.70/0.505
Professional nearness make easy to take fast food	111 (28.2)	262 (66.5)	11 (2.8)	10 (2.5)	0 (0.0)	394 (100)	1.80/.609
I eat from fast food restaurants because I am too busy	135 (34.3)	212 (53.8)	13 (3.3)	33 (8.4)	1 (0.3)	394 (100)	1.87/0.847
Employees always prefer to choose readymade food	164 (41.6)	203 (51.5)	15 (3.8)	12 (3.0)	0 (0.0)	394 (100)	1.68/0.690
Readymade food and take away facility save my Time	137 (34.8)	245 (62.2)	8 (2.0)	4 (1.0)	0 (0.0)	394 (100)	1.69/0.561
High income level is the factor of eating fast food	238 (60.4)	151 (38.3)	3 (0.8)	2 (0.5)	0 (0.0)	394 (100)	1.43/0.606

Table 7 exhibits that respondent's opinion about dual earner families who always find it difficult to make food all the time at home. Because both of the spouse are employed. The results here reveal that half of the respondents 50.8% were agreed while 45.9% of the respondents were

strongly agreed that dual earner families have less time to make food at home. The very minor share of the respondents 2.0% form the study area were undecided, while a very insignificant portion of the respondents 1.3% showed their disagreement that dual earner families do not find time to make food at home always. The average score of this component (Mean= 1.59, SD=.600) indicated that majority of the respondents were agreed that dual earner families always finds it difficult to make food at home all the time. Additionally, the next indicator describes respondent's opinion about bachelor employee who does not get time to prepare food at home. The results here disclose that majority of the respondents 65.7% were agreed, while 32.0% were strongly agreed to the point that bachelor employees do not always get time to prepare food at home. The very minor portion of the respondents 2.3% remained undecided. The average score of this component (Mean=1.70, SD=.505) described that most of the respondents were agreed that it is tough for the bachelor employee to prepare food all the time at home. Moreover, the next characteristic according to table 4.2.11 stated and shows the respondent's opinion about professional logistic proximity and nearness makes it easy to take fast food. The results here make known that majority of the respondents 66.5% were agreed to the point that professional employees always prefer to take food if they are near to them, while 28.2% were strongly agreed. A very insignificant portion of the respondents 2.8% were undecided and only 2.5% displayed their disagreement that employees to take fast food if restaurant is near to their office. The averages core of this component (Mean= 1.80, SD= .609) portrayed that majority of the respondents were agreed that their professional nearness from fast food restaurant makes easy for them to take fast food. In addition, the next indicator displays the respondent's opinion about eating fast food due to professional busy schedule, most of the respondents 53.8% were agreed to the point that they eat fast food because they are too busy while 34.3% of the respondents they were strongly agreed to the point. A very small amount of the respondents 8.4% display their disagreement and only 0.3% who displayed their strong disagreement that employee busy schedule let them to eat fast food. The averages core of this component (Mean=1.87,SD=.847) designated that respondent's majority was agreed that they eat fast food because they are too busy. The next indicator in above mentioned table indicated the respondent's opinion about always eating fast food because of their employment long hours. The results here expose that half of the respondents 51.5% were agreed to the point that employees and professionals always prefer to take fast food as it is available ready-made that save their time, while 41.6% were strongly agreed to the point. A very petty portion of the respondents 3.8% showed their undecidedness they were just and only 3.0% displayed their disagreement that employees prefer ready-made food. The average score of this component (Mean=1.68, SD=.690) specified that majority of the respondents were agreed that employees always prefer readymade food because of their working hours. Furthermore, table exhibits respondent's opinion about readymade and take away facility of fast food saves the time of the professionals and people who are employed. The results here represent that majority of the respondents 62.2% were agreed to the point that employees and professional prefer the facility of readymade food and take away facility of the

fast food restaurant, while 34.8% of the respondents was strongly agreed to the point. A very small portion of the respondents 2.0% showed their undecidedness, only 1.0%, of the respondents who demonstrated their disagreement. The average score of this component (Mean= 1.69, SD=.561) under lined that respondents majority was agreed that fast food restaurants provide readymade food and take away facility that save respondent's time. Moreover, the overhead table further explains the respondent's response about people eat fast food because they have high income level. The results rendered here that majority of the respondents 60.4% were strongly agreed to the point that due to high income level people go to, while 38.3% of the respondents were agreed to the point. A very small share of the respondents were 0.8% and .5% of the respondents showed there disagreement. The average score of this component (Mean=1.43, SD= .606) marked that majority of the respondents agreed that high income level is the factor of eating fast food.

6. Conclusion

The present study aimed to observe the transformation in food pattern. The study concluded that these transformations in food pattern are closely associated with economic factors of globalization. The findings of the study show that food patterns are increasingly transformed through globalization of McDonalidization. Fast food is increasingly taking roots in the study area. People are increasingly dining out, especially the younger generation. The study concluded that people think that fast food eating avoids extra expenditure and travel.

The study further settled that fast food employees provide quick services that save the consumer time. Consumer's professional nearness and readymade food also saves time of the consumer along with take away facility. The study further explored that different dynamics like super taste, quality standards, branded image, long working hours, elite community influence, high income, taste, interior and infrastructure, secure and decent environment and quick services all these are playing vital role in promoting fast food among public. The study suggested that due to the economic factors of globalization, and long working hours, many respondents did not have time to oversee their food preferences. It is vibrant to locate the healthy restaurants adjacent to the workplaces so that employees eat from there. Dual earner families must manage their eating plan, despite the fact they do not have much of time.

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