

## Abstract

Changing life style of people, increase in income and busy life has changed priorities of food and the demand of time saving food products has increased in Pakistan. This study intends to examine the important economic and non-economic determinants affecting the expenditure on food away from home of married females and their households in the city of Lahore. The data for the survey is collected through a self-administered questionnaire. The sample of population is married females who are located in city of Lahore. Married females (working or not working) are included in study through convenient sampling technique. Various statistical techniques are applied in order to analyze the data i.e. descriptive statics to analyze the sample data, cross tabulations for drawing a comparison, the procedure adopted are numerical and graphical techniques used to systemize and describe the characteristics of the sampled data set. At last, Generalized Structural Equation Modeling technique is used for applied multivariate analysis, and to test the developed hypothesis. The results indicate that household manager's employment, education level, household characteristics family income, number of earners are important determinants affecting expenditure on food away from home. Moreover, results showed that psychographic variables i.e. cost and time saving attributes, price and affordability attributes, cultural trends, health concerns play a significant role in impacting food away from home spending. Further results suggest that families with working female household manager and those with higher income, more bread earners, smaller family size, are more likely to spend on food away from home as compared to families of non-working females. These findings make a modest contribution by attempting to analyze the need for focus on the rising trend of spending on food away from home and its socio-economic consequences.