

A Study on Sectorial Difference of Buying Behavior of Consumers towards Bakery Foods with Special Reference to Balangoda Divisional Secretariat Division

Kanthe Arachchige Ruwani Dilhari and
Millawage Dona Jayani Wasana Wijesinghe

Department of Economics and Statistics,
Faculty of Social Sciences and Languages,
Sabaragamuwa University of Sri Lanka , Belihuloya 70140, Sri Lanka.
ruwani.dilhari7@gmail.com, jayaniwijesinghe@yahoo.com

Abstract

Changes in food consumption patterns in any given country are an important indicator of developmental changes. This study proposed to find Sectorial difference of buying behavior of consumers towards Bakery food. The primary data were collected by using questionnaire. In this study the three GN divisions; Balangoda town, Maddekanda and Pettigala were selected from Balangoda divisional secretariat by representing urban, rural and estate sectors as respectively using Stratified sampling method. The 120 families were selected Data was analyzed by using multiple regressions. According to the survey results the number of hour's wife in out of home due to the employment was common factor to affect the urban, rural and estate sectors. Urban bakery food consumption highly changed due to number of hour's wife in out of home due to the employment and age of buyer. Bakery food consumption in rural sector highly changed due to family type, number of hours wife in out of home due to the employment, education of the householder and income of the family. Family income, number of family members, number of hours wife in out of home due to the employment and sex of the buyer were influenced on bakery food consumption in Estate sector.

Keywords: bakery food consumption, urban, rural, estate

Introduction

With the change of socio-economic background of the people both men and women motivate to go for employment to earn the household income and cooking food in traditional method is really hard for women. Therefore they increase their demand for instant food and reduce their demand for raw food or non-prepared food. The main factor of the decreasing demand for production was the more prepared time of foods. The time saving feature of instant food help the women to give their contribution to the GDP and also employed people can think about their meals with relax mind. Instant foods are available to the consumers without any difficulty at competitive rates and the bakery sector has huge market potential and has a wide range of untapped market which can be explored through various promotional activities and also by providing quality bakery products.

Objective

The objective of the study is to identify the bakery food consumption differences among urban, rural and estate sector.

Statement of Problem

In the past time the Sri Lankan people have spent simple life system and they have given the important place to their staple food as rice. Now this consumption pattern has changed due to varies food production and new food industries. Like many other countries bakery food consumption in Sri Lanka has increased. During the past decades percentage distribution of average monthly household expenditure on prepared food was 10.6 % in Sri Lanka. The expenditure on bread consumption in year 1990 - 1991 was Rs. 6.42 bn and year 2014 – 2015, it will be Rs. 26.9 in Sri Lanka (DCS, 2011). As well as bakery food consumption varies from region to region and in different sector. The per capita consumption of bread in India is 2 Kgs per annum and by far the lowest compared to Sri Lanka which is 8 Kgs and Europe's 80 Kgs (Irfana, 2012). Changes in food consumption patterns contribute to the development of food processing industry (Irfana, 2012). Changing life style due to increased disposable income in advanced countries led to an increase in demand for bakery food (Jae, 2000). There is considerable trend in the society by sector wise for consumption of bakery foods and the expenditure on bakery food got severe share of expenditure of foods and beverage.

Review of Literature

Demands for Bakery Products

Bakery products are which under the unorganized sector include bread production, cookies products and other bakery production such as pastries, cakes, buns and others (Irfana, 2012). The demand for bakery products can be explained under the two parts. The first can be explained as bakery products that are giffen goods or normal goods (necessary goods and luxury goods) under the price elasticity of demand and second can be explained as bakery products that are inferior goods or normal goods (necessary goods and luxury goods) under the income elasticity of demand. The price elasticity of demand is a measure of the sensitivity of the quantity variable on to changes in the price variable and income elasticity of demand is used to see how sensitive the demand for goods is to an income change. According to the both elasticity, the bakery food can be called as “normal” goods which are any goods for demand increase when income increased and falls when income decreased, but price remained constant.

Market Structure of Bakery Products

There are four market structures in the market, such as perfectly competitive market, monopoly market, monopolistic competition and oligopoly market. According to the bakery products market there are numbers of buyers and sellers in the market and there is small differences in the bakery foods and its prices. But those foods are very closely substituted. Therefore the bakery food market plays characteristics of the monopolistic competition market.

Empirical Studies

The first empirical studies on the consumption of convenience foods relied primarily on Becker's household production model (1965). The basic assumption of these studies is that households with working wife will consume more convenience food products since the opportunity cost of time for a working wife is higher than that of a wife who doesn't work. However in most cases, socio-demographic characteristics other than wife's occupational status have been found to effect in a decision to consume convenience food products (Redman, 1980). The important variables which fail to take in a Becker's theory, which affects consumer behavior such as consumer satisfaction from the product, situational determinants or spatial limitation and consumer preferences and perceptions. Psychological and attitudinal variables apart from the typical socio economic factors have been recognized to play a determining role in consumers and decision to move to more convenient meal solutions. Some of the studies have shown that variables like personal values, food related life styles, perceived healthiness of food, perceived time shortage, attitudes on time, joy of cooking, life satisfaction and perceived stress, ethnic identity and situational determinants have impact on the decision to consume convenience foods.

According to Usha (2007) the most of consumers didn't purchase instant food products due to the low cost of home preparation, differences in tastes between homemade and purchased products, dissatisfaction of family members and high prices. Further availability and save time of preparation, preference of family members, influence of friends/relatives and availability of reasonable price and necessary ingredient for preparation were factors which cause to purchase instant food products. According to this study there is positive relationship between instant food expenditure with the higher income, higher education and number of family members.

According to Bredahl & Grunert, (1997) taste, satisfaction, convenience, cognitive attitudes, normative influence from family and friends, facilitating factors, consideration of future consequences and self-identification as a healthy eater were all significant predictors of intention to consume fast food. Olutayo et al, (2009) have found that urban people's consumption of fast food is very high. Further they have found that most major consumers of fast food were middle income earners. Scholderer and Grunert (2005) found that the number of adults in the household and the employment status of the respondent have a direct influence on convenience food usage. And also income and employment status of the respondent, number of children in the household and health consciousness were identified as important variables for convenience food usage.

Hirekenchanagoudar (2008) found the average monthly expenditure on- ready-to-eat food products was highest in high income group and as whole the spending of ready to-eat food products has got 14% of their monthly consumption expenditure while similar trend was noticed with respect to other food items like cereals, pulses, fats and oils, fruits and vegetables and milk and milk products. Payne (2003) has examined the industry and trade summary of bakery products. He found that both the restaurant and grocery store markets are important channels for bakery products. The brand names are important factor that have affected demand for bread and most influential in bread products other than bread.

Senauer et al. (1986) have done a study about effect of the value of time on food consumption patterns in developing countries. The specific hypothesis tested to know whether the bread consumption of urban Sri Lankan households will increase and their rice consumption will decrease. It was due to the opportunity cost of time of the woman, household increases bread consumption. According to their findings the increased value of human time must be considered as one of the factors underlying the shift from traditional foods to time-saving foods, especially baked bread, which is occurring quite generally in developing countries.

According to Valde (2007), bakery products are an important part of a balanced diet. Further they found that higher consumption of bakery products is associated with higher intake of energy, saturated fats and sugars. Both industrialized and developing countries showed that bakery products were highly consumed by children and adults, and provided a considerable portion of energy intake. The cause of concern is that, bakery products are important as ready-to-eat processed foods.

Hersi et al. (1998) have done research about urban food consumption pattern in developing countries. One typical feature he has found that urban food expenditure is more on foods prepared outside the home than in rural areas. It was due to their purchasing power. Taste, status, symbolism, time for preparation, quality, nutrient content, and price were affected on purchasing behavior.

Methodology

The study based on primary data. To study the effect of socio-economic factors on bakery food consumption, the selected population was the consumers who living in urban, rural and estate sector in Balangoda DS division under Stratified random sampling. The 120 householders were randomly selected.

The multiple regressions are analysis procedure that will use to analysis the data. Equation of multiple regressions can be written as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \dots + \beta_nX_n + \epsilon_i$$

Where,

Y = Dependent Variable (Expenditure of bakery food)

= Coefficient of X₁

X₁ to X_n = Socio, Economic and Demographic factors

Data Presentation and Analysis

The following section describes the different behavior of consumers towards to bakery foods and determinants of it.

When purchase bakery food, the higher percentage of urban sector families have given priority for fresh and as second and third important factors were quality and taste respectively

based on their family class and education level (see table 1). In rural sector majority of families have given priority for nutrition level and then given priority for taste due to their attitudes about energy of meals. In estate sector higher percentage of families have given priority for price and then given priority for taste due to their low income level.

Table 1. Priority Level for Buying Factors of Bakery Food

Determinants of purchase	Sector		
	Urban families (%)	Rural families (%)	Estate families (%)
Price	7	5	34
Fresh	42	6	24
Quality	26	18	6
Nutrition level	4	41	1
Taste	20	24	32
Ingredient	0	3	3
Varieties foods	1	3	0

Source: Sample Survey, 2013

The table 2 shows the higher rates of urban families consume bakery food to save meal preparation time and due to their children preference. The higher rates of rural families and estate families demand bakery food due to their children preference.

Table 2. Reasons for Bakery food Consumption

Reasons for Consumption	Sectors		
	Urban HH (%)	Rural HH (%)	Estate HH (%)
Labor force attachment of wives	9	8	2
Add change home meals	15	10	6
Convenience	11	7	15
Save meal preparation time	24	22	17
Preferences of children	17	23	22
As a habitual	3	5	3
Busy life time	12	8	17
As additional meal	9	18	19

Source: Sample Survey, 2013

Bakery Food Consumption Pattern - Rural Sector

In here analysis was mainly based on the rural sector bakery food expenditure. Compatible with the ANOVA table 3, the p value is 0.000. As a result of that, it commonly shows that the model estimated by the regression procedure is significant at a level of 0.5 (95% confidence level). In consequence of these, it is more appropriate to construct a regression model.

Table 3. Analysis of Variance (ANOVA)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1539841.000	2	769920.500	44.473	.000
Residual	640553.375	37	17312.253		
Total	2180394.375	39			

Source: sample survey, 2013

R Square= .706 Adjusted R Square=.690 Std. Error of the Estimate =131.576

According to the regression equation $R^2 = 70.6\%$ and $R^2(\text{adj}) = 69\%$, mean that dependent variable variance explain by 70 % of explanatory variables in the sample. It is good significant model. Because these models, depend variable variance explains by explanatory variables by more than 70%.

Table 4. Multiple regression model for the monthly expenditure on bakery foods-Rural Sector

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	249.141	86.975		2.865	.007
Family type - Extended	128.184	49.311	.327	2.599	.014
Number of hours wife out of home due to employment	12.579	5.472	.291	2.299	.028
Education of household head	-13.474	5.663	-.287	-2.379	.023
Family income	.003	.001	.278	2.286	.028

Source: sample survey, 2013

Table 4. Illustrates multiple regression model for the factors which affected for the monthly expenditure on bakery foods-Rural Sector. Considering p value of the selected variables such as family type, wife's employment hours out of home, education and income were significant at 95% confidence level. According to the p value of other factors, those were not significant at 5% significant level.

Interpretation of the Regression Result of rural Sector

The regression equation is as follows:

$$Y = 249.141 + 128.184 \text{ Extended Family} + 12.579 \text{ Number of hours wife out of home due to employment} - 13.474 \text{ Education of household head} + .003 \text{ Family income.}$$

The constant value represents as 249.141 effects of bakery food expenditure when other variables were constant. The regression equation shows the relationship between bakery food expenditure and selected variables in rural sector. Using this equation the effects of socio, economic and demographic factors could be easily understand as follow.

Family type-The regression coefficient of this variable was 128.184. That means the family who belong under extended type, the bakery food expenditure was increased by Rs 128.184 relative to the nuclear family. The reason for that was increase the number of family members in extended families.

Number of hours wife out of home due to employment -When Number of hours wife out of home due to employment increase by one hour, the bakery food expenditure was increased by Rs. 12.579, assuming other factors remain constant. When increasing the wife employs time they demand for more bakery foods to save their time. But they spend very limited amount of expenditure for bakery food than other expenditure in household due to their attitudes about health effect and nutrition level of bakery food. When comparing rural and urban sectors, the rural sector bakery food expenditure was less than the urban sector. it conclude that when Labor force attachment of wives- hours out of home increased by one hour the rural sector expenditure was increased by Rs. 12 while urban sector by Rs 31. When comparing rural and estate sectors, the rural sector bakery food expenditure was more than the estate sector. it conclude that when Labor force attachment of wives- hours out of home increased by one hour the rural sector expenditure was increased by Rs. 12 while estate sector by Rs. 8.

Education of household head-There was negative relationship between Education of household head and bakery food expenditure. That mean when increase education period of household head by one year then the bakery food expenditure was decreased by Rs 13.474, assuming other factors remain constant. When increase their education level they reduce demand for bakery food items due to their knowledge about diseases and food styles.

Family income-There was positive relationship between Family income and bakery food expenditure. That mean when increase Family income by one rupees then the bakery food expenditure was increased by cent.003, assuming other factors remain constant. Even rural sector expenditure of bakery food higher it was very small rate when compare with other expenditure on household. Therefore the bakery food expenditure has increased by small amount when increase income. When compare the rural and estate sectors, the rural sector bakery food expenditure was less than the estate sector. It conclude that when Family income increased by one Rupees, the rural sector expenditure was increased by cent 0.003 while estate sector by cent 0.008.

Bakery Food Consumption Pattern - Urban Sector

According to the ANOVA table 5, the model p-value was recorded as 0.000 determined those variables were most suitable to explain dependent variable at 5% significant level.

Table 5. Analysis of Variance (ANOVA)

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	765510.409	4	191377.602	8.846	.000
Residual	757208.966	35	21634.542		
Total	1522719.375	39			

Source: sample survey, 2013

Furthermore this model was most suitable to explain dependent variable as monthly bakery food expenditure and factors that affected for bakery food expenditure in urban sector.

R Square=.503 Adjusted R Square=.446Std. Error of the Estimate=147.087

According to the regression equation R sq = 50.3 % and R sq (adj) = 44.6 %, means that it explains the proportion of the variation in the dependent variable (monthly bakery food expenditure) accounted by two explanatory variables in the sample such as number of hours wife out of home due to employment and age of buyer.

Table 6. Multiple regression model for the monthly expenditure on bakery foods - Urban Sector

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	560.518	57.735		9.709	.000
Number of hours wife out of home due to employment	31.930	5.068	.616	6.301	.000
Age of buyer	-7.433	1.960	-.371	-3.793	.001

Source: sample survey, 2013

Table 6. shows multiple regression model for the factors which affected for the monthly expenditure on bakery foods- Urban Sector. Wife's employment hours out of home and age of buying decision maker were significant at 95% confidence level. According to the p value of other factors, those were not significant at 5% significant level.

Interpretation of the Regression Result of Urban Sector

The regression equation is as follows:

$Y = 560.518 + 31.930 \text{Number of hours wife out of home due to employment} - 7.433 \text{Age of buyer.}$

The constant value represents as 560.518 effects of bakery food expenditure when other variables were constant. The regression equation shows the relationship between bakery food expenditure and selected variables in urban sector.

Number of hours wife out of home due to employment -When increase wives employment hour out of home by one hour then the bakery food expenditure was increased by Rs 31.930, assuming other factors remain constant. When compare with rural sector (Rs 12) it was more than by Rs 19. The urban females have to spend long time in out of home than other sector people. Then they have no time to prepare meal especially in the dinner. Then they move to purchase bakery items such as bread as their staple food.

Age of buyer-There was negative relationship between age of buying decision maker and bakery food expenditure. That mean when increase age of buying decision maker by one year then the bakery food expenditure was decreased by Rs 7.433, assuming other factors remain constant. The reason for that the children in the urban sector they spend busy life

with their school and private classes. Then they consume more bakery food in their after school and also in the house. Then other hand most of their parents engage in business activities and according to their bad health condition they have reduced their demand for the bakery food.

Bakery Food Consumption Pattern - Estate Sector

In here the multiple regression models was used to identify the effects of socio economic and demographic factors to change the estate sector bakery food expenditure.

Table 7. Analysis of Variance (ANOVA)

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	297547.834	4	74386.958	13.257	.000
Residual	196396.541	35	5611.330		
Total	493944.375	39			

Source: sample survey, 2013

According to the ANOVA table, the model p-value was recorded as 0.000 determined those variables were most suitable to explain dependent variable at 5% significant level.

R Square=.602 Adjusted R Square=.557 Std. Error of the Estimate=74.909

According to the regression equation R sq = 60.2 % and R sq (adj) = 55.7 %, mean that dependent variable explain by 60 % of explanatory variables in the sample.

Table 8. Multiple regression model for the the monthly expenditure on bakery foods - Estate Sector

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	30.758	58.085		2.530	.006
Family income	.008	.003	.359	3.002	.005
Number of family members	28.749	11.660	.306	2.466	.019
Number of hours wife out of home due to employment	8.461	3.904	.256	2.167	.037
Sex of buyer	51.197	24.885	.230	2.057	.047

Source: sample survey, 2013

Interpretation of the Regression Result of Estate Sector

The regression equation is as follows:

$$Y = 30.758 + .008 \text{ Family income} + 28.749 \text{ Number of family members} + 8.461 \text{ Number of hours wife out of home due to employment} + 51.197 \text{ Female buyer}$$

Table 8 illustrates the multiple regression model for the factors which affected for the monthly expenditure on bakery foods of the estate sector. The constant value represents as -30.758 effects of bakery food expenditure when other variables were constant.

Family income-The estate people's income level was low due to their estate work. But increasing income affect to increase bakery food expenditure by little amount due to they have given priority for price. Therefore they purchase low price bakery items than other sectors. Then even they purchase more bakery items their bakery food expenditure was increased by small rupees, when increase their income. When comparing estate sector with rural sector, the estate sector bakery food expenditure was more than the rural sector. It conclude that when Family income increased by one Rupees, the estate sector expenditure was increased by cent 0.008 while rural sector by cent 0.003.

Number of family members - The estate sector families had more members due to most of extended families. Therefore their quantity of bakery food items have increased and then the expenditure of bakery food also have increased.

Number of hours wife out of home due to employment-When increase wives employment hour out of home by one hour then the bakery food expenditure was increased by Rs. 8.461, assuming other factors remain constant. The most of the females were engaging with estate sector and they spend more hours out of the home. Therefore estate employment females mostly demand for the bakery food items for their break times. And also due to their hard working they consume more bakery foods as their additional food. When comparing estate and urban sectors, the estate sector bakery food expenditure was less than the urban sector. it conclude that when Labor force attachment of wives- hours out of home increased by one hour the estate sector expenditure was increased by Rs. 8 while urban sector by Rs. 31. Because the urban sector income level is higher than the estate sector. When comparing estate and rural sectors, the estate sector bakery food expenditure was less than the rural sector. It concludes that when Labor force attachment of wives- hours out of home increased by one hour the estate sector expenditure was increased by Rs 8. The reasons for that were no long working hours for Tamil women and low distance from home to work place.

Sex of buyer -The regression coefficient of this variable was 51.197. That means the buying decision maker who was female, the bakery food expenditure was increased by Rs. 51.197 related to the male buyer. The female buyers were more preference than the male buyers for bakery food.

Conclusion

The majority of people have consumed bakery food as additional food. It concludes that the people were spending small amount for the bakery food items compare with other food items in the households. The high rate of urban people have consumed bakery food for save meal preparation time, rural people consume bakery food base on their children preference and estate people consume bakery food base on their children preference and as an additional meal. This concludes that each sectors have difference purposes for consume bakery foods.

The urban people buy bakery food at fortnight, rural people buy at occasionally and estate people buy at once a week. This concludes that the purchase terms are higher in estate sector than other sectors due to number of family members in the households even their bakery food expenditure was low.

The urban and rural people have moderate knowledge while estate people have very low knowledge about nutrition level of bakery foods. This concludes that the estate people have consumed bakery foods without considering nutrition condition and other people consume with knowledge about nutrition condition. Therefore rural and urban people limit their bakery food consumption and purchase bakery foods based on its nutrition level. The majority of people believe that bakery foods are not good for the health while considerable amount of estate Tamil people believes that bakery foods are good for the health. This concludes that there were people in the estate sector, who had extremely low nutritional knowledge and low education level.

The extended families are higher in rural and estate sectors than urban sector. This concludes that the family members in the rural and estate households were higher than the urban households. It indirectly affect to the increase bakery food expenditure in those sectors. Based on analysis the rural sector family type affect to increased bakery food expenditure by Rs. 128 when it was an extended family. According to the analysis data, there was positive relationship between income and bakery food expenditure in rural and estate sector. It concludes that the rural and estate sector change their bakery food expenditure when increase their income. But urban sector didn't change their bakery food expenditure with their increasing income. Because bakery food expenditure taken small share of their total food expenditure. Therefore when increase their income they think bakery food as inferior good such as bread and they move to another high class instant food categories such as pizza hut.

According to the analysis another important finding was there is positive relationship between the number of hours wife in out of home due to employment and bakery food expenditure in all sectors. It concludes that when increase the wives employment hours out of home the expenditure of bakery food also increase due to busy life time of the wives and the other reason was increase their additional income. According to this study when increase wives employment hours out of home, the urban sector expenditure increment is more than the other sectors. Based on this expenditure it concludes that urban wives work more hours in out of home and earn higher extra income to the family.

Recommendations

- Government should promote education level in estate sector people by developing human and physical facilities. Because most of estate consumers have not enough knowledge about nutrition level and health effect of bakery food due to their low education level.
- Increased the rice flour bakery production than wheat flour bakery production. It reduces the bad health effect to the consumers who suffering from non-communicable diseases.

- Encourage the bakery food producers to use rice flour as their main input for the production. When producer use rice flour it help to promote the domestic farmers and there are good nutrition level in this bakery food category. Then low income people can be buy quality product at low price
- Establish a single unit to search quality and nutritional level of bakery food under the Ministry of Health.
- Implement the programmes to reduce poverty level in Estate sector. Because of their poverty situation they haven't to purchase more bakery foods even the most prefer.
- Encourage the town and village bakery owners to distribute their products by mobile bakery vehicle facility in daily or weekly.

References

- Bredahl, L., & Grunert, K. G. (1997). *Food-related Lifestyle Trends in Germany 1993-1996*. MAPP working paper, April 1997. Aarhus: The Aarhus School of Business.
- Department of Census and Statistics. (2011). *Household Income and Expenditure Survey - 2009/10 Final Report*. Available at: [http:// www.statistics.gov.lk /HIES/HIES2009_10Final Report.pdf](http://www.statistics.gov.lk/HIES/HIES2009_10Final Report.pdf). [Accessed on 21 April 2012]
- Hersi, D., Abeyssekera, W. A. T., & Wickramanayake, T. W. (1989). Food Consumption Behaviour of urban food stamp recipients in Sri Lanka. Available at: bitstream/1/7199/2/CJMS-32%282%29-101.pdf. [Accessed on 12 November 2012]
- Hirekenchanagoudar, R. (2008). *Consumer Behaviour towards Ready-to-eat Food Products* (Doctoral Dissertation, University of Agricultural Sciences, Dharwad). Available at: <http://etd.uasd.edu/ft/th9670.pdf>. [Accessed on 25 April 2012]
- Irfana, K. D. (2012). Production and Profitability of Flour Confectionary Products in Different Sizes of Bakery Industry in Marathwada Region (MS) India. *Science Research Reporter*, 2(2).
- Olutayo, A. O., & Akanle, O. (2009). Fast Food in Ibadan: An Emerging Consumption Pattern. *Africa*, 79(02), 207-227.
- Payne, W. (2003). *Industry and Trade Summary Bakery Products*. Available at: publications/332/pub3635.pdf. [Accessed on 16 October 2012]
- Redman, B. J. (1980). The impact of women's Time Allocation on Expenditure for Meals away from Home and Prepared Foods. *American Journal of Agricultural Economics*, 62(2), 234-237.
- Scholderer, J., & Grunert, K. G. (2005). Consumers, Food and Convenience: The Long Way from Resource Constraints to Actual Consumption Patterns. *Journal of Economic Psychology*, 26(1), 105-128.
- Senauer, B., Sahn, D., & Alderman, H. (1986). The Effect of the Value of Time on Food Consumption Patterns in Developing Countries: Evidence from Sri Lanka. *American Journal of Agricultural Economics*, 68(4), 920-927.
- Usha, V. (2007). *A Study on Buying Behaviour of Consumers towards Instant Food Products in Kolar District*. Available at: <http://etd.uasd.edu/ft/th9589.pdf>. [Accessed on 16 October 2012]
- Valde, R. (2007). *Nutritional Profile of Bakery Products Consumed in Bahrain*. Available at: http://www.bah. da.gov/food/674/wdn01_45_.pdf. [Accessed on 14 March 2013]