

Who is willing to consume food away from home in Korea? Kwak, In-Sook, Department of Home Economics, Woosuk University, Jeonju, Korea #565-800, Kim, Soon-Mi, Department of Consumer Sciences & Family Resource Management, College of Home Management, Chungnam National University, Taejon, Korea #305-764

The purposes of this study are to identify the frequency for family's food consumption away from home and to analyze the factors contributing to food consumption away from home. For these purposes, the sample in this study consisted of 2,916 Korean married couples.

The dependent variables were two variables: the one was the frequencies for monthly food consumption away from home, and the other was having a food consumption away from home or not. The independent variables were region (Seoul or large city with 500,000+ / rural area), the number of family members, the number of children at different age group (under 6 / 7-18 / 19+), family type (nuclear family / extended family), wife's age, educational attainment and employment status (full-time employed / not employed), husband's occupation(salaried, i.e., government and business employees / self-employed / agriculture and fishing / irregular job), home ownership (owned / not-owned), monthly household earned income, monthly household expenditure, monthly food expenditure, financial asset, financial status (present financial satisfaction and future financial expectation: 1 very negative to 5 very positive), and car ownership (owned / not-owned). For the statistics, frequencies and means were computed for descriptive statistics of the total sample. Discriminant analysis were employed to identify contributing factors to willingness to make a meal away from home.

As the results, frequencies for family's monthly food consumption away from home among total sample were 1.01, while those who having a meal away from home consumed 1.95times per month. Wife's education level, wife's age, monthly household earned income, having a car, satisfaction of financial status, the number of family members, and the number of children under 6, have significant effect on willingness to take a meal away from home. This result indicates that wife's labor-force participation was not associated with determining monthly food consumption away from home, while socio-demographic factor and financial factor play significant roles.

The understanding of these results become increasingly important in order to explain changes in the food market, anticipate implications of changes in eating life style, design effective kitchen, and to understand factors which motivate household behavior related to food choices.