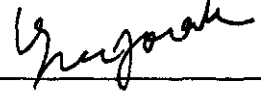


A STUDY OF DIFFERENCES IN FOOD PURCHASING BEHAVIOR
AND LIFESTYLE OF WORKING WOMEN VERSUS NON-WORKING
WOMEN IN TURKEY:

APPROVED BY:

YARD. DOC. DR. ESER BORAK



DOÇ. DR. MUZAFFER BODUR



PROF. DR. MUSTAFA DİLBER



Bogazici University Library



39001100317703

14

ABSTRACT

A STUDY OF DIFFERENCES IN FOOD PURCHASING BEHAVIOR AND LIFESTYLE OF WORKING WOMEN VERSUS NON-WORKING WOMEN IN TURKEY

In this thesis, differences between working and non-working women in their food shopping behavior and life style was studied. To understand their food shopping behavior better, womens' eating and food preparing behavior together with their openness to advertisements was also analysed. Moreover, working womens' opinions related to their jobs were explained.

The study included the literature review and the field study which was conducted through a questionnaire. Data was analysed and the findings together with the implications for marketers and researchers were given.

Together with the case for Turkey, a field study which was conducted in Germany is also presented in the Appendix of this thesis. Although the same data was collected in both countries and was analysed in the same way, the studies are independent from each other and



unables comparison due to different sample characteristics.

Turkish findings showed some differences in the shopping behavior of working and non-working women. A greater proportion of work-wives shopped less frequently per week, shopped on Saturdays, and generally alone. Work-wives also visit less food outlets and shop from supermarkets more than their non-working counterparts. Work-wives do not make price/quality comparisons as much as housewives do and buy high quality and if necessary expensive food products. On the other hand, work-wives bargain more than housewives.

The findings of this research also showed that there are differences in the time food was prepared. Work-wives prepare food a day before or whenever they have free time, whereas housewives get meals ready just before meal time.

This study also showed that the most effective media for food advertising is television for all women.

The most important result that was found from the life-style analyses of the study was that working women strongly feel that they have work-overload.

These findings can implicate that women in Turkey should not be seen by marketers as a whole and more focus should be placed upon working women, which should be accepted as a different market segment, where convenience plays an important role.

ÖZET

ÇALIŞAN VE ÇALIŞMAYAN KADINLARIN GIDA ALIŞVERİŞLERİ VE YAŞAM TARZLARINDAKİ FARKLILIKLARI ÜZERİNE BİR ÇALIŞMA TÜRKİYE VE ALMANYA'DAKİ İNCELEMELER

Bu tezde çalışan ve çalışmayan hanımların gıda alışverişlerindeki ve yaşam tarzlarındaki farklılıklar incelenmektedir. Gıda alışverişlerindeki davranışlarını daha iyi anlamak için hanımların yemek yeme ve yemek hazırlama ile reklamlara olan açıklıklar da analiz edilmektedir. Ayrıca, çalışan kadınların işleriyle ilgili görüşleri açıklanmaktadır.

Bu çalışma, bu konuda yazılmış olan makaleleri ve anket aracılığıyla yapılmış bir saha çalışmasını kapsayacaktır. Analiz edilen verilerin sonuçları ve bu çalışmanın pazarlamacılara ve araştırmacılara olan katkılar sunulacaktır.

Türkiye'deki incelemelere ek olarak Almanya'da yapılan bir saha çalışması bu tezin sonunda sunulmuştur. Toplanan bilgilerin aynı olmasına ve aynı şekilde ince-

lenilmesine rağmen, her iki çalışma biribirinden, örneklerin özelliklerinin farklı olmasından dolayı, bağımsızdır.

Türk verileri, çalışan ve çalışmayan kadınların besin alışverişi davranışlarında bazı farklılıklar olduğunu göstermektedir. Çalışan kadınların büyük bir kısmı daha az sıklıkta alışveriş etmekte, Cumartesi günleri ve yalnız alışveriş etmeyi tercih etmektedir. Çalışan kadınlar aynı zamanda çalışmayan kadınlara oranla daha az sayıda dükkanı ziyaret etmekte ve süpermarketlerden daha çok alışveriş etmektedir. Çalışan kadınlar, çalışmayan kadınlar kadar fiyat/kalite karşılaştırmaları yapmamakta ve yüksek kaliteli, gerektiğinde pahalı besin mamülleri almaktadır. Diğer taraftan çalışan hanımlar çalışmayan hanımlardan daha çok pazarlık etmektedirler.

Bu araştırmanın bulguları, yemek hazırlama vakitlerinde de farklılıklar olduğunu göstermektedir. Çalışan hanımlar bir gün önceden veya boş vakit buldukları zaman yemek pişirmekte, çalışmayan hanımlar ise yemekten hemen önce yemeği hazırlamaktadırlar.

Bu araştırma aynı zamanda en etkili reklam aracının televizyon olduğunu göstermektedir.

Yaşam tarzlarının analizinde bulunan en önemli sonuç, çalışan kadınların kendilerini fazla iş yükü altında hissetmeleridir.

TABLE OF CONTENTS

	Page
ABSTRACT	iii
ÖZET	vi
LIST OF TABLES	
I. INTRODUCTION, BACKGROUND AND FORMER RESEARCH OF THE STUDY	1
1.1. Introduction	1
1.2. Background and Former Research of the Study	4
1.2.1. Studies Exploring the Reasons for Womens' Working	5
1.2.2. Studies on Different Ways of Segmenting the Working Women	8
1.2.3. Findings with Regard to Shopping Behavior (American Working Women versus Non-Working Women)	10
1.2.4. Finding with Regard to Life-Style (American Working Women versus Non-Working Women)	14
II. METHODOLOGY AND FINDINGS	22
2.1. The Research Methodology	22
2.1.1. The Type of Data Used for the Study	22
2.1.2. Data Collection Procedure and Instrument	23
2.1.3. Research Objective and Research Question	24
2.1.4. Sample Selection	30
2.1.5. The Variables Studied and Hypothesis	31

2.1.6.	Limitations of the Study	35
2.2.	Research Findings	37
2.2.1.	Summary of the Socio-Economic Compositions of Survey Respondents	37
2.2.1.1.	Findings with Regard to the Socio-Economic Compositions Unrelated to the Hypothesis	42
2.2.2.	Summary of Survey Respondents' Food Shopping Behavior	43
2.2.2.1.	Findings on the Relationship Between Food Shopping Behavior and Working Status (Hypothesis 1)	47
2.2.3.	Summary on the Perceived Advantages and Disadvantages of Ready made Food by Respondents.	50
2.2.3.1.	Findings on the Relationship Between Perceived Advantages and Disadvantages of Ready made Food and Working Status (Hypothesis 2)	53
2.2.4.	Summary of Respondents' Price Consciousness	54
2.2.4.1.	Findings on the Relationship Price Consciousness and Working Status (Hypothesis 3)	55
2.2.5.	Summary of Respondents' Food Preparing Behavior	57
2.2.5.1.	Findings on the Relationship Between Food Preparing Behavior and Working Status (Hypothesis 4)	58
2.2.6.	Summary of Respondents' Eating Habits	59
2.2.6.1.	Findings on the Relationship Between Eating Habits and Working Status (Hypothesis 5)	61
2.2.7.	Summary of Respondents' Receptiveness to Food Advertisements	61

2.2.7.1.	Findings on the Relationship Between Respondents' Recep- tiveness to Food Advertisements and Working Status (Hypothesis 6)	63
2.2.8.	Summary of Respondents' Lifestyles	63
2.2.8.1.	Findings on the Relationship Between Respondents' Various Life Style Components and Working Status (Hypotheses 7 to 15)	70
a.	Hypothesis 7: "Homeliness" and Working Status	70
b.	Hypothesis 8: "Innovativeness" and Working Status	71
c.	Hypothesis 9: "Self-Confidence" and Working Status	72
d.	Hypothesis 10: "Frustration" and Working Status	73
e.	Hypothesis 11: "Socialness" and Working Status	73
f.	Hypothesis 12: "Intellectualness" and Working Status	74
g.	Hypothesis 13: "Work Overload" and Working Status	74
h.	Hypothesis 14: "Role Identity" and Working Status	75
j.	Hypothesis 15: "Conservativeness" and Working Status	76
k.	Hypothesis 16: "Leisure Time Activity and Working Status	76
2.2.9.	Summary on Working Womens' Opinions Concerning their Jobs	76

III. SUMMARY, CONCLUSIONS AND IMPLICATIONS	79
3.1. Conclusions of the Survey Findings and Its' Implications to the Marketer	80
3.2. Implications of the Study for the Researcher	87
APPENDICES	89
APPENDIX 1 Questionnaire	90
APPENDIX 2 The Field Study in Germany	101
APPENDIX 3 Cross-Tabulation Tables for the Turkish Study	146
APPENDIX 4 Cross-Tabulation Tables for the German Study	160
APPENDIX 5 Bibliography	175

LIST OF TABLES

	Page
TABLE 2.1. Lifestyle Characteristics Studied.	26
TABLE 2.2. Homeliness Statements	26
TABLE 2.3. Innovativeness Statements	27
TABLE 2.4. Self Confidence Statement	27
TABLE 2.5. Frustration Statements	27
TABLE 2.6. Socialness Statements	28
TABLE 2.7. Intellectualness Statements	28
TABLE 2.8. Work Overload Statements	28
TABLE 2.9. Role Identity Statements	29
TABLE 2.10. Conservativeness Statements	29
TABLE 2.11. Socio-Economic Composition of Survey Respondents	38
TABLE 2.12. Some Findings Unrelated to the Hypothesis	42
TABLE 2.13. Survey Respondents' Food Shopping Behavior	44
TABLE 2.14. Criteria Looked for in Food Outlets by Survey Respondents	48
TABLE 2.15. The Relationship Between Food Shopping Behavior and Working Status	49
TABLE 2.16. The Perceived Advantages of Ready Made Food by Respondents	51
TABLE 2.17. The Perceived Disadvantages of Ready Made Food by Respondents	52
TABLE 2.18. Relationship Between the Perceived Disadvantages of Ready Made Food and Working Status	53
TABLE 2.19. Price Consciousness of Respondents	54

TABLE 2.20.	The Relationship Between Price Consciousness and Working Status	56
TABLE 2.21.	Food Preparing Behavior of Respondents	57
TABLE 2.22.	Relationship Between Food Preparing Behavior and Working Status	59
TABLE 2.23.	Eating Habits of Respondents	60
TABLE 2.24.	Respondents Receptiveness to Food Advertisements	62
TABLE 2.25.	Lifestyle of Respondents (I)	65
TABLE 2.26.	Lifestyle of Respondents (II)	67
TABLE 2.27.	Respondents' Child Upbringing Opinions	68
TABLE 2.28.	Respondents' Leisure Time Activities	69
TABLE 2.29.	Relationship Between "Innovativeness" and Working Status	71
TABLE 2.30.	Relationship Between "Self Confidence" and Working Status	72
TABLE 2.31.	Relationship Between "Frustration" and Working Status	73
TABLE 2.32.	Relationship Between "Socialness" and Working Status	74
TABLE 2.33.	Relationship Between "Work Overload" and Working Status	75
TABLE 2.34.	Summary of Working Women's Opinions Concerning Their Jobs	77

CHAPTER ONE

I. INTRODUCTION, BACKGROUND AND FORMER RESEARCH OF THE STUDY

1.1. INTRODUCTION

The growth of the women's movement in the world during the last decade has created a greater need for retailers to identify and understand the characteristics and behaviors that identify the various types of women consumers.

Anderson (1972) suggested several general consequences resulting from the women's movement.

- The women's movement is both a cause and an effect of the changes in the social values and in the social system.
- Life styles of women will be significantly effected with some bearing on economic behavior of consumers at large.
- Traditional household decision making will undergo significant changes.
- The economics of the house are changing, especially allocation of women's time in acquiring

and processing commodities.

- As a result of anticipated changes in life styles of women, we can expect changes in the life styles of women.

These consequences that were suggested may seem to be mostly based on the American society, but it is an inevitable fact that women are becoming a larger, independent market segment all over the world. If the fact is that women's work changes them as consumers, then inevitably that knowledge should lead them to at least some redefinition of women as a marketing target.

The definition of target groups is a basic step in marketing. The way we define those targets inevitably leads them to marketing decisions relating to product development, product positioning and communications strategies. Even research done to guide future strategic planning is directed or limited by the way we define the samples of those studies. If the women's market can no longer be assumed to be any housewife from the ages between 18 to 49, it may be necessary to re-define that target market or those targets.

Are working and non-working women different target markets for the retailers today? Are there any differences between working and non-working women in terms of their

food shopping attitudes, food preparing and life style in Turkey?

The purpose of this study is an attempt to answer these questions. It's main aim is to point out the differences in working and non-working women's food purchasing and food preparing attitudes. In order to study women's food preparing behavior, not only was data collected regarding her actual shopping act like, time and day shopped, frequency of shopping per week, types and number of outlets visited and time spent for food shopping was collected, but also information like, price consciousness, bargaining tendencies, openness to advertisement, facts that influence buying, new food products, the way read-made foods are perceived were gathered.

Collecting data regarding women's life-style is useful in order to understand how working effects women's lifestyles and as a result maybe their food purchasing behavior.

By getting to know and understand working and non-working women better by life-style research marketers communicate to them better. In this research women's: 1. homeliness, 2. innovativeness, 3. self-confidence, 4, frustration, 5. socialness, 6. intellectualness, 7. work load, 8. role identity, 9. conservativeness,

and 10. free time activities, were studied which are parts of their life-styles.

All above mentioned data was collected by the aid of a questionnaire, where 40 working and 40 non-working women were interviewed in Istanbul. This sample was mainly represented by the cultured middle-upper class. Same data was also collected from 40 German working and non-working women in Hamburg and is presented as a field study at the end of this thesis as findings, which are independent from the Turkish case, due to differences in sample characteristics.

The material for the preparation of the questionnaire was taken from American marketing literature, which will be summarized in the coming sections.

1.2. BACKGROUND AND FORMER RESEARCH OF THE STUDY

In this section, former research that has been conducted in the U.S.A. on the subjects of the changing demographics of women and the effect of work on consumer behavior will be reviewed. In this pursuit, first, studies and opinions on reasons as to why women work will be reviewed; and secondly, the different ways various researchers segmented working women will be shown. This will be followed by certain findings concerning the

the food shopping behavior of working and non-working women. Finally, findings with regard to the life-styles of working women versus non-working women will be discussed.

1.2.1. Studies Exploring the Reasons for Women's Working

First it may be useful to look at the reasoning given in the USA as to why "housewives" are becoming "work-wives". Is it a matter of economic necessity? Do women work to be able to afford special items? Are they working to be able to apply their talents and realize themselves? Do they work because society does not value their unpaid work at home, while work for pay outside the home is seen as challenging, glamorous, prestigious and rewarding?

The question of why women work is definitely a complex one that involves economic, political, legal and cultural factors in addition to specific family situations.

Yankelovich (1964) asked working women whether they consider the work they do as "just a job" or as a "career". This was not a question of what they did on the job, but how they felt about their work. In 1975, the ratio was roughly 70% "just a job" and 30% "career". On the other hand, the Bureau of Advertising in 1972 found that 6 out

out of 10 women would continue working, even if they received the same amount of money for staying home. This would indicate that American working women find an attraction in their work that is greater than the actual remuneration received.

According to Mary Joyce and Joseph Gultinan (1978), "professional" women differ significantly from "housewives" and from women with "non-professional" jobs in terms of a variety of shopping attitudes, activities and behavior. The results of their research indicated that professionals place less emphasis on well-known brands and on the various convenience related variables, ("easy to find items, easy to drive to, convenience parking"). Store "niceties" and social interaction were less important to professionals than to other groups. (Although attractive decor and social interaction with friends appeared to be relatively unimportant attributes for all female shoppers.) These findings suggested that the professional working woman might be more functional in her approach to grocery shopping, not particularly impressed with frivolous appeals. She could be more prone to seek out the best buy for her money, making a distinction between professional women, non-professional women and housewives could be highly useful to retail strategies as the proportion of women in the professional group increases.

Beverlee Anderson (1972, p. 448), compared women who were self identified as "liberated", with those self identified as "non-liberated" or "undecided", in terms of shopping habits, importance of store attributes and information sources, where she found that "liberated" women made more food shopping trips than either "non-liberated" or "undecided" women.

Also researches conducted by Suzanne McCall (1977), Rena Bartos (1977) and William Lazer, John E. Smallwood (1977) all agree on the fact that the main reasons as to why married women work can be summarized as follows:

A. Economic Necessity

As prices continue to go up, many women simply work for an additional income in order to help the family maintain or improve its standard of living.

B. Non-Economic Motivations

Together with the women who are only working to get away from the drudgery of the household, there are also women who want a sense of identity and a sense of self-esteem. Women recognize that they have been treated as second class citizens and are seeking to correct this. This aspect is embodied in the drive to achieve equal pay for equal work and equal job opportunities for women.

Although it may be hypothesized that the main reason as to why the Turkish woman works is "economical", are there also other factors lying underneath this, like in the American case? What are the main reasons why Turkish women work? This thesis will try to bring an explanation to this, too.

1.2.2. Studies on Different Ways of Segmenting the Working Women

Although this thesis will only differentiate between the working and non-working women in assessing the impact of occupational status on buying behavior, it may be of use to know for further studies the different ways past researches have segmented working women.

Fred Reynolds, Melvin Crast and William Wells (1977) also make a similar segmentation where they identify women as the "modern feminine oriented" ones and the "traditional feminine" ones and show that they differ in their life styles. The results of their research show that modern women are more apt to agree meal preparation should take as little time as possible, and less apt to bake from scratch. They are more likely to transfer such tasks to others by eating away from home. Many of the housekeeping views expressed by traditional and modern women are moderated by employment status. For instance, the traditionally

oriented working wife is more likely than her non-working counterpart to say meal preparation should take little time, and she is less likely to bake from scratch, and the modern, non-worker is much more apt to follow routine than the modern working wife.

Rena Bartos (1976) identified women as either "career women", "just a job women" or "housewives". Rena Bartos also focused interest on the non-working women and differentiated according to the "plans to work" and "stay at home" housewife.

In her life style analysis of women in international markets, Susan Douglas (1977) differentiates French and American working women in "liberated" and "traditionalists".

Ronald Michman (1980) segmented the working women in age agroups, which were the "18 to 24" market, the "25 to 44" market and the "45 to 65" market.

The studies on different ways of segmenting working women show that working women can be either segmented according to their life styles as "modern/liberated" and "traditional" or according to the way they perceive their jobs: As "career" women and as "just a job" women. Grouping working women according to their ages also showed significant results, when studying the life style and pur-

chasing behavior of working women.

In the next section findings with regard to the shopping behavior of working and non-working women in American literature will be briefly summarized.

1.2.3. Findings With Regard to Shopping Behavior:

American Working Women Versus Non-Working Women.

One of the main researchers who put a lot of work in studying "women" is Suzanne McCall. According to a survey that was conducted in Dallas-Texas in 1976, Suzanne McCall found that in the category of shopping for food the housewife presents a somewhat different profile from the workwife. The workwife stops less often, with 53% shopping not more than once a week and she prefers afternoons and evenings, accounting for 77% of workwives as opposed to 48% of housewives. The workwife is much more likely to shop on Saturday and Sunday with some 39% making this preference.

The two most important factors in selecting a food store for 53% of workwives are "convenience" and "quality of assortment". One of the more significant differences between the 2 groups of women was the workwife's delegation of the major food shopping duties to another person (17% versus 6% of the housewives).

Suzanne McCall's projections of this study which have significance to marketing, is that convenience may replace price in economic theory. Since the workwife has 40 less hours a week to perform the shopping function, she is very dependent upon marketing efforts to provide the appropriate products and services to the market place. The convenience aspect of shopping is becoming so critical for the workwife in particular and all working women in general, that the function of price is becoming less significant.

Another researcher, Susan Douglas (1975), who has also made many researches on this topic found that both working and non-working women shopped more than once a week- but that working women were less likely to patronize neighborhood supermarkets. Results reported by Susan Douglas also suggest that working wives do not differ from non-working wives in their interest in different product benefits when buying grocery items, in the use of convenience products and services, or in grocery shopping patterns. However, the author also distinguished "progressive egaliterians" from "fashionable traditionalists" among working wives. Progressives held higher status jobs and were less convenience oriented than were traditionalists. The findings strongly suggested the need to analyse more thoroughly the distinction between professional women and working women with lower status jobs.

Michael Reilly (1982), on the other hand, examined "role overload" as a possible explanation for the lack of direct links between working-wife families and convenience consumption, where the relationship between role overload and convenience foods served did not come out to be statistically significant.

Lazer and Smallwood (1977- pp. 18-19) found that working women can justify economic expenditures for, and psychologically accept, expensive appliances and prepared foods, which may even reduce the wives' roles in important household tasks. Working wives are often unable to shop during regular retailing hours. They might prefer that sales be held in the evening.

Another study, by Burnett, Amason and Hunt (1981, p. 72) found that working women were more likely to be store loyal, to shop only one day a week, to shop in the evening, to consult advertising and take a list to the store.

According to Ronald Michmann (1980, pp. 57-58), the working woman considers convenience, availability, service and time saving more highly than price. Frozen foods would be in demand in this market. This market tends to patronize fast food franchise outlets and family style restaurants occupy a significant position in the family feeding function.

Joyce and Guiltinan (1978, p. 68), who had segmented the workwife's as "professionals" and "non-professionals" claim that the professionals have the stronger belief in their own shopping skills so that peripheral, atmospheric cues need not be relied upon. Instead in-store information is relied upon (unit pricing, price comparison) and price oriented advertising is heavily used. Non-professionals do not feel that information seeking is worthwhile. Alternatively, they may lack confidence in their ability to make price/quality comparisons, preferring to rely on brand names. Non-professional women are more convenience shoppers. Housewives are relatively well informed in terms of reading newspaper ads and using coupons. Their ability to spend more time within the store limits permits a greater opportunity for making price comparisons than in the case of non-professional. Observed mean time spent in shopping in minutes are 56.9 minutes by housewives, 53.3 minutes by professional working women and 49.7 minutes by non-professional working women.

According to Douglas and Urkan (1977), the impact of working womens' financial activities is such that working women are more likely than non-working housewives to have saving accounts, regular checking accounts and credit cards.

The American literature regarding the findings in the shopping behavior of working and non-working women in recent years shows that, there are certain differences between the two groups. The workwife shops less often, prefers afternoons or evenings, Saturdays or Sundays. "Convenience", "availability", "service" and "quality of assortment" are very important for her when shopping. Delegation of the major food shopping duties to another person is more common amongst workwives. They are less likely to patronize neighborhood supermarkets and buy more prepared or frozen foods, are more store loyal and consult more advertising than their non-working counterparts, who spend more time and make more price and quality comparisons when food shopping.

In the next section, American findings with regard to working and non-working women's life style will be summarized.

1.2.4. Findings with Regard to Life Style: American Working Women Versus Non-Working Women

A good clue towards understanding how working impacts on the consumer behavior of women is to look at both working and non-working women, each in terms of their life situations.

The basic premise of life style research is that the more one knows and understands about the customers the more effectively one can communicate and market to them. Life style patterns provide a broader view of customers, so that one can think of them more intelligently in terms of the most relevant product positioning, communication, media and promotion.

Life style analysis measures people's activities in terms of:

1. How they spend their time,
2. Their interests, what they place importance on in their immediate surroundings,
3. Their opinions in terms of their view of themselves and the world around them, and,
4. Some basic characteristics such as the stage in their life cycle, income, education and where they live (Plummer, 1974).

Results of various studies with regard to life styles of working women and housewives in America are as follows:

- The housewife favors home-centered activities which are people-centered or social in nature. The working wife is more self-centered, reflected

in activities which require no social accompaniment and are often removed from the home. It is suggested that her additional income enables her to engage in activities that are more luxurious in value and compensate for the time consumed in her work. (McCall, 1977, p. 58)

- The workwife reads the daily newspaper less often than the housewife and has a much lower incidence in watching television. (McCall, 1977, p. 59)

- Workwives are more likely to attend movies, plays, musicals or indulge in activities such as bowling than non-workwives. Much less time is devoted to shopping and much more time to eating out. (Michmann, 1980, pp. 3-4)

- Working wives are less involved in the housemaking role and more self-confident and outgoing than non-working wives. This does not apparently have any repercussions on their purchasing behavior. (McCall, 1977, p. 52)

In a study of the French and American working wife by Susan Douglas (1977, p. 54), it was seen that there were two highly similar subgroups among working wives in each country. One was a "liberated" group who thought that wo-

men should have equal status to men and that a woman's role was not necessarily confined to homemaking. The other was a group of "traditionalists" who had conservative outlooks about women's roles and were more orientated towards the home. Apart from the existence of similar subgroups it was apparent that they differed in the behavior patterns, which can perhaps be explained by different stages in the evolution of the feminist movement the two countries are in. As an example, the U.S. liberated group appeared to be more involved in housekeeping and cooking than the traditionalist group. They made less use of all types of convenience foods, were more concerned with economy, and shopped more frequently in local stores and markets than traditionalists. Husbands also participated more in shopping activities. These women were less concerned with fashion, spent less on clothes, and paid less attention to information about fashion.

In France, on the contrary, the liberated working wives tended to be heavy users of most types of convenience products and to use modern impersonal supermarkets. In addition, they were more independent and less likely to be accompanied by husbands on shopping trips. They attached more importance to being fashionable but relied less on various sources of information about what was in fashion. (Douglas, Urban, 1977, p. 51)

Obviously, Turkey is also in a different stage in the evolution of the feminist movement, but findings suggest that the trend of women in societies is a move away from traditionalists to moderates and to feminists. In this case the size of the moderate and feminist groups in Turkey may be expected to grow.

A few findings with regard to traditional, liberated and non-working women are given by Reynolds, Crask and Wells and are as follows: (Reynolds, Crask, Wells, 1977, pp. 40-41)

- Both working and non-working traditional women tend to agree more with the fact that "A woman's place is in the home" and "The father should be the boss in the house" than do their modern counterparts.
- The traditionally oriented working wife is more likely than her non-working counterpart to say meal preparation should take little time and she is less likely to bake from scratch, and the liberated non-worker is much more apt to follow routine than the modern workwife.
- Liberated women, especially if they are working, tend to read fashion oriented cosmopolitan magazines.

- Traditional women think mothers should stay at home and that boys and girls today have the same opportunities, whereas moderns' disagree.

In a nationwide study of American females, a striking demographic contrast was that the proportion of working women/women preferring the modern orientation are twice as likely to be working women who prefer traditional arrangement. Women who have opted for the modern feminine orientation differ from the traditional in a number of ways: They are more liberal in their attitudes towards life events and business, and more cosmopolitan in their interests. They are financially optimistic, but careful spenders, pragmatic about major purchases. They are very interested in personal appearance. This interest appears to underly a concern of physical conditioning and frequent participation in more strenuous leisure activities. Although modern women appear to be less satisfied with their current situation in life than do the traditionalists, they are more optimistic about the future. (Reynolds, Crask, Well, 1977, p. 39).

American findings on Life Style Researches show that workwives are engaged in more self-centered activities that require no social accompaniment or that are more luxurious in value. They are more likely to attend movies, plays and musicals. They eat out more, are more self-confident

and outgoing that non-working housewives. Housewives, on the other hand, have more home and people centered activities. They are activities more social in nature. Housewives read daily newspapers less often and watch less television. Findings which described lifestyle differences between modern/liberated versus traditionally oriented working and non-working women show that working and non-working women can also be divided into subgroups in order to understand their life style and food purchasing and preparing behavior better. In this thesis comparisons between these subgroups ("modern" versus "traditional") will not be made, instead it will be studied whether there are differences in the working and non-working Turkish women's degree of "conservativeness" and "role identity", together with other life style characteristics like: Homeliness, Innovativeness, Self Confidence, Frustration, Socialness, Intellectualness, Work Overload and Free Time Activities.

In this chapter, first the role of the women's movement in America in recent years was discussed and studies on exploring the reasons for womens' working were presented. Findings related to the purchasing behavior and life style of American working and non-working women were reviewed and the different ways working women were subgrouped were summarized, from which the writer of this thesis based her research subject on and prepared a questionnaire for the

collection of the necessary data.

The methodology and findings of the research in Turkey will be presented in the following chapter.

CHAPTER TWO

II. METHODOLOGY AND FINDINGS

2.1. THE RESEARCH METHODOLOGY

The objective of this study is to find differences in the food shopping behavior, and life styles between working and non-working women in Turkey. The study conducted has both exploratory and descriptive designs. It is exploratory as the study can be directed to increasing familiarity with the certain behaviors of women in Turkey of which little is known.

The study also fits the characteristics of a descriptive research, as it deals with the description of associations and relationships of two different groups - the working and non-working women- with regard to certain characteristics. (Churchill, 1976)

2.1.1. The Type of Data Used for the Study

For this study, primary data was made use of, meaning that the information was collected from the respondents through personal interviews.

The areas studied in the primary data collection were:

Demographic Data (years of marriage, occupation, age, number of children, etc)

Behavioral Data (what is purchased? When? Where?, How?)

and

Attitudes Data (likings, ideas, conviction, etc.)

External secondary data has also been made use of in order to form the collection of the necessary primary data. Mainly, past similar researches conducted in the U.S.A. have been studied.

2.1.2. Data Collection Procedure and Instrument

The necessary data for this study was collected by personal interviews with the help of a questionnaire, which is presented in Appendix 1. This method of data collection was chosen, as by this way, there is a greater degree of control over data gathering and the response rate is higher.

The questionnaire is a structured, undisguised one. Questions are presented with exactly the same wording and in exactly the same order to all respondents. Apart from a few open-ended questions, the responses, as well as the

questions are standardized, which has the advantage of being simple to administer and easy to tabulate and analyze (Churchill, 1976). All respondents received a questionnaire which consisted of 65 questions, where working women replied to 6 more questions in addition, with regard to their jobs.

2.1.3. Research Objective and Research Questions

The content of the questionnaire can be summarized in 6 parts, according to the information that was gathered, these being;

- a. The food shopping behavior of women
- b. Eating and food preparing habits of women
- c. Women's receptiveness to food advertisements
- d. Life styles of women
- e. Work related information (only asked to working women)
- f. Demographics.

The first 12 questions of the questionnaire are related to the respondents food shopping behavior.

The next 5 questions (Questions 13-17) concern the eating and food preparing habits of the respondents.

Questions 18-21 are asked in order to analyse the respondents receptivness to advertisements and the factors that effect them.

Questions 22 and 23 are open-ended questions. Question 22 asks the respondent whether a working mother can bring up her children well and Question 23 asks how the respondents spend their free-time. These two questions are a part of the life style analysis.

Questions 24 to 44 are statements in which the respondent is asked to describe herself in the form of a rating scale, such as:

- Yes, it describes me very well.
- It describes me partially.
- No, it doesn't describe me at all.

Questions 45 to 54 are also statments, where the respondent shows no level of agreement in a Like It scale, as follows:

- I totally agree
- I partially agree
- I partially don't agree
- I don't agree at all
- I don't know.

These statements, together with Questions 22 and 23 will be helpful in determining the life styles of the respondents, where a difference was expected to be found between working and non-working women.

The different life style characteristics that were studied, were as follows:

TABLE 2.1. LIFESTYLE CHARACTERISTICS STUDIED

- | | |
|--------------------|--------------------------|
| 1. Homeliness | 6. Intellectualness |
| 2. Innovativeness | 7. Work Overload |
| 3. Self-confidence | 8. Role Identity |
| 4. Frustration | 9. Conservativeness |
| 5. Socialness | 10. Free-Time Activities |

The statements that correspond to the first 9 characteristics will be shown in the Tables below⁽¹⁾

TABLE 2.2. HOMELINESS STATEMENTS

I like to stay at home.

I like to improve my house.

In the evening I would rather stay at home
than go out.

(1) The 10th characteristic "Free-Time Activity" is asked in Question 23 as an open-ended question. The other open-ended Question 22: "Can Workwives bring up children?", contributes to the "conservativeness" characteristics.

TABLE 2.3. INNOVATIVENESS STATEMENTS

I often try new brands before my surroundings do.
I like to try new and different things.
I like to dress well.
My friends often come to me for advice.

TABLE 2.4. SELF CONFIDENCE STATEMENTS

I like entering competitions.
I trust myself.

TABLE 2.5. FRUSTRATION STATEMENTS

If I had my life to live over, I would do
some things differently.
I often wish for the good old days.
I have a good future ahead of me.

TABLE 2.6. SOCIALNESS STATEMENTS

I like parties, where there is lots of music and talk.

We generally have friends for dinner at least once or twice a month.

I prefer to live in a big city than a small town.

TABLE 2.7. INTELLECTUALNESS STATEMENTS

I read a newspaper or magazine every day.

Television is a good free-time occupation.

TABLE 2.8. WORK OVERLOAD STATEMENTS

I sometimes have to do things which I don't really have the time and energy for.

I don't ever seem to have any time for myself.

I feel I have to do things hastily and maybe less carefully in order to get everything done.

TABLE 2.9. ROLE IDENTITY STATEMENTS

Politics is a man's affair.

The husband of a working woman should help her with her housework.

Men and women have equal rights today.

In Turkey (Germany) it is difficult for women to promote in their jobs.

For the same jobs women earn less in Turkey (Germany).

TABLE 2.10. CONSERVATIVENESS STATEMENTS

Films should be censured.

There's too much emphasis on sex today.

Today most people don't have enough discipline.

Today more rights are given to youth.

Obedience and respect are the most important values that can be taught to a child.

I dress classically.

Almost all of these statements were obtained from Susan Douglas and Christine Urban's research on "Life Style Analysis to Profile Women in International Markets." (1977, pp. 48-51), and the work overload statements are taken from

Michael Reilly's research: "The Working Wives and Convenience Consumption". (1982, p. 417).

Questions 55 to 65 are demographics and the additional 6 questions for working women are aimed at finding out what their occupations are, how long they have been working, why they are working and how they see their jobs.

2.1.4. Sample Selection

In this study, the units are working and non-working married women. Married women were chosen as they have homes with a family to shop and prepare food for.

Suzanne McCall (1977, p. 54) claims that the work-wife is very similar to the part-time working woman, suggesting that time consumed in full time work is the key factor in changing her shopping habits. So in this study, only full-time working wives have been chosen in order to avoid any complications.

For the study, 40 working and 40 non-working wives in Turkey (Istanbul) were interviewed who were from different age, educational and income levels, who had different full time jobs.

The sampling method is a non-probabilistic, convenience one.

2.1.5. The Variables Studied and Hypothesis

The hypothesis tested for this study and the corresponding variables will be given below, as well as the numbers of the questions in the Questionnaire⁽²⁾, which will be shown in brackets at the end of each variable.

HYPOTHESIS

VARIABLES

- (H₁): There is a difference in the food shopping behavior of working and non-working women.
- Number of food shopping trips made per week (Q1)
 - Day of the week shopped for food (Q2)
 - Time of the day shopped for food (Q3)
 - People food shopping is done with (Q4)
 - Time spent for food shopping. (Q5)
 - The way food shopping decisions are made (Q6)
 - Number of shops visited. (Q7)
 - Outlet preferences. (Q7)
 - Facts that effect the respondent to try a new food product. (A21)
 - Criteria looked for in outlets. (Q8)

(2) See: Questionnaire in Appendix 1.

H₂: There is a difference in the perceived advantages and disadvantages of ready made food products, working versus non-working women.

- The advantages and disadvantages of ready made food products stated. (Q9)

H₃: There is a difference in price consciousness between working women and non-working women.

- Action taken, when a high quality but expensive food product is observed in store. (Q10)
- Tendency to bargain. (Q11)
- Willingness to go a distance by transport in order to make a cheaper food purchase. (Q12)
- Criteria looked for in outlets. (Q8)

H₄: There is a difference in food preparing behavior between working and non-working women.

- Time spent for food preparation. (Q13)
- Time when food is prepared. (Q8)
- What is served to guests for tea? (Q16)

- H₅: There is a difference in eating habits between working women and non-working women.
- Meals eaten together. (Q17)
 - Number of meals eaten together. (Q17)
 - Frequency of eating out. (Q15)
- H₆: There is a difference in receptiveness to advertisements between working and non-working women.
- Number of respondents who recalled a food advertisement. (Q18)
 - The media in which the advertisement is seen or heard. (Q19)
 - The reason for remembering the advertisement. (Q20)
- H₇: There is a difference in the "Homeliness" characteristics between working and non-working women.
- The degree of self-description of the "Homeliness" statements. (Q 24, 25, 26)
- H₈: There is a difference in "Innovativeness" between working and non-working women.
- The degree of self-description of the "Innovativeness" statements. (Q 32, 33, 34, 35)

- H₉ : There is a difference in "self-confidence" between working and non-working women.
- The degree of self-description of the "self-confidence" statements. (Q 36, 37)
- H₁₀: There is a difference in "Frustration" between working and non-working women.
- The degree of self-description of the "Frustration" statements. (Q. 38, 43, 44)
- H₁₁: There is a difference in "Socialness" between working and non-working women.
- The degree of self-description of the "Socialness" statements. (Q. 27, 28, 29)
- H₁₂: There is a difference in "Intellectualness" between working and non-working women.
- The degree of self-description of the "Intellectualness" statements. (Q. 30, 31)
- H₁₃: There is a difference in "Work Overload" between working and non-working women.
- The degree of self-description of the "Work Overload" statements. (Q. 39, 40, 41)

- H₁₄: There is a difference in "Role Identity" between working and non-working women. - The degree of acceptance of the "Role Identity" statements. (Q. 45, 46, 47, 48, 49)
- H₁₅: There is a difference in "Conservativeness" between working and non-working women. - The degree of acceptance of the "Conservativeness" sentences, (Q. 51, 42, 52, 53, 54), and the opinions with regard to working mothers bringing up children. (Q. 22)
- H₁₆: There is a difference in the free time activities of working and non-working women. - The free time activities stated. (Q 23)

2.1.6. Limitations of the Study

This study has certain limitation which should be taken into account when read, which are, limitations caused by the sample size, certain parts of the questionnaire, lack of Turkish literature on the subject and not being able to use the computer for an SPSS program, as the university computer was out of order at the time of this thesis preparation.

As mentioned earlier, 80 married women, in Turkey (Istanbul) were included in this study, where half of them were working wives. This number is not sufficient enough to generalize for a country.

The limitations regarding the questionnaire are, that some respondents found some life-style sentences too personal and made them feel uneasy when answering, which leads the writer to think that some answers may not be very accurate. This reaction was especially observed amongst older and less educated respondents in both countries. The life style sentence: "I like entering competitions", was not understood well by all Turkish respondents, so it was found that this statement was not appropriate for the Turkish way of living. The writer is also convinced that it would have been useful, if the respondents were also asked, how many of their children were still living at home, in order to assess the amount of food shopping and preparation that had to be done. Instead, the number of children under the age of 20 was looked at, as it was assumed that the majority of children under the age of 20 are living at home in Turkey.

The lack of literature regarding the subjects studied in Turkey was another limitation of the study, which could have been helpful to the writer with this study. Instead, American literature was utilized and questions for the

questionnaire were chosen, which would both fit the Turkish and German cultures.

The computer being out of order during the preparation of this thesis hindered the writer to make further statistical comparisons between working and non-working women in both countries. Instead simpler cross tabulations and t-tests were made, as all calculations were made with a calculator.

2.2. RESEARCH FINDINGS

In this second part of Chapter Two, the results of the study in Turkey will be shown. First a summary of the findings will be presented in the form of tables which will be followed by hypotheses related findings.

2.2.1. Summary on the Socio-Economic Composition of Survey Respondents

In this section, the results of the frequency analyzes regarding the socio-economic composition of the sample will be illustrated in the form of a table, where a short explanation will be given at the end.

TABLE 2.11. SOCIO-ECONOMIC COMPOSITION OF
OF SURVEY RESPONDENTS

Socio-Economic Variables	Working Women		Non-Working Women	
	No.	Percent	No	Percent
<u>Years of Marriage</u>				
0 - 10	16	40	14	35
11 - 19	12	30	11	27.5
20 - 30	10	25	13	32.5
31 - more	2	5	2	5
	<u>40</u>	<u>100</u>	<u>40</u>	<u>100</u>
<u>Education Level</u>				
Primary School	2	5	5	12.5
Middle School	3	7.5	6	15
High School (Lycee)	11	27.5	13	32.5
College/University	19	47.5	15	37.5
Graduate (Masters)	5	12.5	1	2.5
	<u>40</u>	<u>100</u>	<u>40</u>	<u>100</u>
<u>Number of Children</u>				
No children	8	20	12	30
1	14	35	15	37.5
2	14	35	9	22.5
3 or more	4	10	4	10
	<u>40</u>	<u>100</u>	<u>40</u>	<u>100</u>
<u>Children under the Age of 20</u>				
No children	14	35	17	42.5
1	14	35	12	30
2	10	25	10	25
3 or more	2	5	1	2.5
	<u>40</u>	<u>100</u>	<u>40</u>	<u>100</u>
<u>Age</u>				
30 and lower	11	27.5	11	27.5
31 - 49	24	60	21	52.5
49 or more	5	12.5	8	20
	<u>40</u>	<u>100</u>	<u>40</u>	<u>100</u>

TABLE 2.11. Continued

Driving

Yes	13	32.5	6	15
No	22	55	24	60
Sometimes	<u>5</u>	<u>12.5</u>	<u>10</u>	<u>25</u>
	40	100	40	100

Daily Maid

Yes	17	42.5	4	10
No	6	15	14	35
Sometimes	<u>17</u>	<u>42.5</u>	<u>22</u>	<u>55</u>
	40	100	40	100

Bank Account Ownership

Yes	30	75	15	37.5
No	<u>10</u>	<u>25</u>	<u>25</u>	<u>62.5</u>
	40	100	40	100

Cheque Usage

Yes	4	10	3	7.5
No	<u>36</u>	<u>90</u>	<u>37</u>	<u>92.5</u>
	40	100	40	100

House Ownership

Owner	21	52.5	12	30
Tenant	14	35	22	55
Other	<u>5</u>	<u>12.5</u>	<u>6</u>	<u>15</u>
	40	100	40	100

TABLE 2.11. Continued

Occupation of Working Women

Worker	2	5	-	-
Government Employee	17	42.5	-	-
Private Sector				
Employee	18	45	-	-
Private Business	2	5	-	-
Professional	<u>1</u>	<u>2.5</u>	-	-
	40	100		

Husband's Occupation

Worker	-	-	-	-
Government Employee	10	25	12	30
Private Sector				
Employee	20	50	13	32.5
Business	3	7.5	4	10
Professional	<u>7</u>	<u>17.5</u>	<u>11</u>	<u>27.5</u>
	40	100	40	100

Source: Questions 55-66 of Questionnaire as exhibited in Appendix 1.

As seen from the above table, the socio-economic characteristics are quite alike between the two subgroups (working women versus non-working women) with regard to: Years of Marriage, education level, number of children, children under the age of 20, their ages, check usage and their husbands occupations, where non-workers are included in the samples.

On the other hand, it was observed that working women drive more and have daily helpers in housekeeping, bank accounts and own houses more than their non-working counterparts.

To describe the general characteristics of the Turkish sample, this table shows that 70% of the working women and 62.5% of the non-working women are married for less than 20 years. 75% of the working and 70% of the non-working women have finished high school or are university graduates. 70% of all women have one child or 2 children, where 70% of workwives and 72.5% of housewives have only one child or no children under the age of 20. 87.5% of the working women and 80% of the non-working women are under the age of 50, 60% of the workwives and 52.5% of the housewives being between the ages of 31-49. 75% of the workwives' husbands and 62.5% of the housewives' husbands are either government or private sector employees. 87.5% of the workwives are also government or private sector

employees.

So in general the sample can be mainly described as well educated, middle aged and middle upper class.

In the following section, findings from the summary of the socio-economic compositions which were proven to be statistically significant regarding the differences between working and non-working women will be presented. These findings are not related to the hypotheses of this research.

2.2.1.1. Findings With Regard to the Socio-Economic Compositions Unrelated to the Hypotheses

In this part of Chapter Two, the findings that are not related to the hypotheses but have statistical and explanatory value regarding some attitude differences between working and non-working women will be given.

TABLE 2.12. SOME FINDINGS UNRELATED TO THE HYPOTHESES

Variables	ψ^2 cal	d.f. (3)	α	ϕ
"Having a maid at home" and working status.	10.94	2	0.05	0.37
"Owning a bank account" and working status	11.4	1	0.05	0.63

(3) d.f. is a degree of freedom; α is significance level; cv/cc or ϕ is Cramer's V, contingency coefficient or Phi which indicates the strength of association between variables.

The above table shows that at a significance level of 0.05⁽⁴⁾ there is a difference between working and non-working women with regard to having a maid at home and owning a bank account. As can be seen from Table 2.2, workwives more often have maids at home and more often own a bank account, where the strength of association (ϕ) is more for owning a bank account (0.63) than having a maid (0.37).

In the next section, the frequency analysis of the survey respondents' food shopping behavior will be presented.

2.2.2. Summary of Survey Respondents Food Shopping Behavior

In this section working and non-working women's food shopping behavior will be presented in 2 tables. The first table will summarize the respondents food shopping "acts", and Table 2.13 will show the criteria survey respondents looked for in food outlets.

(4) For detailed information on tests and cross-tables Appendix 3 should be referred to.

TABLE 2.13. SURVEY RESPONDENTS' FOOD SHOPPING BEHAVIOR

Food Shopping Behavior	Working Women		Non-working Women	
	No.	Percent	No.	Percent
<u>Number of Food Shopping Trips per Week</u>				
1	17	42.5	4	10
2	7	17.5	17	42.5
3 or more	16	40	19	47.5
	40	100	40	100
<u>Day of the Week Food Shopped for</u>				
Monday-Friday	4	10	10	25
Saturday	22	55	6	15
No. Definite Day	14	35	24	60
	40	100	40	100
<u>Time of the Day Food Shopped For</u>				
Morning	7	17.5	17	42.5
Afternoon	5	12.5	7	17.5
Evening	22	55	2	5
No Definite Time	6	15	14	35
	40	100	40	100
<u>People Food Shopping is Done With</u>				
Alone	18	45	25	62.5
With Husband	12	30	3	7.5
With Children	5	12.5	9	22.5
Other	5	12.5	3	7.5
	40	100	40	100
<u>Time Spent for Food Shopping</u>				
1/2 hour or less	3	7.5	2	5
1/2 - 1 hour	14	35	15	37.5
1 - 2 hours	19	47.5	19	47.5
2 hours or more	4	10	4	10
	40	100	40	100

TABLE 2.13. Continued

The Way Food Shopping
Decisions are Made

A list is prepared.	14	35	14	35
Decisions are made up Before Entering Shop	18	45	16	40
Decisions are made After Entering Shop	6	15	7	17.5
Other	2	5	3	7.5
	40	100	40	100

Number of Shops Visited

1	4	10	2	5
2	11	27.5	5	12.5
3	14	35	10	25
4 or more	11	27.5	23	57.5
	40	100	40	100

Outlet Preferences

Grocers'	7	5.9	14	9.8
Supermarket	35	29.66	27	19.10
Green Grocers'	24	20.33	23	16.19
Butchers'	25	21.18	25	17.60
Market	8	6.78	17	11.97
Delicatessen	9	7.68	14	9.85
Bakers'	10	8.47	22	15.49
	118*	100	142*	100

* More than one preference reported.

Facts that Effect the
Respondent to Try a
New Food Product

I try it after my friends try it and like it.	21	52.5	15	37.5
I like to try all new food products	14	35	17	42.5
I see them in the ad- vertisements and be- come curious.	5	12.5	8	20
	40	100	40	100

Source: Questions 1-7, and 21 of Questionnaire as exhibited
in Appendix 1.

The above table shows that working women in the sample either shop once a week (42.5%) or shop 3 times or more (40%) and non-working women tend to shop twice or 3 times or more in a week which sums up to 90% of the two samples combined.

Working women also tend to shop on Saturdays and evenings, whereas non-working women do not have a definite day or time to go food shopping although mornings are favored slightly more.

Both working and non-working women shop more often alone, whereas this situation is observed stronger in the case of housewives. Apart from the alternatives of shopping with husband (seen more in the case of workwives) or children (more common amongst housewives) other replies were "shopping with friends, relatives" or "sending the porter or maid".

Both workwives and housewives spent 1/2 to 2 hours for food shopping and know what they want to buy before they enter a food store or have previously prepared a list.

It is also seen that housewives tend to visit more stores than workwives, where supermarkets and afterwards green grocers' are the mostly used stores by all women in this sample.

Findings also show that more than half of the work-wives only try a new food product after their friends try it and are pleased with it, which is followed by those who like to try new food products anyway. Amongst housewives 37.5% try it after their friends and 42.5% like trying out new food products. Both groups in this sample do not seem to be very effected by new food product advertisements.

The table on the next page indicates that "Cleanness and quality of Outlet and Products" is the most important criteria for both workin^g and non-working women.

The second and third most important criteria are "friendliness of shop assistants" and "Speed of service" for workwives and "Closeness to home" and "Prices of products" for housewives, respectively.

In the following part, the findings on the hypothesis which is related to the shopping behavior of working and non-working women will be illustrated.

2.2.2.1. Findings on the Relationship Between Food Shopping Behavior and Working Status (Hypothesis 1)

The hypothesis one, which stated that there is a difference in the food shopping behavior of working women and non-working women was supported by 6 variables at a

TABLE 2.14. CRITERIA LOOKED FOR IN FOOD OUTLETS BY SURVEY RESPONDENTS

Criteria Looked for in Food Outlets	Speed of Service		Cleanness & Quality of Outlet & Products		Friendliness of Shop Assistants		Closeness to Home		Size of Outlet & Assortments		Price of Products	
	WW n=40	NWW n=40	WW n=40	NWW n=40	WW n=40	NWW n=40	WW n=40	NWW n=40	WW n=40	NWW n=40	WW n=40	NWW n=40
	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Choices in Preference Rank												
1st	15	7.5	65	55	5	7.5	2.5	12.5	5	7.5	7.5	10
2nd	10	17.5	17.5	17.5	22.5	12.5	22.5	22.5	15	12.5	12.5	17.5
3rd	22.5	17.5	7.5	7.5	25	17.5	15	17.5	10	17.5	20	22.5
4th	15	15	5	7.5	15	2.5	22.5	20	12.5	12.5	30	20
5th	25	15	5	3	25	32.5	7.5	7.5	30	22.5	7.5	15
6th	12.5	27.5	0	2	7.5	5	30	20	27.5	27.5	22.5	15
	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>	<u>100</u>
Mean ⁽⁵⁾	3.375	3.05	5.325	4.9	3.45	3.225	3	3.525	2.7	2.87	3.15	3.42
Stan. Dev.	1.62	1.69	1.14	1.45	1.41	1.37	1.61	1.69	1.58	1.65	1.54	1.56

Source: Question 8 of the Questionnaire as exhibited in Appendix 1.

(5) In order to calculate the means in this table, values from 1 to 6 were given to the respondents choices, where the first choice was given 6 points, and the last (6th) choice, 1 point. That means that the higher the means are in value, the more those criteria are looked for amongst respondents.

significance level of 0.05 or 0.10 which is shown in Table 2.15.

TABLE 2.15. THE RELATIONSHIP BETWEEN FOOD SHOPPING BEHAVIOR AND WORKING STATUS

Variables	ψ^2 cal.	d.f.	α	cv/cc
a. Number of food shopping trips made per week and working status	12.3	2	0.05	0.39
b. Day of the week shopped for food.	6.34	2	0.05	0.28
c. People food shopping is done with	6.71	2	0.05	0.29
d. Number of shops visited.	7.79	2	0.05	0.31
e. Outlet preferences	8.79	4	0.10	0.47
f. Time of the day shopping for food.	23.92	2	0.05	0.55

According to these results housewives shop more often in a week than workwives. Working women shop on Saturdays and in the evenings. Non-working women have no definite day or time. Workwives shop alone or with their husbands, whereas non-working women go alone. Housewives visit more shops than workwives, whereas workwives prefer supermarkets and housewives' preferences are more spread out although the most visited outlet is still the supermarket.

Amongst these relationships which were proven to be statistically significant, the strongest relationship was

that between "outlet preferences" and "working status" (0.47 at a significance level of 0.10) and the weakest one was "day of the week shopped for food" and "working status" (0.28 at a significance level of 0.05).

The variables which show no relationship with working status indicate that working and non-working women behave similarly with regard to those behavioral patterns (variables), which can be seen in Table 2.4.

In section 2.2.3 the frequency analysis regarding the respondents' perceived advantages and disadvantages of ready made food will be presented.

2.2.3. Summary on the Perceived Advantages and Disadvantages of Ready Made Food by Respondents

As the table below shows, both workwives and housewives agree to the fact that the main advantage of ready made food is its "time saving" aspect.

Apart from being able to store ready made foods and their practicality when preparing meals the other mentioned advantages were: "I buy the ready made foods that I can't manage to cook myself" and "their variety" mentioned by workwives, which was also pointed out by housewives. Housewives also mentioned "availability of all fruits and

vegetables in every season" and "being able to buy complicated dishes in small portions".

Three workwives (7.5% of the total workwives) and 4 housewives (10% of the total housewives), did not give any answer for this question.

TABLE 2.16. THE PERCEIVED ADVANATAGES OF READY MADE FOOD BY RESPONDENTS

Advantages	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Time Saving	32	60.37	29	63.04
Storing	6	11.34	4	8.60
Practical	13	24.52	9	19.56
Other	2	3.77	4	8.80
	53	100	46	100

As for the stated disadvantages the table below shows that the mostly mentioned disadvantage by workwives was ready made foods not being fresh. Housewives, put stress on "lack of taste" and "bad quality" equally.

Other disadvantages stated but not shown in the above table are: "using them doesn't satisfy me", "the chemical additives" by workwives and; "they aren't clean",

Source: Question 9 of the Questionnaire as exhibited in Appednix 1.

"they go stale with time" and "they look unappetizing" by housewives.

Eleven housewives (27.5% of the total housewives) and 11 workwives (27.5% of the total workwives) did not answer this question.

TABLE 2.17. THE PERCEIVED DISADVANTAGES OF READY MADE FOOD BY RESPONDENTS

Disadvantages	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Expensive	7	16.7	8	16.70
Lack of Taste	4	9.5	11	22.90
Lack of Vitamins	6	14.2	9	18.75
Bad quality	10	23.8	11	22.90
Not Fresh	13	30.9	6	12.5
Other	2	4.9	3	6.25
	42	100	48	100

The following section will show the findings on the hypothesis as to whether workwives and housewives show differences in the way they perceive ready made food.

Source: Question 9 of the Questionnaire as exhibited in Appendix 1.

2.2.3.1. Findings on the Relationship Between Perceived Advantages and Disadvantages of Ready Made Food and Working Status (Hypothesis 2)

The hypothesis that the working women and non-working women perceive the Advantages and Disadvantages of Ready Made Food differently, was only supported by the perceived disadvantages as seen in the table below:

TABLE 2.18. RELATIONSHIP BETWEEN THE PERCEIVED DISADVANTAGES OF READY MADE FOOD AND WORKING STATUS

Variable	ψ^2 cal.	d.f.	α	cv/cc
The disadvantages of ready made food and working status	6.34	2	0.05	0.36

As disadvantages of ready made food workwives mentioned, their not being fresh and lack of vitamins. Housewives also stated lack of vitamins but more frequently mentioned disadvantage was the lack of taste. This relationship had a significance level of 0.05 and moderate (0.36) strength of association.

The next 2 parts of this chapter will be a summary of the "price consciousness" of respondents which will be followed by the related hypothesis and its findings.

2.2.4. Summary of Respondents' Price Consciousness

TABLE 2.19. PRICE CONSCIOUSNESS OF RESPONDENTS

Price Consciousness	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Action Taken, when a High Quality but expensive food product is observed in store				
I buy it straight away (without any doubts)	23	57.5	8	20
I make price/quality comparisons elsewhere and buy the expensive product if I don't find the same quality	10	25	22	55
I make price/quality comparisons and buy the cheaper one with a slightly lower quality.	2	5	2	5
I buy a cheaper one without making comparisons.	5	12.5	8	20
	40	100	40	100
Tendency to Bargain				
I always try	12	30	7	17.5
I sometimes try	18	45	28	70
I can't bargain	10	25	5	12.5
	40	100	40	100
Willingness to go a Distance by Transport in order to make a Cheaper Food Purchase				
Yes	6	15	13	32.5
No	24	60	10	25
Sometimes	10	25	17	42.5
	40	100	40	100

Source: Questions 10, 11, 12 of the Questionnaire as exhibited in Appendix 1.

The table above indicates that the workwife in this sample tends to buy a high quality but expensive food products without any doubts, whereas the housewife makes price and quality comparisons before doing so.

Seventy percent of the housewives and 45% of the workwives sometimes try to bargain.

Sixty percent of the workwives are not ready to travel in order to buy food products cheaper whereas 75% of the housewives do so, or sometimes do so. Are these statistically significant differences between working and non-working women regarding price consciousness? This question will be answered in Section 2.2.4.1.

2.2.4.1. Findings on the Relationship Between Price Consciousness and Working Status (Hypothesis 3)

The hypothesis that there is a difference in price consciousness between working and non-working women was supported by 3 relationships, which is shown in the below table.

At a significance level of 0.05 it was seen that workwives do not make price/quality comparisons when they find a high quality but expensive product (70%) whereas housewives do (60%). At a significance level of 0.10

TABLE 2.20. THE RELATIONSHIP BETWEEN PRICE CONSCIOUSNESS AND WORKING STATUS

Variables	ψ^2 cal	d.f.	α	cv/cc
Action taken when a high quality but expensive food product is observed in store and working status.	7.28	1	0.05	0.30
Tendency to bargain and working status.	5.13	2	0.10	0.30
Willingness to go a distance by transport in order to make a cheaper food purchase and working status.	14.97	2	0.05	0.43

workwives are more keen on bargaining. They always (30%) or sometimes (45%) bargain. Housewives sometimes bargain (70%). The contingency coefficient shows that these relationships are not very strong (0.30). Stronger is the relationship (0.43), that workwives will not go by transport to buy a cheaper product, whereas housewives will do so, or sometimes do so, at a 0.05 significance level.

In the next section, the frequency analysis of the survey respondents food preparing behavior will be discussed.

2.2.5. Summary of Respondents' Food Preparing Behavior

TABLE 2.21. FOOD PREPARING BEHAVIOR OF RESPONDENTS

Food Preparing Behavior	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Time Spent for Food Preparation				
1/2 hour	9	22.5	7	17.5
1/2 - 1 hour	21	52.5	15	37.5
1 hour or more	10	25	18	45
	40	100	40	100
Time When Food is Prepared				
Before meal	11	27.5	8	20
In the morning	0	0	21	52.5
The night before	14	35	2	5
When I have time	15	37.5	9	22.5
	40	100	40	100
What is Served to Guests for Tea?				
Cakes, etc. baked by me	17	42.5	26	65
Cakes, etc. bought from the bakery	14	35	5	12.5
Cakes, etc. baked for me by somebody else.	1	2.5	0	0
Do both my own baking and buy from the bakers.	8	20	9	22.5
	40	100	40	100

Source: Questions 13, 14 and 16 of the Questionnaire as exhibited in Appendix 1.

The table above shows that more than half of the workwives in these samples prepare food from 1/2 to 1 hour whereas more housewives (45% of total housewives) spend 1 hour or more.

More than half of the housewives prepared food in the morning as opposed to workwives who prepared food when they had time or the night before.

As expected, a high percentage (65%) of housewives baked for guests whereas workwives either baked (42.5%) or bought cakes from the bakery (35%).

The next section will show the statistically significant relationships, regarding food preparing behavior and working status.

2.2.5.1. Findings on the Relationship Between Food
Preparing Behavior and Working Status
(Hypothesis 4)

The hypothesis that there is a difference in the food preparing behavior between working and non-working women was supported by the relationships given in the table below.

TABLE 2.22. RELATIONSHIP BETWEEN FOOD PREPARING BEHAVIOR AND WORKING STATUS

Variables	ψ^2 cal	d.f.	α	cv/cc
Time when food is prepared and working status	31.97	3	0.05	0.63
What is served for guests and working status	6.14	2	0.05	0.28

With a high strength of association (0.63) housewives prepared food in the morning, whereas workwives prefer the night before or when they have time. Housewives bake for their guests, and so do workwives, although they buy more from the bakery than housewives. Both of these relationships had a significance level of 0.05.

The coming sections will study the eating habits of respondents with the aid of frequency tables and statistical analysis.

2.2.6. Summary of Respondents' Eating Habits

According to the table below, the meal time where families eat together most is dinner, which is followed by breakfast. In this sample housewives' families more often eat one meal together whereas 50% of workwives' families do so, and the other 50% eat twice a day together, in

TABLE 2.23. EATING HABITS OF RESPONDENTS

Eating Habits	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Meals Eaten Together				
Breakfast	20	33.33	19	29.68
Lunch	0	0	5	7.82
Dinner	40	66.66	40	62.5
None	0	0	0	0
	60	100	64	100
Number of Meals Eaten Together				
1	20	50	21	52.5
2	20	50	14	35
3	0	0	5	12.5
	40	100	40	100
Frequency of Eating Out				
Once a Week	5	12.5	11	27.5
Twice a Week or More	8	20	0	0
Once a Month	15	37.5	4	10
Twice a month	6	15	8	20
Others	6	15	3	7.5
	40	100	40	100

Source: Questions 15, 17 of the Questionnaire as exhibited in Appendix 1.

general being breakfast and dinner.

27.5% of the housewives go out to eat once a week and 37.5% of workwives once a month. Although these are the highest percentages observed, it must be noted that 20% of workwives eat out twice a week or more, whereas no housewife does this in the sample.

2.2.6.1. Findings on the Relationship Between Eating Habits and Working Status (Hypothesis 5)

The hypothesis that there is a relationship in the eating habits between working and non-working women was not supported significantly.

In the next section it will be discussed how strongly the respondents are affected by advertisement and by which media.

2.2.7. Summary of Respondents' Receptiveness to Food Advertisements

The below table shows that slightly more non-working women (10% more) recalled a food advertisement and almost all respondents in the survey saw advertisements on television.

The reasons for remembering the advertisement vary a lot, as can be seen from the table. The most commented reasons amongst workwives were "repetition" and "It's a product I use or like". The housewives put more emphasis on the advertisement advertising a new product and once again: "Repetition".

TABLE 2.24. RESPONDENTS RECEPTIVENESS TO FOOD ADVERTISEMENT

Receptiveness to Advertisements	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Number of Respondents Who Remembered a Food Advertisement	30	75	34	85
The Media the Advertisement is seen or heard				
Television	30	100	33	97
Radio	0	0	1	3
Newspaper/Magazine	0	0	0	0
	30	100	34	100
The Reasons for Remembering the Advertisement				
Repetition	7	18.4	5	20
Seen Between Films	5	13.15	3	12
Seen on its own	3	7.8	0	0
New Product	5	13.15	8	32
Music	3	7.9	0	0
It's a product I use/like	7	18.4	0	0
Appetizing	2	5.3	2	8
Very annoying/stupid	2	5.3	0	0
Slogan	2	5.3	0	0
My children like the advertisement	2	5.3	2	8
Others	0	0	5	20
	38	100	25	100

Source: Questions 18, 19, 20 of the Questionnaire as exhibited in Appendix 1.

Reasons mentioned by housewives and that are put under the heading, "Others" are as follows: "Being an import food product, being a very convincing advertisement, salesmen coming to the door and giving free samples and a reduction card, being an advertisement with high claims, pretty ladies".

2.2.7.1. Findings on the Relationship Between Respondents' Receptiveness to Food Advertisements and Working Status (Hypothesis 6)

The hypothesis that there is a difference in the working and non-working women's receptiveness to food advertisements was not supported significantly.

The following sections will summarize and discuss the findings related to certain aspects of the respondents life styles.

2.2.8. Summary of Respondents' Lifestyles

In this section a frequency analysis of respondents' various lifestyle characteristics will be presented in the form of four tables. The first table consists of "homeliness", "Innovativeness", Self Confidence", "Frustration", "Socialness", "Intellectualness" and "Work Overload", where the respondents were asked how well the statements

describe them. The second table includes statements with regard to "Role Identity", "Conservativeness" and the degree to which the respondents agree to them. The third table is also a part of "Conservativeness" but is introduced in another table as it was an open-ended question. The fourth and last table presents the "Leisure-time activities" of the respondents.

According to the means of the different life styles components, which consist of sentence groups, the following results can be stated for the sample.

The means of the "Homeliness" and "Innovatives" sentences all varied between "It describes me well" and "It partially describes me", with the exception of "I often try new brands before my surroundings do", which had a mean between "It partially describes me" and "It doesn't describe me at all" for workwives.

"I like parties where there is a lot of music and talk" does not seem to describe both groups of women very well, whereas the rest of the "Socialness" sentences and "Intellectual" sentences describe work and housewives moderately well.

The self confidence sentences seem to describe the workwife considerably more than the housewives, and so do

TABLE 2.25. LIFESTYLE OF RESPONDENTS (I)

Lifestyle	Working Women (n=40)			Non-Working Women (n=40=			Mean		Stan	De
	It describes me well (%)	It partially describes me (%)	It doesn't describe me at all (%)	It describes me well (%)	It partially describes me (%)	It doesn't describe me at all (%)	WW	NWW	WW	NW
<u>Homeliness</u>										
I Like to stay at home.	30	42.5	27.5	30	45	25	2.02	2.06	0.76	0
I like to improve my house	70	20	10	67.5	17.5	15	2.59	2.52	0.66	0
In the evening I would rather stay at home than go out	45	40	15	42.5	35	22.5	2.29	2.19	0.72	0
<u>Innovativeness</u>										
I often try new brands before my surroundings do.	15	45	40	32.5	45	22.5	1.74	2.1	0.7	0
I like to try new and different things.	52.5	37.5	10	50	27.5	22.5	2.42	2.27	0.68	0
I like to dress well	52.5	37.5	10	60	25	15	2.42	2.44	0.73	0
My friends often come to me for advice	35	62.5	2.5	45	40	15	2.32	2.3	0.51	0
<u>Self Confidence</u>										
I trust myself	77.5	15	7.5	45	42.5	12.5	2.7	2.32	0.6	0
I like entering competitions	30	62.5	7.5	15	20	65	2.22	1.5	0.57	0
<u>Frustration</u>										
If I had my life to live over I would sure do some things differently.	50	27.5	22.5	32.5	42.5	25	2.27	2.07	0.62	0
I often wish for the good old days.	27.5	32.5	40	30	25	45	1.87	1.84	0.53	0
I have a good future ahead of me	32.5	52.5	15	10	52.5	37.5	2.17	1.72	0.67	0
<u>Socialness</u>										
I like parties where there is a lot of music and talk.	25	37.5	37.5	25	35	40	1.87	1.84	0.72	0
We generally have friends for dinner at least once or twice a month.	32.5	42.5	22.5	50	32.5	17.5	2.04	2.32	0.74	0
I prefer to live in a big city than a small town.	70	20	10	60	22.5	17.5	2.59	2.42	0.66	0
<u>Intellectualness</u>										
I read a newspaper or magazine every day.	62.5	25	12.5	72.5	15	12.5	2.49	2.59	0.7	0
Television is a good free-time occupation	35	42.5	22.5	42.5	32.5	25	2.12	2.17	0.75	0
<u>Work Overload</u>										
I sometimes have to do things which I don't have the time and energy for.	80	12.5	7.5	15	42.5	42.5	2.72	1.42	0.64	0
I don't ever seem to have time for myself	70	17.5	12.5	15	47.5	37.5	2.57	1.77	0.68	0
I feel I have to do things hastily & maybe less carefully in order to get everything done.	57.5	27.5	15	20	30	50	2.42	1.69	0.70	0

Source: Questions 24-45 of the Questionnaire as exhibited in Appendix 1.

In order to calculate the means in this table, values from 1 to 3 were given to the respondents choices, where: "It describes me well" was rated 3 points; "It partially describes me" was rated 2 points and "It doesn't describe me at all" was rated 1 point.

the "Frustration" sentences, although "I often wish for the good old ways" did not describe either working women or non-working women very well.

The lowest mean score was the housewives' answer to the sentence: "I have a good future ahead of me" which was 1.72, a value that lies between "It does not describe me at all" and "It partially describes me".

The greatest difference amongst all sentence groups were seen in the "Work Overload" sentences. These sentences described the workwife quite well, whereas the opposite can be said for housewives.

Amongst the "Role Identity" sentences both groups of women totally or partially agree that husbands should help working women with the housework and that men and women should have equal rights. The other sentences means varied between partially agreeing and partially not agreeing within both groups.

The "Conservativeness" sentences were also generally agreed on or partially agreed on by both working and non-working women, where the only difference was seen in the sentence "Films should be censured". The housewives partially agreed on this, whereas the workwives' opinions were something between partially agreeing and partially not agreeing.

TABLE 2.26. LIFESTYLE OF RESPONDENTS (II)

Lifestyle	I totally agree		I partially agree		I partially don't agree		I don't agree at all		I don't know		Mean		St
	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	
<u>Role Identity</u>											n=40	n=40	
Politics is a man's affair	12.5	20	32.5	35	55	45	0	0	0	0	2.57	2.75	0.7
The husbands of a working woman should help her with the housework.	70	55	30	30	0	0	0	15	0	0	3.7	3.25	0.6
Men and women have equal rights today	47.5	42.5	35	40	5	10	2.5	0	10	7.5	3.41	3.35	0.5
In Turkey it is difficult for women to promote in their jobs.	10	7.5	42.5	42.5	35	37.5	5	2.5	7.5	10	2.56	2.6	0.7
For the same job women earn less in Turkey	22.5	32.5	27.5	32.5	45	20	5	10	0	5	2.75	2.92	0.8
<u>Conservativeness</u>													
Films should be censored.	22.5	35	32.5	35	42.5	25	2.5	5	0	0	2.75	3.0	0.8
There is too much emphasis on sex today.	47.5	42.5	35	40	17.5	15	0	2.5	0	0	3.3	3.22	0.7
Today most people don't have enough discipline.	52.5	57.5	35	37.5	10	5	2.5	0	0	0	3.37	3.52	0.7
Today, more rights are given to youth.	32.5	57.5	57.5	27.5	2.5	5	7.5	10	0	0	3.15	3.32	0.8
Obedience & respect are the most important values that can be taught to a child.	47.5	62.5	40	25	12.5	12.5	0	0	0	0	3.35	3.5	0.

Source: Questions 45-54 of the Questionnaire as exhibited in Appendix 1.

In order to calculate the mean in this table, values from 1 to 4 were given to the respondents choices, where: "I totally agree" equaled 4 points, "I partially agree" equaled 3 points, "I partially don't agree" equaled 2 points and "I don't agree at all" equaled 1 point. "I don't know" wasn't given a value.

TABLE 2.27. RESPONDENTS' CHILD UPBRINGING OPINIONS

Child Upbringing Opinion	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Can a Working Mother Bring her Children up well?				
No	18	45	24	60
Yes	22	55	16	40
	40	100	40	100

Source: Question 22 of the Questionnaire as exhibited in Appendix 1.

With regard to child upbringing, which is also a part of the "Conservativeness" component, this table shows that working women are almost divided into 2 as to whether they can bring up children well.

The last life style component which is studied is the respondents leisure time activities which will be presented in the next section.

In the table below it is seen that 32.5% of the workwives stated two leisure time activities, whereas 30% of housewives only stated one activity. Workwives who claimed they had no free-time were 25% of all the workwives and for housewives this amounted to 12.5%.

TABLE 2.28. RESPONDENTS LEISURE TIME ACTIVITIES

Leisure Time Activities	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Number of Leisure Time Activities				
Have no free time	10	25	5	12.5
1	10	25	12	30
2	13	32.5	9	22.5
3	4	10	8	20
4	3	7.5	6	15
	40	100	40	100
Types of Leisure Time Activities				
Visiting/Entertaining friends	9	21.9	8	17
Resting	5	12.2	3	6.4
Knitting, Sewing, Handwork	7	17.2	8	17
Reading	3	7.3	8	17
Watching TV	3	7.3	4	8.5
Walking	1	2.4	3	6.4
Playing cards	4	9.7	7	14.9
Housecleaning	4	9.7	4	8.5
Going to Theatre/Cinema	2	4.9	1	2.15
Entertaining my children	3	7.3	0	0
Listening to music	0	0	1	2.15
	41	99	47	100

Source: Question 23 of the Questionnaire as exhibited in Appendix 1.

The types of activities stated varied a lot, where the comment "I don't have free time" was stated by work-wives more than any other answer. "Visiting" and "entertaining" stood at the top of the list for both groups, followed by "card playing" in the case of non-working women, and by "knitting, sewing, handwork", by the working counterpart.

2.2.8.1. Findings on the Relationship Between Respondents
Various Life Style Components and Working Status
(Hypothesis 7 to 15)

In this section all hypotheses regarding the differences of working and non-working women in certain aspects of their lifestyles and their statistical findings will be shown in the form of tables, here a short explanation will be made afterwards.

A) Hypothesis 7: "Homeliness" and Working Status

No relationship was found between the "Homeliness" statements and working status which caused the hypothesis to be rejected.

B) Hypothesis 8: "Innovativeness" and Working Status

The hypothesis that there is a difference between working and non working women in "Innovativeness" was only supported by one innovativeness sentence, this being, as shown in the below table.

TABLE 2.29. RELATIONSHIP BETWEEN "INNOVATIVENESS" AND WORKING STATUS

Variable	t-calculated	d.f.	α
"I often try new brands before my surroundings do" and working status	2.2	78	0.05

The statement given in the table above described at a significance level of 0.05 by both working and non-working women partially where it described work wives who had a mean value of 1.74 slightly better than housewives with a mean value of 2.1,⁽⁸⁾

The standard deviations were 0.7 and 0.74 for working and non-working women respectively.

(8) The way the mean values are calculated are exhibited on page

C) Hypothesis 9: "Self Confidence and Working Status

The hypothesis that there is a difference in the working and non-working womens' degree of self confidence was accepted by the two statements, shown in the table below:

TABLE 2.30. RELATIONSHIP BETWEEN "SELF CONFIDENCE" AND WORKING STATUS

Variables	t-cal	d.f.	α
"I trust myself" and working status	2.6	78	0.05
"I like entering competitions" and working status	3.21	78	0.05

A great majority of workwives felt they trusted themselves (mean value = 2.7, Stan. Dev.: 0.6) whereas housewives either trusted themselves like workwives or partially trusted themselves (Mean Value = 2.32, Stan. Dev.: 0.69).

Working women partially like entering competitions (Mean Value = 2.22, Stan. Dev. = 0.57) whereas the majority of housewives do not like doing so. (Mean Value = 1.5, Stan. Dev. = 0.74)

Both relationships have a significance level of 0.05.

D) Hypothesis 10: "Frustration" and Working Status

The hypothesis that there is a difference in the levels of frustration between working and non-working women was only supported by one statement, this being:

TABLE 2.31. RELATIONSHIP BETWEEN "FRUSTRATION" AND WORKING STATUS

Variables	t-cal	d.f.	α
"I have a good future ahead of me" and working status	3.21	78	0.05

More than half of all women feel the above statement described them partially, where the majority of the rest of the workwives (Mean Value = 2.17), Stan. Dev. = 0.67) think they have a good future ahead of them and housewives feel the entire opposite (Mean Value = 1.72, Stan. Dev. = 0.63).

E) Hypothesis 11: "Socialness" and Working Status

The hypothesis that there is a difference in the degree of socialness between working and non-working women was supported by only one relationship, at a 0.10 level of significance.

TABLE 2.32. RELATIONSHIP BETWEEN "SOCIALNESS" AND WORKING STATUS

Variable	t-cal	d.f.	α
"We generally have friends for dinner at least once or twice a week" and working status	1.69	78	0.10

More housewives have friends for dinner at least once or twice a week (Mean Value = 2.04, Stan. Dev. = 0.74) whereas this partially describes the workwife (Mean Value = 2.32, Stan. Dev. = 0.80). This relationship has a significance level of 0.10.

F) Hypothesis 12: "Intellectualness" and Working Status

The hypothesis that there is a difference between working and non-working women's intellectual level was rejected, as it was not supported by the two statements and the degree they described both groups of respondents.

G) Hypothesis 13: "Work Overload" and Working Status

The hypothesis that there is a difference in work overload between working and non-working women was supported by all 3 "overload" statements asked to the respondents.

TABLE 2.33. RELATIONSHIP BETWEEN "WORK OVERLOAD" AND WORKING STATUS

Variables	t-cal	d.f.	α
I sometimes have to do things which I don't really have the time and energy for.	8.6	78	0.05
I don't ever seem to have time for myself.	5.33	78	0.05
I feel I have to do things hastily and maybe less carefully in order to get everything done.	4.32	78	0.05

All 3 statements described the workwives very well by a high percentage (Mean Values = 2.72, 2.57, 2.42 and Stan. Dev. = 1.42, 1.77, 1.69) but either partially described housewives or did not describe them at all (Mean Values = 1.42, 1.77, 1.69 and Stan. Dev. = 0.59, 0.61, 0.65). All 3 relationships had a significance level of 0.05.

H) Hypothesis 14: "Role Identity" and Working Status

The hypothesis that there is a difference in the role working and non-working women identify themselves with, was not supported statistically.

J) Hypothesis 15: "Conservativeness" and Working Status

The hypothesis that there is a difference in the level of conservativeness between working and non-working women was also rejected.

K) Hypothesis 16: "Leisure Time Activity" and Working Status

The last hypothesis of the study, which claimed that there was a difference in the leisure time activities between working and non-working women was rejected, too. The leisure-time activities stated by the two groups did not show any significant difference.

In the next section a summary will be presented regarding working women and their jobs.

2.2.9. Summary on Working Womens' Opinions Concerning Their Jobs

The table below shows that 90% of the working women are pleased or partially pleased with their jobs, they mainly work due to financial reasons or for self realization and more than half can not think of sitting at home until they retire. Half of the sample have been working for 11 years or more and see their job as a career.

TABLE 2.34. WORKING WOMEN'S OPINIONS CONCERNING THEIR JOBS

Working Women and Their Jobs	Number	Percent
Are you pleased with your job?		
Yes	20	50
No	4	10
Partially	16	40
	40	100
Why are you working?		
I have to work due to financial reasons	15	37.5
To buy myself small luxuries.	3	7.5
Because I get bored sitting at home	4	10
For self-realization	14	35
Other	4	10
	40	100
Number of Working Years		
5 years or less	6	15
5 - 10	14	35
11 or more	20	50
	40	100
How Long do you intend to continue working?		
I intend to work as long as I have to financially	10	25
I intend to work until I have a child	4	10
I can't think of sitting at home until I retire	24	60
Other	2	5
	40	100
Do you see your job as "just a job" or as a "career"?		
Just a job	17	42.5
A career	23	57.5
Other	0	0
	40	100

Source: Questions 67-71 of the Questionnaire as exhibited in Appendix 1.

The following and last chapter of this thesis will summarize and present the conclusions of this study and discuss its implications to the Turkish marketer and researcher.

CHAPTER THREE

III. SUMMARY, CONCLUSIONS AND IMPLICATIONS

This research aims to study the differences between working and non-working women in their food shopping behavior and life style in Turkey (Istanbul).

The study included 40 working and 40 non-working married women, which added upto a total of 80 respondents. The sample can be described as well-educated, middle aged and middle upper class.

The study conducted has both exploratory and descriptive designs, where the necessary data was collected by filling in a questionnaire with the help of an interviewer. The questionnaire included questions regarding food shopping behavior eating and food preparing habits, and finally various life style components. The data collected was analysed by using cross-tabulations and t-tests.

The conclusions and implications of this study will be discussed in two sections:

- a) Conclusions of the survey findings and its implications to the marketer.
- b) Implications of the study for the researcher.

3.1. CONCLUSIONS OF THE SURVEY FINDINGS AND ITS IMPLICATIONS TO THE MARKETER

In this section of Chapter Three, the findings of the survey will be given together with their implications to the marketer.

- Shopping Behavior

Findings show that workwives are divided into 2 categories with regard to their frequency of shopping per week. These 2 categories are, those who only go food shopping once in a week and those who go more often, like housewives. Workwives shop more often on Saturdays and generally alone. Evenings is the preferred time of the day. Non-working women have no definite day for food shopping, but they prefer mornings and shop alone. Workwives visit less food outlets than housewives and use supermarkets more often, although supermarkets are the most visited outlet by housewives too. This was followed by green grocers and butchers for all the Turkish women,

which might implicate that the fresh vegetable, fruit and meat sections of supermarkets do not come up to the required standards for many women.

The majority of women ranked "quality and cleanness" of product and outlet as the first criteria looked for in choosing a food store. Ready made food is mostly seen as "time saving", where the comments regarding their disadvantages were: lack of taste, lack of vitamins, expensive or not fresh. As can be seen apart from expensiveness the stress is on the fact that ready made foods lack the qualities of "fresh" foods, in many ways.

- The Perceived Disadvantages of Ready Made Food:

A disadvantage that was approximately stated by every fourth Turkish woman included in this sample was ready made foods (in this case what was meant was canned and bottled foods) being stale, or having bad quality. It must be pointed out that these are actually not the disadvantages of ready made foods, but more a "consumer complaint" of a situation which should not normally occur.

- Price Consciousness:

Workwives do not make price and quality comparisons and buy high quality and, if necessary, expensive food pro-

ducts. Workwives tend to bargain more than housewives, but are not ready to go by transport in order to buy a food product cheaper, whereas housewives do.

- Food Preparation:

Housewives prepare meals in the mornings and workwives prefer to prepare food the night before or whenever they have time. There is no difference in the time spent for food preparation, which shows that workwives cook at different times instead of cooking simpler and faster meals before meal-times.

Both housewives and workwives bake for their guests whereas workwives also buy from the bakery sometimes.

Dinners are the meal-times where the family comes together.

- Receptiveness to Food Advertisements:

It was also found that television was the only media, which was also very effective as over 80% of all women could recall a food advertisement.

- Implications to the Marketer:

These findings show that since the workwife has less time to shop for food the convenience aspect plays an important role for her, where the function of price is becoming less significant. This was evidenced by the lower incidence of visiting many stores, mainly preferring supermarkets where almost all food products can be bought, making less price/quality comparisons and not travelling a distance in order to buy a cheaper food product.

Outlets which recognize this factor maybe successful in marketing if they offer fast service, door-to-door delivery, good location of outlet, later hours and large assortments together with cleanness and good quality of food products.

As supermarkets are starting to become the focus of food shopping, packaging will also play an important role in the marketing mix of food producers. A negative packaging attribute can sometimes enhance product quality. Packaging is not only important for protection and preserving the quality of the food products but is also a vehicle of promotion. Packaging provides the manufacturer with the final opportunity to persuade buyers to buy their product when shoppers pass down the aisles they are exposed to packages just as they are exposed to other forms of

promotion.

The findings also point out the fact that supermarkets may attract more attention by improving their fruit-vegetable and meat counters as most women who use supermarkets also go to green-grocers and butchers.

It is also useful for all food outlet owners to know that high quality and cleanness are the most important criterias looked for by shoppers regarding shops and their products.

As "time saving" was the most stated advantage for ready made food, advertisements for these products can mainly emphasis on this, especially to attract the working women. But above all, the quality of these products must be improved, as they appear to have the bad image of having low quality and being stale, which is unforgivable for consumers, as they already perceive ready made food as being not fresh with lack of vitamins and taste.

The facts that working women are mainly short of time, prepare meals the night before or whenever they have time and feel they have "work overload" (this will be explained in later paragraphs) bring the opportunities for frozen food to be produced and marketed in Turkey. Frozen food will not only bring the advantage of time

saving and convenience but will also save 30% of the vegetables and fruits which are grown in Turkey and are disposed of due to problems like transportation, low economic value and restricted marketing possibilities. (Milliyet Gasetesi, 1984) Disadvantages like lack of freshness and vitamins are also brought down to a minimum through frozen food, but brings the necessity of a deep freeze or a food deep freeze section of a refrigerator with it.

Food markets are also advised to use television as a media, as it is the only effective media for food advertising.

- Life Style Components

The next paragraphs will involve the life styles of Turkish women, and show some differences between working and non-working women with regard to various aspects.

The basic premise of life style research is that the more you know and understand about your customers the more effectively you can communicate and market to them. (Plummer, 1974, p. 39)

Most women like to improve their homes. Housewives are slightly more keen on trying new things before other people in their surroundings do.

Workwives trust themselves more, and are more keen on entering competitions.

Workwives are slightly more optimistic in believing they have a good future ahead of them.

Housewives have more guests for dinner compared to workwives.

Working women feel that they sometimes do things, which they do not really have the time and energy for. They also feel that they do not even have time for themselves and do things hastily and maybe less carefully in order to get things done.

The findings of this study in general indicate that there are certain differences between working and non-working Turkish women in their food shopping behavior, price consciousness, food preparation and certain lifestyle components which show that it might be necessary for the Turkish food manufacturers and marketers to take this into consideration and perceive working wives as a market segment on its own.

In the next and last section of this study, implications to the researcher regarding this study will be presented.

3.2. IMPLICATIONS OF THE STUDY FOR THE RESEARCHER

In this section certain suggestions for future studies are going to be given which will be followed by the general contributions of the study.

This thesis studied certain differences in the food shopping behavior and life style of working and non-working women and proposes some areas for future studies.

The sample in this study only represented a certain group in the Turkish society. It is therefore suggested to study different groups to be more helpful to the marketer in decision making.

This study puts emphasis on shopping for food and pointed out the necessity of convenience in food shopping especially for working married wives. Studies regarding the purchasing and using of convenience food would also be very useful.

It was also observed that life styles of women do not differ very significantly depending on their working status.

It is necessary to classify working women according to their different life-styles and look for relationships

between these subgroups and their food shopping behavior, instead of taking working women as a whole. Useful information may also be found if the relationship of food shopping behavior and working women were studied according to their years of marriage, age, number of children, education and the way they perceive their jobs, (career? just a job?). These groupings could also be applied on housewives, too, in order to make comparisons.

This study had two important contributions, these being to literature and to the marketer.

It contributes to literature as this study differentiates working and non-working women- which is a subject that has been hardly studied, whilst the important role of working women is increasing.

It contributes to the marketer, by helping them to understand and get to know their market in order to take the right marketing decisions.

APPENDICES

APPENDIX 1

QUESTIONNAIRE

1. Evin yiyecek ihtiyacını karşılamak için kaç kere alışverişe çıkıyorsunuz?

0 1 2 3 veya daha fazla

2. Genellikle haftanın hangi günlerinde yiyecek alışverişine çıkarsınız?

P.tesi-Cuma Cumartesi Belli bir günüm yoktur

3. Genellikle günün hangi saatinde yiyecek alışverişine çıkarsınız?

Sabah Öğle Akşam Belli bir saatim yoktur

4. Yiyecek alışverişine kişilerle çıkarsınız?

Kendim Kocam Çocuklarım Diğer _____

5. Yiyecek alışverişine ne kadar zaman harcıyorsunuz?

1/2 saatten az 1/2 saat- 1 saat
1-2 saat 2 saatten fazla

6. Yiyecek alışverişine etmeden önce:

Alacaklarımı liste halinde yazarım.

Alacaklarım önceden aklımda belirlenmiştir.

Alacaklarımı dükkana girdiğim zaman kararlaştırırım.

Diğer _____

7. Nerelerden alışveriş ediyorsunuz? (Bir veya daha fazla şıkki işaretleyebilirsiniz.)

Bakkal	Süpermarket	Manav	
Kasap	Pazar	Şartküteri	Fırın

8. Gıda maddesi satan bir dükkanın taşınması gereken özelliklerini 1 - en önemli olmak üzere 6 ya kadar sıralayınız.

- () Dükkanındaki servisin hızlılığı
- () Dükkanın ve satılan mamüllerin temizliği ve kalitesi
- () Dükkanda çalışanların davranışları
- () Evime olan yakınlığı
- () Dükkanın büyüklüğü/çeşitlerin bolluğu
- () Mamüllerin fiyat durumları

9. Kullandığınız hazır yiyecek mamüllerinin sizce avantaj ve dezavantajları nelerdir.

Avantajlar

Dezavantajlar

10. Beğendiğiniz kalitede fakat yüksek fiyatı olan bir besim mamülü gördüğünüzde ne yaparsınız?

() Hiç aldırmanm hemen alırım.

() Başka dükkanları dolaşır aynı kalitede fakat daha ucuzunu bulamazsam, döner kaliteli mamülü alırım.

() Başka dükkanları dolaşır biraz daha büyük kalitede ve fiyatta olanını alırım.

() Daha düşük kalitede ve daha ucuz olanını alırım.

11. Girdiğiniz bir dükkanda pazarlık şansınızı dener misiniz?

() Her zaman denerim () Bazen denerim

() Hiç pazarlık yapamam

12. Aradığımız malın daha ucuz olduğunu bildiğiniz bir süpermarket, bakkal v.s. a gitmek için bir dolmuşluk mesafeyi göze alırmısınız?

() Evet () Hayır () Bazen () Diğer _____

13. Günlük yemeği hazırlarken ne kadar zaman harcarsınız?

() 0 () 1/2 saat () 1/2 - 1 saat

() 1 saatten fazla

14. Ne zaman yemek yaparsınız?

() Yemekten hemen önce () Sabahtan

() Bir gece evvelden () Ne zaman boş zamanım olursa

() Diğer

15. Ne kadar sıklıkta dışarıda yemek yersiniz? (Lokanta, akraba, dost)
- () Haftada bir kere () Haftada 2 veya daha fazla
() Ayda 1 kere () Ayda 2 kere () Diğer _____
16. Evde çaya misafir geldiğinde ne ikram edersiniz?
- () Evde hazırladığım pasta, kek nevi yiyecekler
() Pastaneden aldığım pasta, kek nevi yiyecekler
() Başkalarının benim için hazırladığı pasta, kek nevi yiyecekler
() Diğer _____
17. Hangi öğünlerde aile hep birlikte yemek yer? (Birden fazla işaretleyebilirsiniz.)
- () Kahvaltı () Öğle () Akşam () Hiçbiri
18. Sen hatırladığınız besin maddesiyle ilgili reklam nedir?
19. Bu reklamı nerede seyrettiniz veya okudunuz?
- () Televizyonda () Radyoda
() Dergi, gazete () Hatırlamıyorum
20. Bu reklamı sizce hangi özelliğinden dolayı hatırladınız?

21. Genellikle yeni bir besin maddesi denemenizi en çok hangi faktörler etkiler?

() Arkadaşlarımla ve yakınlarımla kullanıp memnun kalması.

() Gördüğüm yeni besin maddelerini denemeyi zaten severim.

() Reklamlarda görüp merak ederim.

22. Sizce çalışan bir anne çocuğuna iyi bakabilir mi?

23. Boş zamanlarınızı nasıl değerlendirirsiniz?

Aşağıdaki cümleleri size uygunluk derecelerine göre işaretleyiniz.

Bana çok
Uyuyor

Bana biraz
Uyuyor

Bana Hiç
Uymuyor

24. Evde Oturmayı çok severim.

25. Evimi güzelleştirmeyi çok severim.

26. Akşamları çıkmak-tansa evde oturmayı tercih ederim.

27. Bol sohbet ve dans olan partileri severim.

28. Evimize ayda en az 2 kere yemeğe misafir gelir.

29. Küçük şehirdense, büyük şehirde yaşamayı tercih ederim.

Bana Çok
Uyuyor

Bana Biraz
Uyuyor

Bana Hiç
Uymuyor

30. Hergün muhakkak gazete veya dergi okurum.
31. Televizyon başta gelen eğlence kaynağıdır.
32. Yeni bir mamülü genellikle çevremden önce denerim.
33. Yeni ve değişik şeyleri denemeyi severim.
34. İyi giyinmeyi çok severim.
35. Arkadaşlarım bana sık sık fikir danışmaya gelirler.
36. Yarış müsakebalarına katılmaktan hoşlanırım.
37. Güvenim yerindedir.
38. Beni parlak bir gelecek bekliyor.
39. Bazen zamanımın ve enerjimin yeterli olmadığı işler yapmak zorunda kalıyorum.
40. Kendime hiç zaman ayıramıyorum.
41. Her işe yetişebilmek için işlerimi daha az dikkatle yapıyorum.
42. Genellikle klasik giyinirim.
43. Keşke eski güzel günler geri gelse.

Bana Çok
Uyuyor

Bana Biraz
Uyuyor

Bana Hiç
Uymuyor

44. Eğer tekrar yaşama başlamaya fırsatım olsa,
kesinlikle birçok şeyi değişik yapardım.

Aşağıdaki cümleleri katılma derecelerine göre işareleyiniz.

Tamamiyle
Katılıyorum

Kısmen
Katılıyorum

Hiç
Katılmıyorum

Fikrim
Yok

45. Çalışan kadın a erkek ev işlerinde yardım
etmelidir.

46. Politika erkek işidir.

47. Kadın ile erkek bugün eşit haklara sahiptir.

48. Türkiye'de kadının işinde yükselmesi çok
zordur.

49. Türkiye'de kadınlar aynı iş için erkek-
lerden daha düşük ücret alıyorlar.

50. Gençliğe bugün daha çok haklar tanınıyor.

51. Filmler sansür edilmelidir.

52. Günümüzde seks çok fazla vurgulanıyor.

53. Günümüzde çoğu insanlarda disiplin eksikliği.

54. İtaat ve saygı çocuğa öğretilebilecek en
önemli vasıflardır.

55. Kaç senedir evlisiniz?
56. Eğitim durumunuz?
- () İlkokul () Ortaokul () Lise
() Üniversite () Master/Doktora
57. Kaç çocuğunuz var?
58. Kaç yaşındalar?
59. Yaşınız: () 30 dan küçük
() 31 - 49
() 49 dan büyük
60. Araba kullanıyor musunuz?
- () Evet () Hayır () Bazen
61. Ev işlerinde size hergün yardım eden biri var mı?
- () Evet () Hayır () Bazen
62. Banka hesabınız var mı? () Evet () Hayır
63. Çek kullanır mısınız? () Evet () Hayır
64. Eviniz: () Kendinizin () Kirada oturuyorsunuz
() Diğer _____

65. Beyinizin mesleđi nedir?

(The following questions were only asked to workwives.)

66. Mesleđiniz nedir?

67. İşinizden memnun musunuz?

() Evet () Hayır () Kısmen

68. Niçin çalışıyorsunuz?

- () Ekonomik açıdan mecbur olduğum için.
- () Kendime ufak tefek lüksler karşılamak için
- () Evde oturmaktan sıkıldığım için.
- () Çalışırken kendi benliğimi bulduğum için.
- () Diğer:

69. Kaç senedir çalışıyorsunuz?

70. Çalışma hayatınıza ne kadar süre devam etmek istiyorsunuz?

- () Ekonomik açıdan mecbur olduğum sürece çalışmayı düşünüyorum.
- () Çocuğum olana kadar çalışmayı düşünüyorum.
- () Çalışmadan evde oturmayı emekliliğime kadar düşünemiyorum.
- () Diğer:

7i. İşinizi sadece "bir iş" olarak mı, yoksa bir
"karier" olarak mı düşünüyorsunuz?

() Karier olarak düşünüyorum.

() Sadece bir iş olarak düşünüyorum.

() Diğer:

APPENDIX 2

THE FIELD STUDY IN GERMANY

A FIELD STUDY OF DIFFERENCES IN FOOD PURCHASING BEHAVIOR AND LIFESTYLE OF WORKING WOMEN VERSUS NON-WORKING WOMEN IN GERMANY

In this section a field study which was conducted in Germany (Hamburg) will be presented. The research objective, data collection procedure, instrument and sample size are identical with the Turkish case, as well as the hypotheses and limitations. The findings will also be presented in the same order and under similar headings which enables the reader conveniency when studying the field research.

Research Findings of the German Field Study

As in the Turkish case, first a summary of the findings will be presented in the form of tables, which will be followed by short explanations and hypotheses related findings.

1. Summary on the Socio-Economic Composition of Survey Respondents in Germany

TABLE 1. SOCIO-ECONOMIC COMPOSITION OF SURVEY RESPONDENTS
IN GERMANY

Socio-Economic Variables	Working Women		Non-working Women	
	No.	Percent	No.	Percent
<u>Years of Marriage</u>				
0 - 10	6	15	4	10
11 - 19	9	22.5	12	30
20 - 30	19	47.5	19	47.5
31 - more	6	15	5	12.5
	40	100	40	100
Education Level				
Primary School	18	45	19	47.5
Middle School	14	35	13	32.5
High School (Lycee)	1	2.5	6	15
College University	7	17.5	2	5
Graduate (Masters)	0	0	0	0
	40	100	40	100
Number of Children				
No children	4	10	3	17.5
1	14	35	1	2.5
2	11	27.5	21	52.5
3 or more	11	27.5	15	37.5
	40	100	40	100
Number of Children Under the Age of 20				
No children	11	27.5	16	40
1	17	42.5	9	22.5
2	10	25	13	32.5
3 or more	2	5	2	5
	40	100	40	100
Age				
30 and lower	5	12.5	6	15
31 - 49	29	72.5	23	57.5
49 or more	6	15	11	27.5
	40	100	40	100

TABLE 1 (Continued)

Socio Economic Variables	Working Women		Non-Working Women	
	No	Percent	No	Percent
<u>Driving</u>				
Yes	31	77.5	28	70
No	7	17.5	12	30
Sometimes	2	5	0	0
	40	100	40	100
Daily Maid				
Yes	4	10	6	15
No	19	47.5	31	77.5
Sometimes	17	42.5	3	7.5
	40	100	40	100
Bank Account Ownership				
Yes	37	92.5	24	60
No	3	7.5	16	40
	40	100	40	100
Cheque Usage				
Yes	32	80	13	32.5
No	8	20	27	67.5
	40	100	40	100
House Ownership				
Owner	27	67.5	30	25
Tenant	13	32.5	10	75
Other	0	0	0	0
	40	100	40	100
Occupation of Working Women				
Worker	5	12.5	-	-
Government Employee	10	25	-	-
Private Sector Employee	24	60	-	-
Private Business	1	2.5	-	-
Professional	0	0	-	-
	40	100	-	-

Socio-Economic Variables	Working Women		Non-Working Women	
	No	Percent	No	Percent
Husband's Occupation				
Worker	10	25	5	12.5
Government Employee	12	30	12	30
Private Sector Employee	15	37.5	15	37.5
Business	3	7.5	8	20
	40	100	400	100

Source: Questions 55-66 of the Questionnaire as exhibited in Appendix 1.

It is seen from the above table that the socio-economic characteristics of working and non-working German women in this sample are quite similar, so that a comparison is possible.

The observed differences between the two groups was such that, working women drive more, have helpers more often and also own bank accounts and use checks more than their non-working counterparts. Working wives also live in houses which they own more than non-working wives.

The table also shows that over 70% of the respondents are married for 11 to 30 years, have finished primary school or middle school. Over 50% of all the women are between the ages of 31-49 and are government and private sector employees, like the husbands.

There are no professionals amongst both wives and husbands.

Over 70% of workwives have 1 or 2 children, whereas housewives have 2 or more. Over 60% of all wives have no children or 1 child under the age of 20.

The sample can be generally described as women with primary and middle school education, between the ages of 31-49 with middle class background.

In the next section, findings from the summary of the socio-economic compositions which were proven to be statistically significant regarding the differences between working and non-working women will be presented. These findings are not related to the hypotheses of this field study.

1.1. Findings with regard to the Socio-Economic Compositions Unrelated to the Hypothesis

In this section, three findings that are not related to the hypotheses but have statistical and explanatory value regarding some attitude differences between working and non-working women will be given.

42.5% of workwives have helpers sometimes whereas only 7.5% of housewives have helpers sometimes. Workwives also have a bank account and use checks more often. 92.5% of workwives have a bank account and 80% of workwives use

TABLE 2. SOME FINDINGS UNRELATED TO THE HYPOTHESES IN GERMANY

Variables	ψ^2_{cal} ⁽¹⁾	d.f. ⁽²⁾	α	ϕ
"Having a daily maid at home" and working status	12.59	1	0.05	0.65
"Owning a bank account" and working status	11.66	1	0.05	0.38
"Using checks" and working status	18.32	1	0.05	0.48

checks. For housewives the percentages are 40% and 67.5% respectively. The ϕ value shows that the strongest relationship was "having a maid" and working status (0.65) and the weakest "owning a bank account" and working status (0.38). All relationships have a significance level of 0.05.

In the next section the frequency analysis of the survey respondents' food shopping behavior will be presented.

(1) For detailed information Appendix 4 can be seen.

(2) d.f. is degree of freedom
 α is significance level
 cv/cc is Cramer's V or contingency coefficient

2. Summary of Survey Respondents Food Shopping Behavior
in Germany

TABLE 3. SURVEY RESPONDENTS' FOOD SHOPPING BEHAVIOR IN
GERMANY

Food Shopping Behavior	Working Women		Non-Working Women	
	No	Percent	No	Percent
Number of Food Shopping Trips per Week				
1	20	50	3	7.5
2	15	37.5	26	65
3 or more	5	12.5	11	27.5
	40	100	40	100
Day of the Week Food Shopped for				
Monday - Friday	20	50	11	27.5
Saturday	3	7.5	2	5
No definite day	17	42.5	27	67.5
	40	100	40	100
Time of the Day Food Shopped for				
Morning	4	10	20	50
Afternoon	13	32.5	2	5
Evening	16	40	14	35
No definite time	7	17.5	4	10
	40	100	40	100
People Food Shopping is Done With				
Alone	25	62.5	30	75
With husband	10	25	5	12.5
With children	4	10	3	7.5
Other	1	2.5	2	5
	40	100	100	100

TABLE 3 (Continued)

Food Shopping Behavior	Working Women		Non-Working Women	
	No	Percent	No	Percent
Time Spent for Food Shopping				
1/2 hour or less	7	17.5	4	1
1/2 - 1 hour	21	52.5	22	55
1 - 2 hours	10	25	13	32.5
2 hours or more	2	5	1	2.5
	40	100	40	100
The Way Food Shopping Decisions are made				
A list is prepared	27	67.5	27	67.5
Decisions are made before entering shop	10	25	11	27.5
Decisions are made after entering shop	3	7.5	2	5
Other	0	0	0	0
	40	100	40	100
Number of Shops Visited				
1	5	12.5	2	5
2	16	40	7	17.5
3	14	35	20	50
4 or more	5	12.5	11	27.5
	40	100	40	100
Outlet Preferences				
Hypermarket	12	12.20	8	6.5
Supermarket	39	39.40	31	25
Green Grocers'	2	2	9	7.30
Butchers'	6	6	25	20.10
Delicatessen	3	3	4	3.20
Bakers'	28	28.30	33	26.60
	99*	100	124*	100

* More than one preference reported.

Food Shopping Behavior	Working Women		Non-Working Women	
	No	Percent	No	Percent
Facts that Effect the Respondent to Try a New Food Product				
I try it after my friends try it and like it.	14	35	20	50
I like to try all new food products	20	50	16	40
I see them in the advertisements and become curious	6	15	4	10
	40	100	40	100

Source: Questions 1-7 and 21 of the Questionnaire as Exhibited in Appendix 1.

The above table shows that half of the working women shop once on weekdays, and more than half of the non-working women do not have a definite day and shop twice in a week. Half of the non-working women prefer to shop in the morning, whereas working women shop more in the evenings or afternoon.

Both workwives and housewives tend to shop alone and spend 1/2-1 hour for food shopping. One workwife and 2 housewives said they shopped with friends.

More than half of all wives prepare a list before going food shopping.

Half of the housewives shop in 3 stores for food, whereas workwives who shop in 2 or 3 stores add up to 75% of all the workwives in the sample.

The mostly preferred food outlets are supermarkets which is followed by bakers for all women in the German sample.

Half of the workwives like trying new food products whereas housewives only try a new food product after their friends have tried it and are pleased with it.

According to the table on the following page, the most important criteria looked for in a food outlet for both work- and housewives is "cleanness and quality of outlet and products". This is followed by "speed of service" for workwives and "prices of products" for housewives. The third most important criteria for workwives is "price of products" and for housewives "friendliness of shop assistants".

In the following part, findings on the hypotheses which is related to the shopping behavior of working and non-working women will be illustrated.

TABLE 4. CRITERIAS LOOKED FOR IN FOOD OUTLETS BY SURVEY RESPONDENTS IN GERMANY

Criteria Looked for in Food Outlets	Speed of Service		Cleannes & Quality of Outlet & Products		Friendliness of Shop Assistants		Closeness to Home		Size of Outlet & Assortments		Price of Products	
	WW n=40 (%)	NWW n=40 (%)	WW n=40 (%)	NWW n=40 (%)	WW n=40 (%)	NWW n=40 (%)	WW n=40 (%)	NWW n=40 (%)	WW n=40 (%)	NWW n=40 (%)	WW n=40 (%)	NWW n=40 (%)
<u>Choice: Preference Rank</u>												
1st	30	5	57.5	60	2.5	7.5	2.5	7.5	7.5	5	0	15
2nd	20	7.5	25	12.5	0	20	7.5	22.5	17.5	7.5	30	30
3rd	17.5	12.5	17.5	15	15	25	12.5	17.5	15	17.5	22.5	12.5
4th	10	25	0	5	25	17.5	15	25	25	10	25	17.5
5th	20	25	0	5	32.5	30	15	2.5	17.5	17.5	15	20
6th	2.5	25	0	2.5	25	0	47.5	25	17.5	30	7.5	5
Mean ⁽³⁾	4.22	2.67	5.22	5.10	2.40	3.57	2.25	3.30	3.20	2.32	3.50	3.80
Stan Dev	1.59	1.44	0.78	1.35	1.17	1.21	1.48	1.28	1.38	1.53	1.31	1.88

Source: Question 8 of the Questionnaire as exhibited in Appendix 1.

(3) In order to calculate the means in this table, values from 1 to 6 were given to the respondents choices, where the first choice was given 6 points and the last (6th) choice, 1 point. That means that the higher the means are in value the more those criteria are looked for amongst respondents.

2.1. Findings on the Relationship Between Food Shopping Behavior and Working Status (Hypothesis 1)

The hypothesis that there is a difference in the food shopping behavior of working and non-working women, was supported by the relationships shown below:

TABLE 5. RELATIONSHIP BETWEEN SHOPPING BEHAVIOR AND WORKING STATUS IN GERMANY

Variables	ψ^2_{cal}	d.f.	α	cv/cc
a) Number of shopping trips made per week and working status.	17.76	2	0.05	0.47
b) Day of the week food shopped for and working status	5.07	2	0.10	0.25
c) Time of the day food shopped for and working status	18.7	2	0.05	0.52

Half of the working women only shop once a week, whereas more than half of the non-working wives shop twice in a week with a significance level of 0.10. Half of the workwives shop in the week, and more than half of the housewives do not have a definite day. Housewives prefer mornings or evenings and workwives prefer afternoons and evenings. This relationship is with 0.52, the strongest amongst all 3 relationships.

The results of the relationship between criterias looked for in outlets and working status also supported the hypothesis significantly. The respondents were asked to rank the given 6 criterias according to importance and the results of the t-tests that were significant were as follows:

TABLE 6. RELATIONSHIP BETWEEN CRITERIAS LOOKED FOR IN FOOD OUTLETS AND WORKING STATUS IN GERMANY

Variables	t-cal	d.f.	α
Perceived importance of "speed of service" and working status	1.980	78	0.05
Perceived importance of "friendly attitudes of salesmen" and working status.	4.87	78	0.05
Perceived importance of "distance of shop to home" and working status	3.5	78	0.05
Perceived importance of "size of the shop" and working status.	2.75	78	0.05

Although respondents believed "cleanness and quality of product and outlet" to be the most importance criteria, their further reatings differed, where significant differences were found between working and non-working women. "Speed of service" was rated higher by workwives, whereas "friendly attitudes of salesmen" was rated higher by housewives. There was also a difference in how "size of

the shop" was rated. This criteria was perceived by work-wives as being more important, compared to the housewives opinions.

According to the mean responses given to the criterias the following order of importance was found.

Working Women	Means
a) Quality and cleanness of outlet and products.	5.22
b) Speed of service	4.22
c) Price of products	3.50
d) Size of outlet/size of assortments	3.20
e) Friendliness of shop assistants	2.40
f) Closeness to home.	2.25

Non-Working Women	Means
a) Quality and cleanness of outlet and products	5.10
b) Price of products	3.80
c) Friendliness of shop assistants	3.57
d) Closeness to home	3.30
e) Size of outlet/size of assortments	2.32
f) Speed of service	2.67

As can be seen from above "price of products" is highly ranked by both groups of women.

In Section 3, the frequency analysis regarding the respondents' perceived advantages and disadvantages of ready made food will be presented.

3. SUMMARY OF THE PERCEIVED ADVANTAGES AND DISADVANTAGES OF READY MADE FOOD BY RESPONDENTS IN GERMANY

TABLE 7. THE PERCEIVED ADVANTAGES OF READY MADE FOOD BY RESPONDENTS IN GERMANY

Advantages	Working Women		Non-Working Women	
	No.	Percent	No	Percent
Time Saving	37	71.10	34	62.90
Storing	11	21.20	16	29.70
Practical	1	1.90	2	3.70
Other	3	5.80	2	3.70
	52	100	54	100

Source: Question 9 of the Questionnaire as Exhibited in Appendix 1.

The table above shows that the advantage of ready made food mentioned most amongst all the women in this sample was: "Time saving", which was followed by "Storing".

The advantages given and which has been put under the "Other" heading were as follows:

Working Women	Non-Working Women
1. Children can cook alone.	1. They have a big variety
2. It's cheaper	2. It's cheaper
3. It saves energy	

TABLE 8. THE PERCEIVED DISADVANTAGES OF READY MADE FOOD BY RESPONDENTS IN GERMANY

Disadvantages	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Expensive	6	9.35	7	10.70
Lack of taste	28	43.80	28	43
Lack of Vitamins	15	23.40	10	15.30
Chemical additives	2	3.20	3	4.60
Not fresh	7	10.90	14	21.50
Other	6	9.35	3	4.60
	64	100	65	100

Source: Question 9 of the Questionnaire as Exhibited in Appendix 1.

According to the above table "Lack of Taste" was mostly criticized with regard to ready made food by all respondents. Secondly workwives stated the lack of vitamins in ready made foods as a disadvantage and housewives stated their not being fresh.

The disadvantages given, which are in the "Other" part, are:

Workwives

1. They are in tins.
2. They are too salty.
3. They smell bad.
4. They are cooked to death.
5. A deep freezer is necessary, for the frozen food.
6. They have a lot of calories.

Housewives

1. I don't know what is in them.
2. They are boring, not original.

3.1. Findings on the Relationship Between Perceived Advantages and Disadvantages of Ready Made Food and Working Status (Hypothesis 2)

The hypothesis that there is a difference in the way working and non-working women perceive the advantages and disadvantages of ready made food products was not supported significantly.

Section 4 and 4.1 will be a summary of the "price consciousness" of respondents which will be followed by the related hypothesis and its findings.

4. SUMMARY OF RESPONDENTS' PRICE CONSCIOUSNESS IN GERMANY

TABLE 9. PRICE CONSCIOUSNESS OF RESPONDENTS IN GERMANY

Price Consciousness	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Action Taken, When a High Quality but Expensive Food Product is Observed in a Store				
I buy it straight away (without any doubts)	1	2.5	3	7.5
I make price/quality comparisons elsewhere and buy the expensive product if I don't find the same quality	33	82.5	32	80
I make price/quality comparisons and buy the cheaper one with a bit lower quality	2	5	1	2.5
I buy a cheaper one without making comparisons.	4	10	4	10
	40	100	40	100
Tendency to Bargain				
I always try	3	7.5	9	22.5
I sometimes try	27	67.5	17	42.5
I can't bargain	10	25	14	35
	40	100	40	100
Willingness to go a Distance by Transport in order to make a cheaper food purchase				
Yes	4	10	14	35
No	17	42.5	8	20
Sometimes	19	47.5	18	45
	40	100	40	100

Source: Questions 10, 11, 12 of the Questionnaire as Exhibited in Appendix 1.

The preceding table shows that a very high majority of all respondents make price/quality comparisons and try to buy a high quality food product for the best price.

More than half of the workwives "sometimes" try to bargain, and housewives "sometimes" try, or can't bargain.

When asked whether the workwives are willing to go a distance by transport in order to make a cheaper food purchase, the answers were mainly "no" or "sometimes". Housewives appeared to be more ready to make such a trip.

4.1. Findings on the Relationship Between Price Consciousness and Working Status (Hypothesis 3):

The hypothesis that there is a difference in how price conscious working and non-working women are supported by two relationships significantly.

TABLE 10. RELATIONSHIP BETWEEN PRICE CONSCIOUSNESS AND WORKING STATUS IN GERMANY

Variables	χ^2_{cal}	d.f.	α	cv/cc
Tendency to bargain and working status	5.19	2	0.10	0.25
Willingness to go a distance by transport in order to make a cheaper purchase	8.8	2	0.05	0.33

At a significance level of 0.10, the majority of workwives and housewives "sometimes" bargain, which was a comment supported stronger by workwives than housewives. On the other hand, housewives who "always" bargain are more than workwives who "always" bargain.

Housewives were more willing to go a distance by transport, in order to make a cheaper purchase than workwives. Workwives who said "no" or "sometimes" added up to 90%, whereas housewives who said "yes" or "sometimes" was 80%. (Significance level 0.05.)

Both relationships have low strength of associations.

In the next section, the frequency analysis of the German survey respondents food preparing behavior will be shown.

5. SUMMARY OF RESPONDENTS' FOOD PREPARING BEHAVIOR IN GERMANY

More than half of both groups of respondents prepared food before the meals and spent 1/2-1 hour in cooking it. They also mainly served cakes, etc. baked at home for their guests for tea. No respondent had somebody else bake for them. Seven workwives and three housewives said they served a combination of home-made cakes and cakes bought

TABLE 11. FOOD PREPARING BEHAVIOR OF RESPONDENTS IN GERMANY

Food Preparing Behavior	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Time Spent for Food Preparation				
1/2 hour	3	7.5	5	12.5
1/2 - 1 hour	27	67.5	23	57.5
1 hour or more	10	25	12	30
	40	100	40	100
Time When Food is Prepared				
Before meal	30	75	27	67.5
In the morning	2	5	9	22.5
The night before	1	2.5	4	10
When I have time	7	17.5	0	0
	40	100	40	100
What is Served to Guests for Tea?				
Cakes, etc baked by me	30	75	37	92.5
Cakes, etc bought from the bakery	3	7.5	0	0
Cakes, etc baked for me by somebody else	0	0	0	0
Do both my own baking and buy from the bakery	7	17.5	3	7.5
	40	100	40	100

Source: Questions 13, 14 and 16 of the Questionnaire Exhibited in Appendix 1.

from the bakery, or what they did depended on the time they had on that day. These are the findings presented in the table above.

The next section will show the statistically significant relationships, regarding food preparing behavior and working status.

5.1. Findings on the Relationship Between Food Preparing Behavior and Working Status (Hypothesis 4):

The hypothesis that there is a difference in the way working and non-working women prepare food was supported by the food they prepared when entertaining guests for tea.

TABLE 12. RELATIONSHIP IN FOOD PREPARING AND WORKING STATUS IN GERMANY

Variable	ψ^2 cal	d.f.	α	cv/cc
"What is served to guests for tea?" and working status.	17.3	1	0.05	0.50

Although the majority of both working and non-working women baked for their guests themselves, some working women bought cakes from the bakery or did both depending on whether they had time or not. There was no housewife who only bought from the bakery, but some housewives said it depended on the time they had, what they offered. The relationship at a 0.05 significance level has moderate association (0.50).

The coming section will study the eating habits of German respondents with the aid of frequency tables and statistical analysis.

6. SUMMARY OF RESPONDENTS' EATING HABITS IN GERMANY

TABLE 13. EATING HABITS OF RESPONDENTS IN GERMANY

Eating Habits	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Meals Eaten Together				
Breakfast	30	45.46	30	40.5
Lunch	3	4.54	7	9.5
Dinner	33	50	37	50
	66	100	74	100
Number of Meals Eaten Together				
1	17	42.5	13	32.5
2	20	50	20	50
3	3	7.5	7	17.5
	40	100	40	100
Frequency of Eating Out				
Once a week	2	5	4	10
Twice a week or more	4	10	2	5
Once a month	26	65	8	20
Twice a month	2	5	3	7.5
Others	6	15	23	57.5
	40	100	40	100

Source: Questions 15 and 16 of the Questionnaire as Exhibited in Appendix 1.

The above table shows that half of all the respondents in this sample eat 2 meals a day with their family, these being mainly dinner and breakfast.

Workwives tend to eat out once in a month, whereas housewives eat out less than once in a month. Both of these findings represent more than half of each group of women.

6.1. Findings on the Relationship Between Eating Habits and Working Status (Hypothesis 5)

The hypothesis that working and non-working wives' eating habits are different was only supported by their frequency of eating out, as shown in the table below:

TABLE 14. RELATIONSHIP BETWEEN EATING HABITS AND WORKING STATUS IN GERMANY

Variable	ψ^2 cal	d.f.	α	cv/cc
Frequency of eating out	17.3	1	0.05	0.50

82.35% of all workwives eat out once or twice a month, whereas 67.65% of all housewives eat out less than once a month, which shows that workwives eat out of the home more frequently than housewives.

In the next section, it will be discussed how strongly the respondents are effected by advertisement and by which media.

7. SUMMARY OF RESPONDENTS' RECEPTIVENESS TO ADVERTISEMENTS IN GERMANY

TABLE 15. RESPONDENTS TO ADVERTISEMENTS IN GERMANY

Receptiveness to Advertisements	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Number of Respondents who remembered a food advertisement.	21	52.5	22	55
The media the advertisement is seen or heard				
Television	16	57.2	17	53.2
Radio	6	21.4	10	31.2
Magazine/Newspaper	6	21.4	5	15.6
	28	100	32	100
The reasons for Remembering the advertisement.				
Accidental	3	16.66	0	0
Nice, Happy atmosphere	2	11.11	4	21.05
Likes the product	2	11.11	3	15.79
Music, voice	4	22.22	4	21.05
It's a product I use	1	5.55	2	10.53
Appetising	0	0	3	15.79
Very annoying/stupid	2	11.11	0	0
Other	4	22.22	3	15.79
	18	100	19	100

Source: Questions 18, 19 and 20 of the Questionnaire as Exhibited in Appendix 1.

According to the table above, slightly more than half of the working and non-working women remembered a food advertisement, where more than half of these watched it on television.

The "music" and "voices" were the attributes of the advertisement which were remembered most by both groups, together with the "nice, happy atmosphere" stated by housewives and many varying responses by workwives, which are summarized under the "other" heading. These are:

Workwives	Housewives
Repetition of the advertisement	Children showed the advertisement
Being original	The slogan
Giving good recipes	Knowing the product
Giving stickers	

7.1. Findings on the Relationship Between Respondents' Receptiveness to Advertisements and Working Status (Hypothesis 6)

The hypothesis that there is a difference between working and non-working women in their receptiveness to advertisement was rejected.

The following sections will summarize and discuss the findings related to certain aspects of the respondents' lifestyles.

8. SUMMARY OF RESPONDENTS' LIFESTYLES IN GERMANY

TABLE 16. LIFESTYLES OF RESPONDENTS IN GERMANY (I)

Lifestyles	Working Women			Non-Working Women			Mean		Stan. Dev	
	It describes me well (%)	It partially describes me (%)	It doesn't describe me (%)	It describes me well (%)	It partially describes me (%)	It doesn't describe me (%)	WW	NWW	WW	NWW
<u>Homeliness</u>										
I like to stay at home.	25	55	20	55	42.5	2.5	2.05	2.52	0.67	0.5
I like to improve my house.	85	15	0	90	7.5	2.5	2.85	2.87	0.36	0.4
In the evening I would rather stay at home than go out.	62.5	35	2.5	30	57.5	12.5	2.6	2.17	0.53	0.6
<u>Innovativeness</u>										
I often try new brands before people in my surroundings do.	12.5	30	57.5	15	32.5	52.5	1.55	1.62	0.71	0.7
I like to try new and different things.	35	60	5	35	47.5	17.5	2.3	2.17	0.55	0.7
I like to dress well.	72.5	25	2.5	75	17.5	7.5	2.7	2.67	0.50	0.6
My friends often come to me for advice.	12.5	67.5	20	12.5	55	32.5	1.92	1.8	0.76	0.6
<u>Self Confidence</u>										
I trust myself.	72.5	27.5	0	72.5	27.5	0	2.75	2.75	0.66	0.6
I like entering competitions.	15	22.5	62.5	25	25	50	1.52	1.75	0.75	0.8
<u>Frustration</u>										
If I had my life to live over I would sure do some things differently.	25	50	25	37.5	40	22.5	2.00	2.15	0.71	0.7
I often wish for the good old days.	5	30	65	15	27.5	57.5	1.4	1.57	0.69	0.7
I have a good future ahead of me.	47.5	40	12.5	25	67.5	7.5	2.35	2.17	0.69	0.5
<u>Socialness</u>										
I like parties where there is a lot of music and talk.	15	65	20	20	40	40	1.95	1.8	0.59	0.7
We generally have friends to dinner at least once or twice a month.	35	25	40	32.5	37.5	30	1.95	2.02	0.86	0.7
I prefer to live in a big city than a small town.	35	5	60	17.5	20	62.5	1.75	1.55	0.95	0.7
<u>Intellectualness</u>										
I read a newspaper or magazine every day.	80	7.5	12.5	87.5	10	2.5	2.67	2.85	0.69	0.4
Television is a good free-time occupation.	7.5	67.5	25	12.5	47.5	40	1.67	1.72	0.56	0.6
<u>Work Overload</u>										
I sometimes have to do things which I don't really have the time and energy for.	80	7.5	12.5	37.5	35	27.5	2.6	2.1	0.69	0.8
I don't ever seem to have time for myself.	60	2.5	37.5	10	30	60	2.22	1.5	0.96	0.6
I feel I have to do things hastily and maybe less carefully in order to get everything done.	62.5	32.5	5	2.5	12.5	85	2.7	1.17	0.6	0.4

Source: Questions 24-45 of the Questionnaire as exhibited in Appendix 1.

In order to calculate the means in this table, values from 1 to 3 were given to the respondents choices, where: "It describes me well" was rated 3 points, "It partially describes me" was rated 2 points and "It doesn't describe me at all" was rated 1 point.

TABLE 17. LIFESTYLE OF RESPONDENTS IN GERMANY (II)

Lifestyle	I totally agree		I partially agree		I partially don't agree		I don't agree		I don't know		Mean		Stan. De	
	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%)	NWW (%)	WW (%) n=40	NWW (%) n=40	WW (%)	NW (%)
<u>Role Identity</u>														
Politics is a man's affair.	2.5	7.5	25	2.5	62.5	62.5	32.5	37.5	0	0	1.75	1.9	0.57	0.
The husband of a working woman should help her with the house work.	82.5	82.5	17.5	15	0	0	0	2.5	0	0	3.8	3.77	0.37	0.
Men and women have equal rights today.	55	30	37.5	62.5	7.5	7.5	0	0	0	0	3.47	3.23	0.63	0.
In Germany it is difficult for women to be promoted in their jobs.	32.5	50	65	40	2.5	2.5	0	7.5	0	0	3.30	3.32	0.52	0.
For the same job women earn less in Germany.	65	37.5	25	45	0	5	10	12.5	0	0	3.45	3.07	0.92	0.
<u>Conservativeness</u>														
Films should be censored.	15	22.5	60	60	15	15	10	2.5	0	0	2.8	3.02	0.82	0.
There is too much emphasis on sex today.	42.5	57.5	32.5	27.5	17.5	7.5	7.5	7.5	0	0	3.1	3.35	0.95	0.
Today most people don't have enough discipline.	40	32.5	42.5	55	15	2.5	2.5	10	0	0	3.2	3.1	0.78	0.
Today, more rights are given to youths.	72.5	80	22.5	20	2.5	0	2.5	0	0	0	3.65	3.8	0.65	0.
Obedience and respect are the most important values that can be taught to a child.	25	32.5	55	37.5	20	30	0	0	0	0	3.05	3.02	0.67	0.

Source: Questions 45-54 of the Questionnaire as exhibited in Appendix 1.

In order to calculate the mean in this table, values from 1 to 4 were given to the respondents choices, where: "I totally agree" equaled 4 points, "I partially agree" equaled 3 points, "I partially disagree" equaled 2 points and "I don't agree at all" equaled 1 point. "I don't know" wasn't given a value.

According to the above "Lifestyle" table, German women in this survey claim that all the "homeliness" sentences describe them well or partially describe them, with one exception, this being "I dress classically", which did not describe them at all, or partially describe them. The sentence, "I like to improve my house" was very strongly supported by all respondents. Amongst the "Innovativeness" sentences no significant differences was seen between workwives and housewives, either, "I like to try new and different things" and "I like to dress well" described respondents well or partially, whereas "I often try new brands" and "My friends often come to me for advice" partially describe them or does not describe them at all.

All respondents trust themselves but are not keen on entering competitions.

From the frustration sentences it is seen that more than half of all respondents do not wish for the good old days to come back and approximate 75% of working women and non-working women believe that "If I had my life to live over I would sure do somethings differently" and "I have a good future ahead of me" describe them well or partially.

All the "Socialness" sentences described the working and non-working women partially, their mean values tending

more towards "not" describing.

A high percentage of women read a newspaper or magazine every day, but watching television described them partially or not at all.

More than half of all workwives described themselves as having work overload, whereas housewives did not describe themselves in such a way.

With regard to "Role Identity", most women totally or partially agree on that, husbands of a working wife should help her with the housework, that men and women have equal rights today, but that it is difficult for women to be promoted in their jobs and that for the same job, women earn less in Germany. Again, the majority of all women do not agree or partially do not agree that politics is a man's affair.

Amongst the "Conservativeness" sentences, more than half of the respondents partially agree that films should be censured. The majority also agree, or partially agree that sex is overemphasized today and that most people do not have enough discipline. A very high majority of all respondents totally agree that more rights are given to the youth and partially or totally agree that obedience and respect are the most important values that can be

taught to a child.

The mean values of this table was calculated in the same way the Turkish lifestyle sentences were calculated.

The next table: "Respondents' Child Upbringing Opinions" is also a part of the "Conservativeness" component.

TABLE 18. RESPONDENTS' CHILD UPBRINGING OPINIONS IN GERMANY

Child Upbringing Opinion	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Can a Working Mother Bring her Children Up Well?				
No	3	7.5	16	40
Yes	37	92.5	24	60

Source: Question 22 of the Questionnaire as Exhibited in Appendix 1.

Whilst a very strong majority of workwives believe that working women can bring up children well, a smaller majority of housewives feel the same way, which can be observed in the table above.

TABLE 19. RESPONDENTS LEISURE TIME ACTIVITIES IN GERMANY

Leisure Time Activities	Working Women		Non-Working Women	
	No.	Percent	No.	Percent
Number of Leisure Time Activities				
Have no time	8	20	5	12.5
1	8	20	11	27.5
2	11	27.5	6	15
3	6	15	8	20
4	4	10	3	7.5
5 or more	3	7.5	7	17.5
	40	100	40	100
Type of Leisure Time Activities				
Knitting, sewing, handwork	19	23.45	28	29.47
Sport	14	17.28	15	15.78
Walking	10	12.34	8	8.42
Listening to music	1	1.23	4	4.22
Reading	19	23.45	22	23.16
Watching TV	4	4.93	5	5.26
Entertaining my children	3	3.70	2	2.10
Others	11	13.58	11	11.57
	81	100	95	100

Source: Question 23 of the Questionnaire as Exhibited in Appendix 1.

The table above indicates that 2 free-time activities were stated most by workwives, whereas housewives mostly gave 1 response. The most commonly stated activities by all respondents were knitting, sewing, handwork and reading.

There were also many activities mentioned a few times by one group but not by the other. These were put into the "other" section and are as follows:

Working Wives	No. of Times Mentioned
Theatre/cinema	2
Baking	1
Travelling	2
Playing games	4
Visiting friends	4

Non-Working Wives	No. of Times Mentioned
Dancing	1
Gardening	7
Languages	1
Cooking exotic foods	1
Resting	1

8.1. Findings on the Relationship Between Respondents' Various Life Style Components and Working Status (Hypotheses 7 to 15)

In this section all hypotheses regarding the differences of working and non-working women and the discussed life-style components will be discussed.

A) Hypothesis 7: "Homeliness" and Work Status

The hypothesis that there is a difference in the way the working and non-working women identify themselves with

the "Homeliness" statements was supported by two statements, these being:

TABLE 20 RELATIONSHIP BETWEEN "HOMELINESS" AND WORKING STATUS IN GERMANY

Variables	t-cal	d.f.	α
I like to stay at home	3.45	78	0.05
In the evening I would rather stay at home than go out.	3.26	78	0.05

Staying at home describes more than half of the housewives well (mean value: 2.05), whereas it partially describes the workwives by the same amount (Mean Value: 2.52). Moreover the majority (Mean Value: 2.6) of workwives would prefer to stay at home in the evenings instead of going out, which partially describes the housewives (Mean Value = 2.17).

B) Hypothesis 8: "Innovativeness" and Working Status

The hypothesis that there is a difference in the innovativeness of working and non-working women was not supported by the given data.

C) Hypothesis 9: "Self-Confidence" and Working Status

The hypothesis that there is a difference between working and non-working women in how self-confident they are was not supported by given data either.

D) Hyposthesis 10: "Frustration" and Working Status

This hypothesis, that there is a difference in the degree of frustration of the working and non-working women was also not supported by the data.

E) Hypothesis 11: "Socialness" and Working Status

Another hypothesis regarding the life style of women is that there is a difference between working and non-working women in how social they are. This hypothesis was also not supported by the data significantly.

F) Hypothesis 12: "Intellectualness" and Working Status

The hypothesis that there is a difference in the intellectual level of working and non-working women was also not supported by significant relationships.

G) Hypothesis 13: "Work Overload" and Working Status

The hypothesis that there is a difference between working and non-working women in their feelings of work overload was supported by the data significantly.

TABLE 21. RELATIONSHIP BETWEEN "WORK OVERLOAD" AND WORKING STATUS IN GERMANY

Variables	t-cal	d.f.	α
a) I sometimes have to do things which I don't have the time and energy for, and working status.	3.125	78	0.05
b) I don't ever seem to have time for myself, and working status	4	78	0.05
c) I feel I have to do things hastily and maybe less carefully in order to get everything done, and working status.	12.8	78	0.05

Over half of the workwives claimed that the above three statements described them very well (Mean Values: 2.6, 2.22, 2.7 respectively), whereas the majority of housewives felt they did not describe them at all (Mean Values = 2.1, 1.5, 1.17 respectively).

H) Hypothesis 14: "Role Identity" and Working Status

The hypothesis that there are differences in the roles working and non-working women identity themselves

with was supported by 2 relationships significantly, as shown below:

TABLE 22. RELATIONSHIP BETWEEN "ROLE IDENTITY" AND WORKING STATUS IN GERMANY

Variables	t-test	d.f.	α
a) "Men and women have equal rights today" and working status	1.815	78	0.10
b) "For the same job women earn less in Germany" and working status	1.78	78	0.10

More than half of the workwives totally agree that men and women have equal rights (Mean Value = 3.47) but that women earn less than men in Germany (Mean Value = 3.30).

Housewives on the other hand "partially" agree with these statements (Mean Values = 3.23, 3.32 respectively). Both relationships have a significance level of 0.10.

J) Hypothesis 15: "Conservativeness" and Working Status

The hypothesis that there is a difference in the conservativeness of working and non-working women was not supported by data significantly.

K) Hypothesis 16: "Free Time Activity" and Working Status

The hypothesis that there is a difference in the types of free-time activities of working and non-working women was also not supported significantly by the data. The free time activities stated by respondents did not show a difference between workwives and housewives.

In the next section, a summary of working women's opinions concerning their jobs will be presented.

9. SUMMARY OF WORKING WOMEN'S OPINIONS CONCERNING THEIR JOBS

The table below shows that almost 100% of all workwives are pleased or partially pleased with their jobs and more than 50% work due to financial reasons. 85% have been working for more than 5 years and 87.5% can not think of sitting at home until they retire. Again, a very high percent (97.5%) see their jobs as "just a job".

In the following section, the findings and conclusions of the German field study together with their implication to the German marketer will be presented. The implications to the researcher are the same as the implications presented for the Turkish researcher on pages

TABLE 23. GERMAN WORKING WOMEN'S OPINIONS CONCERNING
THEIR JOBS

Working Women and Their Jobs	Number	Percent
Are you Pleased with your Job?		
Yes	30	75
No	1	2.5
Partially	9	22.5
Why are you working?		
I have to work due to financial reasons	23	57.5
To buy myself small luxuries.	2	5
Because I get bored sitting at home	9	22.5
For self-realization	6	15
Other	0	0
Number of Working Years		
5 years or less	5	12.5
5 - 10	10	45
11 or more	16	40
How Long do You Intend to Continue Working?		
I intend to work as long as I have to financially	4	10
I intend to work until I have a child	1	2.5
I can't think of sitting at home until I retire	35	87.5
Other	0	0
Do you see your job as "just a job" or as a "career"?		
Just a job	39	97.5
A career	1	2.5
Other	0	0

Source: Questions 67-71 of the Questionnaire as Exhibited in Appendix 1.

CONCLUSIONS OF SURVEY FINDINGS IN GERMANY AND ITS IMPLICATIONS TO THE MARKETER

In this section the findings of the field study will be given together with their implications to the marketer.

- SHOPPING BEHAVIOR

According to the survey findings in Germany, work-wives shop once a week and during week days for food. They generally shop in the evenings or afternoons.

Housewives, on the other hand, shop twice a week, have no definite day, but prefer mornings and evenings.

Cleanness and quality of product and outlet are the criterias looked for by a high percentage of German women, where speed of service and size of shop are valued higher by workwives than by housewives who rate friendly attitudes of salesmen higher. Most women shop alone, but some work-wives go with their husbands. A high percentage of all women also prepare a list before shopping for food.

Supermarkets and bakers were the most used food outlets by all women, these being followed by hypermarkets, which are bigger supermarkets.

- THE PERCEIVED ADVANTAGES AND DISADVANTAGES OF
READY MADE FOOD

"Time Saving" was the most stated comment as the advantage of ready made food and the disadvantages mainly varied between "lack of tast and vitamins, not being fresh and expensiveness".

- PRICE CONSCIOUSNESS

Workwives bargain more but are not ready to travel in order to make a cheaper food purchase.

A high percentage of all women make price/quality comparisons, and try to buy high quality food for the best price.

- FOOD PREPARATION

Almost all women bake for their guests for tea, but some workwives also buy from the bakery.

Most women spend 1/2 to 1 hour for food preparation and prepare food before meals.

- EATING HABITS

Dinner is the meal where most families eat together, and workwives eat out more often.

- RECEPTIVENESS TO ADVERTISEMENTS

Food advertisements were only remembered by 53.75% of all women of which 55.2% saw the advertisement on television.

- IMPLICATIONS TO THE MARKETER

The findings which are given above regarding food shopping behavior show that workwives shop either in their lunch breaks or after work and naturally prefer big outlets and speedy service, where food shopping can be done as fast as possible.

The food product marketer in Germany will need to use all kinds of marketing strategies as almost all women shop in big outlets like supermarkets and hypermarkets where there are many brands of each product, and the shoppers have the possibility to make price and quality comparisons quite easily. The shoppers also come in with a list of what they intend to buy, which necessitates a lot of marketing efforts to attract them to buy different

items not included in their lists. This can be done through quality, convenient pricing, packaging or place of display.

One point that can be suggested to marketers is to hold sales in the evenings or on Sundays as German women have very limited shopping time in the evenings due to all shops closing at 17:30. Privately owned small food shops could especially take advantage out of this, where they can also attract housewives by friendly and more personal attitudes, too.

In all, it appears that all German women and especially workwives, the convenience aspect of shopping is very important. This can lead to the fact that food products and the act of acquiring it is quite dependent on the convenience aspect.

In this case it may be effective for food outlets to offer full and fast service, to make credit available accepting credit cards, good location with parking and a large assortment together with reasonable prices, as a high percentage of German women are quite price conscious.

Outlets might also find that the trend of workwives' husbands shopping with them is accelerating which may provide a need to promote dual sex.

The ready made food producers should put stress on time saving with their promotions and should try to change the image of lacking freshness and vitamins.

- LIFE STYLE COMPONENTS

The results from the life style characteristics which will help the marketer to get to know women better will be given in the following paragraphs.

Housewives like staying at home but are more keen than workwives to go out in the evening.

Workwives strongly feel that they have work overload. Workwives believe in the fact, more than housewives, that men and women have equal rights today, but they also believe more than housewives that for the same job women earn less in Germany.

A majority of all German women prepare a list before going food shopping.

German women make price/quality comparisons when food shopping.

German women like to improve their homes and like to dress well.

German women read a newspaper or magazine every day.

Both housewives and workwives believe that husbands of workwives should help them with their housework.

As with the Turkish case, the German findings also indicate that women should not be accepted as a market as a whole, and that working women are a market segment on their own with certain demands and characteristics.

The implications of this German study to the researcher is like the Turkish implications as both the German and the Turkish cases were exactly the same with regard to the informations gathered and methodology.

A P P E N D I X 3

CROSS-TABULATION TABLES
FOR THE TURKISH STUDY

CROSS TABULATIONS CONCERNING TURKISH WOMEN'S FOOD SHOPPING BEHAVIOR

1. # of Shopping trips made per week	Working Status		
	Yes	No	
1	17 r=80.9 c=42.5 (21.25)	4 r= c=(5)	21 (26.25)
2	7 r=29.16 c=(8.75)	17 r=70.83 c=(21.25)	24 (30)
3 or more	16 r=45.7 c=40 (20)	19 r=54.3 c=47.5 (23.75)	35 (43.75)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 12.3$

$\psi^2_{table} = 5.99$

$\alpha = 0.05$

d.f. = 2

cv = 0.39

2.

Day of the Week Food Shopped for	Working Status		
	Yes	No	
Monday-Friday	4 r=28.6 c=10 (5)	10 r=71.4 c=25 (12.5)	14 (17.5)
Saturday	22 r=78.6 c=55 (27.5)	6 r=21.4 c=15 (7.5)	28 (35)
No Special Day	14 r=36.8 c=35 (17.5)	24 r=63.2 c=60 (30)	38 (47.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 6.34$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2

cv = 0.28

3.

Time of Day Food Shopped for	Working Status		
	Yes	No	
Morning	7 r=29 c=17.5 (8.75)	17 r=71 c=4.25 (21.25)	24 (35.3)
Evening	22 r=91.7 c=55 (27.5)	2 r=8.3 c=5 (2.5)	24 (35.3)
No Special Time	6 r=30 c=15 (7.5)	14 r=70 c=35 (17.5)	20 (29.4)
	35 (51.5)	33 (48.5)	68 (100)

$\psi^2_{cal} = 23.92$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 cv = 0.55

4.

People Food Shopping Done With	Working Status		
	Yes	No	
Alone	18 r=41.9 c=45 (22.5)	25 r=58.1 c=62.5 (31.25)	43 (53.75)
With Husband	12 r=80 c=30 (15)	3 r=20 c=7.5 (3.75)	15 (18.75)
Children or Other	10 r=45.5 c=25 (12.5)	12 r=54.5 c=30 (15)	22 (27.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 6.71$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
d.f. = 2
cv = 0.29

5.

Time Spent for Food Shopping	Working Status		
	Yes	No	
1 hour or less	17 r=50 c=42.5 (23.6)	17 r=50 c=42.5 (23.6)	34 (47.2)
1 - 2 hours	19 r=50 c=47.5 (26.4)	19 r=50 c=47.5 (24.4)	38 (52.8)
	36 (50)	36 (50)	72 (100)

$\psi^2_{cal} = 0$

6.

Way Food Shopping Decisions are made	Working Status		
	Yes	No	
I write a list	14 r=50 c=35 (17.5)	14 r=50 c=35 (17.5)	28 (35)
I know what I am going to buy before entering the shop	18 r=52.9 c=45 (22.5)	16 r=47.1 c=40 (20)	34 (42.5)
I decide what to buy when I enter the shop	8 r=44.44 c=20 (10)	10 r=55.55 c=25 (12.5)	18 (22.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 0.33$

7.

Number of shops visited	Working Status		
	Yes	No	
1 or 2	15 r=68.2 c=37.5 (18.75)	7 r=31.8 c=17.5 (8.75)	22 (27.5)
3	14 r=58.3 c=35 (17.5)	10 r=41.7 c=25 (12.5)	24 (30)
4 or more	11 r=32.4 c=27.5 (13.75)	23 r=67.6 c=57.5 (28.75)	34 (42.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 7.79$
 $\psi^2_{table} = 5.99$
 $= 0.05$
 d.f. = 2
 cv = 0.31

8.

Outlet Preferences	Working Status		
	Yes	No	
Grocer	7 r=33.33 c=10 (42.9)	14 r=66.66 c=14.9 (85.8)	21 (12.8)
Supermarket	35 r=56.5 c=50.7 (21.5)	27 r=43.5 c=28.8 (16.6)	62 (38)
Market	8 r=32 c=11.6 (49.1)	17 r=68 c=18.2 (10.4)	25 (15.3)
Delicatessen	9 r=39.2 c=13 (5.5)	14 r=60.8 c=14.9 (8.6)	23 (14.3)
Bakery	10 r=31.25 c=14.5 (6.13)	22 r=68.75 c=23.2 (13.49)	32 (19.6)
	69 (42.3)	94 (57.7)	163 (100)

$\psi^2_{cal} = 8.79$
 $\psi^2_{table} = 7.78$
 $\alpha = 0.10$
d.f. = 4
cv = 0.23

9.

Advantage of ready made food stated	Working Status		
	Yes	No	
Time Saving	32 r=52.5 c=80 (34.4)	29 r=47.5 c=72.5 (31.2)	61 (65.6)
Storing	6 r=60 c=15 (6.4)	4 r=40 c=10 (4.3)	10 (10.7)
Practical	13 r=59 c=32.5 (13.9)	9 r=41 c=22.5 (9.6)	22 (23.7)
	51 (54.8)	42 (45.2)	93 (100)

$\psi^2_{cal} = 0.35$

10.

Disadvantages
of ready made
food stored

Working
Status

	Yes	No	
Lack of Taste	4 r=26.66 c=17.5 (8.2)	11 r=73.33 c=(22.4)	15 (30.6)
Lack of Vitamins	6 r=40 c=26 (12.2)	9 r=60 c=(18.4)	15 (30.6)
Lack of Freshness	13 r=68.4 c=56.5 (26.5)	6 r=31.6 c=(12.2)	19 (38.8)
	23 (46.9)	26 (53.1)	49 (100)

$\psi^2_{cal} = 6.34$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 $cv = 0.28$

11.

Action taken
when a high
quality but
expensive food
product is observed
in a store

Working
Status

	Yes	No	
Price/ quality comparison are not made	28 r=63.6 c=70 (35)	16 r=36.4 c=40 (20)	44 (55)
Price/quality comparisons are made	12 r=33.33 c=30 (15)	24 r=66.66 c=60 (30)	36 (45)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 7.27$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
 d.f. = 1
 $\phi = 0.3$

12.

Tendency to bargain	Working Status		
	Yes	No	
Always	12 r=63.2 c=30 (15)	7 r=36.8 c=17.5 (8.75)	19 (23.75)
Sometimes	18 r=39.2 c=45 (22.5)	28 r=60.8 c=70 (35)	46 (57.5)
Never	10 r=66.66 c=25 (12.5)	5 r=33.33 c=12.5 (6.25)	15 (18.75)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 5.13$
 $\chi^2_{table} = 4.61$
 $\alpha = 0.10$
 d.f. = 2
 cv = 0.25

13.

Time spent for food preparation	Working Status		
	Yes	No	
1/2 hour	9 r=60 c=22.5 (11.25)	7 r=40 c=17.5 (8.75)	15 (18.75)
1/2 - 1 hour	21 r=58.3 c=52.50 (26.25)	15 r=41.7 c=37.5 (18.75)	36 (45)
More than 1 hour	10 r=35.7 c=25 (12.5)	18 r=64.3 c=45 (22.5)	28 (35)
	40 (50)	40 (50)	80 (50)

$\psi^2_{cal} = 3.64$

14.

Time when food is prepared \ Working Status

	Yes	No	
Before meals	11 r=57.9 c=27.5 (13.75)	8 r=42.1 c=20 (10)	19 (23.75)
In the morning	0 r=0 c=0 (0)	21 r=100 c=52.5 (26.25)	21 (26.25)
A night before	14 r=87.5 c=35 (17.5)	2 r=12.5 c=5 (2.5)	16 (20)
Whenever I have time	15 r=62.5 c=37.5 (18.75)	9 r=37.5 c=22.5 (11.25)	24 (30)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 31.97$
 $\psi^2_{table} = 7.81$
 $\alpha = 0.05$
 d.f. = 3
 cv = 0.63

15.

Frequency of eating out \ Working Status

	Yes	No	
Once or more than once a week	13 r=54.2 c=32.5 (19.7)	11 r=45.8 c=27.5 (16.7)	24 (36.4)
Once a month	15 r=78.9 c=37.5 (22.7)	4 r=21.1 c=10 (6)	19 (28.8)
Twice a month or less	12 r=52.2 c=30 (18.2)	11 r=47.8 c=27.5 (16.7)	23 (34.8)
	40	26	66

$\psi^2_{cal} = 3.74$

16.

What is served to guests for tea

Working Status

	Yes	No	
	17 r=39.5 c=42.50 (21.25)	26 r=60.5 c=65 (32.5)	43 (53.75)
	14 r=73.7 c=35 (17.5)	5 r=26.3 c=12.50 (6.25)	19 (23.75)
	9 r=50 c=22.50 (11.25)	9 r=50 c=22.50 (11.25)	18 (22.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 6.14$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 cv = 0.28

17.

Number of meals eaten together

Working Status

	Yes	No	
Once	20 r=48.8 c=50 (26.66)	21 r=51.2 c=52.5 (28)	41 (54.66)
Twice	20 r=58.8 c=50 (26.66)	14 r=41.2 c=35 (18.66)	34 (45.33)
	40 (53.33)	35 (46.66)	75 (100)

$\psi^2_{cal} = 1.156$

18.

Meals eaten together	Working Status		
	Yes	No	
Breakfast	20 r=51.3 c=50 (16.8)	19 r=48.7 c=47.5 (15.9)	39 (32.8)
Evening	40 r=50 c=100 (33.6)	40 r=50 c=100 (33.7)	80 (67.2)
	60 (50.4)	59 (49.6)	119 (100)

$\psi^2_{cal} = 0.014$

19.

Facts that effect the respondent to try a new food product	Working Status		
	Yes	No	
I try after my surrounding does	21 r=58.33 c=52.5 (26.25)	15 r=41.66 c=37.5 (18.75)	36 (45)
I like trying new food products or I see them in the advertisements and become curious	19 r=43.2 c=47.5 (23.75)	25 r=56.8 c=62.5 (31.25)	44 (55)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 1.79$

20.

Number of
free time
activities
stated

Working
Status

	Yes	No	
0	10 r=66.66 c=25 (27.7)	5 r=33.33 c=12.5 (13.8)	15 (41.66)
3 or 4	7 r=33.33 c=17.5 (19.4)	14 r=66.66 c=35 (38.8)	21 (58.33)
	17 (47.22)	19 (52.77)	36 (100)

$\psi^2_{cal} = 3.87$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
d.f. = 1
 $\phi = 0.33$

21.

Using
a car

Working
Status

	Yes	No	
Yes	13 r=68.4 c=32.50 (16.25)	6 r=31.6 c=15 (7.5)	19 (23.75)
No	22 r=47.8 c=55 (27.5)	24 r=52.2 c=60 (30)	46 (5.75)
Sometimes	5 r=33.33 c=12.50 (6.25)	10 r=66.66 c=25 (12.5)	15 (18.75)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 3.02$

22.

Helper at home	Working Status		
	Yes	No	
Yes	17 r=80.9 c=42.5 (21.25)	4 r=19.1 c=10 (5)	21 (26.25)
No	6 r=35.3 c=15 (7.5)	11 r=64.7 c=27.5 (13.75)	17 (21.25)
Sometimes	17 r=40.5 c=42.5 (21.25)	25 r=59.5 c=62.5 (31.25)	42 (52.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 10.94$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
d.f. = 2
cv = 0.37

23.

Owning an Account	Working Status		
	Yes	No	
Yes	30 r=66.66 c=75 (37.5)	15 r=33.33 c=37.5 (18.75)	45 (56.25)
No	10 r=28.6 c=25 (12.5)	25 r=71.4 c=62.5 (31.25)	35 (43.75)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 11.4$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
d.f. = 1
 $\phi = 0.63$

24.

Using checks		Working Status		
		Yes	No	
Yes	4 r=44.44 c=10 (5)	5 r=55.55 c=12.50 (6.25)	9 (11.25)	
	36 r=50.7 c=90 (45)	35 r=49.3 c=87.5 (43.75)	71 (88.73)	
		40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 0.139$

25.

Can a working mother bring up her children well?		Working Status		
		Yes	No	
Yes	18 r=42.9 c=45 (22.5)	24 r=57.1 c=60 (30)	42 (52.5)	
	22 r=57.9 c=35 (27.5)	16 r=42.1 c=40 (20)	38 (47.5)	
		40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 1.79$

26.

Willingness to go to a distance by transport in order to make a cheaper food purchase		Working Status		
		Yes	No	
Yes	6 r=31.6 c=15 (7.5)	13 r=68.4 c=32.50 (16.25)	19 (23.75)	
	24 r=96 c=60 (30)	10 r=4 c=25 (12.5)	25 (31.25)	
No	10 r=27.7 c=25 (12.5)	17 r=47.3 c=42.5 (21.25)	36 (45)	
			40 (50)	40 (50)

$\psi^2_{cal} = 14.97$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
d.f. = 2
 $\phi = 0.43$

Sometimes

A P P E N D I X 4

CROSS TABULATION TABLES FOR
THE GERMAN STUDY

CROSS TABULATIONS CONCERNING GERMAN WOMEN'S FOOD SHOPPING BEHAVIOR

1.

No of shopping trips made a week	Working Status		
	Yes	No	
2	20 r=86.9 c=50 (25)	3 r=13.1 c=7.5 (3.75)	23 (28.75)
3	15 r=36.6 c=37.5 (18.75)	26 r=63.4 c=65 (32.5)	41 (51.25)
4	5 r=31.25 c=12.5 (6.25)	11 r=68.75 c=27.5 (13.75)	16 (20)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 17.76$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
d.f. = 2
cv = 0.39

2.

Time of the day food shopped for	Working Status		
	Yes	No	
Monday-Friday	20 r=64.5 c=50 (25)	11 r=35.5 c=27.5 (13.75)	31 (38.75)
Saturday	3 r=60 c=7.5 (3.75)	2 r=40 c=5 (2.5)	5 (6.25)
No special day	17 r=38.6 c=42.5 (21.25)	27 r=61.4 c=67.5 (33.75)	44 (55)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 5.07$

3.

Time of the day food shopped for

Working Status

	Yes	No	
Morning	4 r=16.66 c=10 (5.8)	20 r=83.33 c=50 (28.9)	24 (34.8)
Afternoon	13 r=86.66 c=32.5 (18.8)	2 r=13.33 c=5 (2.8)	15 (21.7)
Evening	16 r=53.55 c=40 (23.2)	14 r=46.66 c=35 (20.2)	30 (43.5)
	33 (47.8)	36 (52.2)	69 (100)

$\psi^2_{cal} = 18.7$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 cv = 0.52

4.

People food shopping done with

Working Status

	Yes	No	
Alone	25 r=45.5 c=60 (35.7)	30 r=54.5 c=75 (42.8)	55 (78.6)
With husband	10 r=66.66 c=25 (14.3)	5 r=33.33 c=12.5 (7.1)	15 (21.4)
	35 (50)	35 (50)	70 (100)

$\psi^2_{cal} = 0.90$

5.

Time spent
for food
shopping

Working
Status

	Yes	No	
1/2 hr or less	7 r=63.6 c=17.5 (9.09)	4 r=36.4 c=10 (5.19)	11 (14.3)
1/2 - 1 hour	21 r=48.8 c=52.5 (27.27)	22 r=51.2 c=55 (28.57)	43 (55.8)
1 - 2 hours	10 r=43.5 c=25 (12.98)	13 r=56.5 c=32.5 (16.88)	23 (29.9)
	38 (49.4)	39 (50.6)	77 (100)

$$\psi^2_{cal} = 0.80$$

6.

The way food
shopping deci-
sions are made

Working
Status

	Yes	No	
A list is prepared	27 r=50 c=67.5 (36)	27 r=50 c=67.5 (36)	54 (72)
Decisions are made before entering shop	10 r=47.6 c=25 (13.33)	11 r=52.4 c=27.5 (14.66)	21 (28)
	37 (49.3)	38 (50.7)	75 (100)

$$\psi^2_{cal} = 0.04$$

7.

Number of shops visited

Working Status

	Yes	No	
1	5 r=71.4 c=12.5 (6.25)	2 r=28.6 c=5 (2.5)	7 (8.75)
2	16 r=69.5 c=40 (20)	7 r=30.5 c=17.5 (8.75)	23 (28.75)
3 or more	19 r=38 c=47.5 (23.75)	31 r=62 c=77.5 (38.75)	50 (6.25)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 7.7$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 cv = 0.31

8.

Outlet Preferences	Working Status		
	Yes	No	
	12 r=60 c= (0.05)	8 r=40 c= (0.03)	20 (0.09)
	39 r=55.7 c= (0.18)	31 r=44.3 c= (0.14)	70 (32.4)
	2 r=18.2 c= (0.009)	9 r=81.8 c= (0.04)	11 (5.1)
	6 r=19.4 c= (0.03)	25 r=80.6 c= (11.6)	31 (14.4)
	9 r=39.1 c= (0.04)	14 r=60.9 c= (0.06)	23 (10.6)
	28 r=45.9 c= (12.9)	33 r=54.1 c= (15.3)	61 (28.2)
	96 (44.44)	120 (66.66)	216 (100)

$\psi^2_{cal} = 17.1$
 $\psi^2_{table} = 11.07$
 $\alpha = 0.05$
d.f. = 5
cv = 0.23

9. Advantages of ready made food stated

Working Status

	Yes	No	
Time saving	37 r=52.1 c= (37.75)	34 r=47.9 c= (34.7)	71 (72.4)
Storing	11 r=40.7 c= (11.3)	16 r=59.3 c= (16.25)	27 (27.6)
	48 (48.9)	50 (51.1)	98 (100)

$\psi^2_{cal} = 0.76$

10. Disadvantage of ready made foods stated

Working Status

	Yes	No	
Price	6 r=46 c=15 (0.05)	7 r=54 c=17.5 (0.06)	13 (11.30)
Lack of taste	28 r=50 c=70 (24.3)	28 r=50 c=70 (24.3)	56 (48.7)
Lack of Vitamins	15 r=60 c=37.5 (13.04)	10 r=40 c=25 (8.6)	25 (21.7)
Freshness	7 r=33.33 c=17.5 (6.08)	14 r=66.66 c=35 (12.17)	21 (18.3)
	56 (49)	59 (51)	115 (100)

$\psi^2_{cal} = 2.29$

11.

Action taken when a high quality but expensive product is seen in food store

Price/quality comparisons are not made

Price/quality comparisons are made

	Working Status		
	Yes	No	
Price/quality comparisons are not made	5 r=41.66 c=12.5 (6.25)	7 r=58.33 c=17.5 (8.75)	12 (15)
Price/quality comparisons are made	35 r=51.5 c=87.5 (43.75)	33 r=48.5 c=82.5 (41.25)	68 (85)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 0.40$

12.

Tendency to bargain

Yes

No

Sometimes

Working Status

	Working Status		
	Yes	No	
Yes	3 r=27.3 c=7.5 (3.75)	9 r=81.7 c=22.5 (11.25)	11 (13.75)
No	27 r=61.4 c=6.75 (2.5)	17 r=38.6 c=4.25 (21.25)	44 (55)
Sometimes	10 r=41.66 c=25 (12.5)	14 r=58.66 c=35 (17.5)	24 (30)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 5.19$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.10$
d.f. = 2
cv = 0.25

13.

Time spent for food preparation	Working Status		
	Yes	No	
1/2 hr or less	3 r=37.5 c= 7.5 (3.75)	5 r=62.5 c=12.5 (6.25)	8 (10)
1/2 - 1 hour	27 r=54 c=6.75 (33.75)	23 r=46 c=5.75 (28.75)	50 (62.5)
1 hr or more	10 r=45.5 c=25 (12.5)	12 r=54.5 c=30 (15)	22 (27.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 1.002$

14.

Time when food is prepared	Working Status		
	Yes	No	
Before meal	30 r=52.6 c=75 (44.2)	27 r=47.4 c=67.5 (39.7)	57 (83.8)
In the morning	2 r=18.2 c=5 (2.9)	9 r=8.2 c=22.5 (13.2)	11 (16.2)
	32 (47.1)	36 (52.9)	68 (100)

$\psi^2_{cal} = 2.82$
 $\psi^2_{table} = 2.71$
 $\alpha = 0.10$
 $d.f. = 1$
 $\phi = 0.20$

15.

		Working Status		
		Yes	No	
Once or twice a month	28	11	39	
	r=71.8 c=70 (41.1)	r=28.2 c=27.5 (16.2)	(57.4)	
Less than once a month	6	23	29	
	r=20.6 c=15 (8.8)	r=79.4 c=57.5 (33.8)	(42.6)	
		34	34	68
		(50)	(50)	(100)

$\psi^2_{cal} = 17.3$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
 $d.f. = 1$
 $\phi = 0.50$

16.

		Working Status		
		Yes	No	
Home baked cakes, etc	30	37	67	
	r=44.8 c=75 (37.5)	r=55.2 c=92.5 (46.25)	(83.75)	
Home baked and bought cakes, etc	10	3	13	
	r=76.9 c=25 (12.5)	r=23.1 c=7.5 (3.75)	(16.25)	
		40	40	80
		(50)	(50)	(100)

$\psi^2_{cal} = 4.49$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
 $d.f. = 1$
 $\phi = 0.21$

17.

Number of
meals eaten
together

Working
Status

Yes

No

1

17
r=56.66
c=42.5
(21.25)

13
r=43.33
c=32.5
(16.25)

30
(37.5)

2

20
r=50
c=50
(25)

20
r=50
c=50
(25)

40
(50)

3

3
r=30
c=7.5
(3.75)

7
r=70
c=17.5
(8.75)

10
(12.5)

40
(50)

40
(50)

80
(100)

$$\psi^2_{cal} = 2.23$$

18.

Meals
eaten
together

Working
Status

Yes

No

Lunch

3
r=30
c=7.5
(3.75)

7
r=70
c=17.5
(8.75)

10
(12.5)

Dinner

33
r=47.1
c=82.5
(41.25)

37
r=52.9
c=92.5
(46.25)

70
(87.3)

36
(45)

44
(55)

80
(100)

$$\psi^2_{cal} = 1.47$$

19.

Facts that effect the respondent to try new products

Working Status

	Yes	No	
	14 r=41.1 c=35 (17.5)	20 r=58.9 c=50 (25)	34 (42.5)
	26 r=56.5 c=65 (32.5)	20 r=43.5 c=50 (25)	46 (57.5)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 1.83$

20.

Can a working mother bring her children up well?

Working Status

	Yes	No	
	3 r=15.8 c=7.5 (3.75)	16 r=84.2 c=40 (20)	19 (23.75)
	37 r=60.6 c=92.5 (46.25)	24 r=39.4 c=60 (30)	61 (76.25)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 11.66$
 $\psi^2_{table} = 3.80$
 $\alpha = 0.05$
 $d.f. = 1$
 $\phi = 0.37$

21.

Number of
free time
activities
stated

Working
Status

	Yes	No	
	19 r=52.8 c=47.5 (28.4)	17 r=47.2 c=42.5 (25.3)	36 (53.7)
	13 r=41.9 c=32.5 (19.4)	18 r=58.1 c=45 (26.9)	31 (46.3)
	32 (47.8)	35 (52.2)	67 (100)

$\psi^2_{cal} = 0.79$

22.

Driving
a car

Working
Status

	Yes	No	
Yes	31 r=52.5 c=77.5 (39.7)	28 r=47.5 c=70 (35.9)	59 (75.6)
No	7 r=36.8 c=17.5	12 r=63.2 c=30	19 (24.4)
	38 (48.7)	40 (51.3)	78 (100)

$\psi^2_{cal} = 1.4$

23. Helper at home \ Working Status

	Yes	No	
Sometimes	17 r=85 c=42.5 (24.3)	3 r=15 c=7.5 (4.3)	20 (28.6)
No	19 r=38 c=47.5 (27.1)	31 r=62 c=77.5 (44.3)	50 (71.4)
	36 (51.4)	34 (48.6)	70 (100)

$\psi^2_{cal} = 12.59$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
d.f. = 1
 $\phi = 0.65$

24. Having a bank account \ Working Status

	Yes	No	
Yes	37 r=60.6 c=92.5 (46.25)	24 r=39.4 c=60 (30)	61 (76.25)
No	3 r=15.8 c=7.5 (3.75)	16 r=84.2 c=40 (20)	19 (23.75)
	40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 11.66$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
d.f. = 1
 $\phi = 0.38$

25.

		Working Status		
		Yes	No	
Using checks	Yes	32 r=71.1 c=80 (40)	13 r=28.9 c=32.5 (16.25)	45 (56.25)
	No	8 r=22.9 c=20 (10)	27 r=77.1 c=67.5 (33.75)	35 (43.75)
		40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 18.32$
 $\psi^2_{table} = 3.84$
 $\alpha = 0.05$
 d.f. = 1
 $\phi = 0.48$

26.

		Working Status		
		Yes	No	
Willingness to go a distance by transport in order to make a cheaper food purchase.	Yes	4 r=22.22 c=10 (5)	14 r=77.77 c=35 (17.5)	18 (22.5)
	No	17 r=68 c=42.5 (21.25)	8 r=32 c=20 (4)	25 (31.25)
	Sometimes	19 r=51.4 c=47.5 (23.75)	18 r=48.6 c=45 (22.5)	37 (46.25)
		40 (50)	40 (50)	80 (100)

$\psi^2_{cal} = 8.8$
 $\psi^2_{table} = 5.99$
 $\alpha = 0.05$
 d.f. = 2
 $cv = 0.33$

A P P E N D I X 5

BIBLIOGRAPHY

BIBLIOGRAPHY

- Anderson, B. (1972), "Are We Missing the MS" in Vankatesan, ed, ACR, Proceedings, pp. 436-445, 448.
- Atkin, C.K. (1978), "Observation of Parent Child Interaction in Supermarket Decision Making", *Journal of Marketing*, Vol. 42, pp. 75-78.
- Bartos, R. (1976), "Insight in Selling the Working Women", *Marketing Times*, Vol 23, pp. 3-7.
- Bartos, R. (1977), "The Moving Target: The Impact of Women's Employment on Consumer Behavior", *Journal of Marketing*, Vol. 41, pp. 32, 34-35.
- Burnett, J.J., R.D. Amason and S.D. Hunt (1981), "Feminism: Implication for Department Store Strategy and Sales Clerk Behavior", *Journal of Retailing*, Vol. 57, pp. 72.
- Carman, J.M. (1969), "Some Insights into Reasonable Grocery Shopping strategies", *Journal of Marketing*, Vol. 18.
- Churchill, G. (1976), *Marketing Research Methodological Foundations*, 2nd Ed., Illinois: The Dryden Press.
- Cunningham, I.C.M. and R.T. Green (1974), "Purchasing Roles in the U.S. Family, 1955 and 1973", *Journal of Marketing*, Vol. 38.
- Douglas, S.P. (1975), "Working Wife v.s. Non-Working Wife Families: A Basis for Segmenting Markets" in B. Anderson, ed. *Advances in Consumer Research*, Vol. 2, pp. 191-198.
- Douglas, S.P. and C.D. Urban (1977), "Life-Style Analysis to Profile Women in International Markets", *Journal of Marketing*, Vol. 41, pp 48-51.
- Ferber, M.A. and H.M. Lowry (1977), "Women's Place: National Differences in the Occupational Mosaic", *Journal of Marketing*, Vol. 41.

- Gutman, J. and M.K. Mills (1982), "Fashion Life Style- Self Concept, Shopping Orientation, and Store Patronage: An Integrative Analysis", Journal of Marketing, Vol. 58.
- Joyce, M. and Gultinan, (1978), "The Professional Woman: A Potential Market Segment for Retailers", Journal of Retailing, vol. 54, pp. 59, 68.
- Lazer, W. and J.E. Smallwood (1977), "The Changing Demographics of Women", Journal of Marketing, Vol. 41, pp. 18-19, 64.
- McCall, S.H. (1977), "Meet the Workwife", Journal of Marketing, Vol. 41, pp. 52-59.
- McDaniel, C., and R.C. Baker (1977), "Convenience Food Packaging and Perception of Product Quality", Journal of Marketing, Vol. 41.
- Michman, R.D. (1980), "The Double Income Family: A New Target Market", Journal of Marketing, Vol. 44, pp. 3-5, 57-58.
- Milliyet Gazetesi, 25 Aralik 1984.
- Plummer, J.T. (1974), "The Concept and Application of Life Style Segmentation", Journal of Marketing, Vol. 38, pp. 33, 39.
- Reilly, M.D. (1982), "Working Wives and Convenience Consumption", Journal of Consumer Research, Vol. 8, pp. 407, 417.
- Reynolds, F.D., M.R. Crask and W.D. Wells (1977)- "The modern Feminine Life Style", Journal of Marketing, Vol. 41, pp. 39-40, 54.
- Strober, M.H. and C.B. Weinberg (1977), "Working Wives and Major Family Expenditures", The Journal of Consumer Research, Vol. 23.
- Twedt, D.W. (1967), "What is a Convenient Food?", Journal of Marketing, vol. 31.
- Twedt, D.W. (1968), "How Value Can be Added Through Packaging?", Journal of Marketing, Vol. 32.
- Webster, F.E. and F. von Pechmann (1970), "A Replication of the Shopping List Study", Journal of Marketing- Vol. 34.
- Yankelovich- D. (1964), "New Criteria for Market Segmentation", Harvard Business Review, Vol. 42- p. 83.