



## Globalization and Food Consumption: A comparative study of Rural and Urban Kashmir

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### Abstract:

*This study attempts to examine urban and rural food consumption patterns in Kashmir, in the milieu of globalization and its influence on literacy, incomes, age, residence and gender. The study considers the consumption patterns of the urban and rural populations in Kashmir and attempts to link them to globalization. The study highlights key drivers like growing population, increasing urbanization, international food trade, emergence of fast food chains, rising incomes and access to mass media behind these consumption patterns and their impact on the traditional food consumption of Kashmir. Data from questionnaire with 480 respondents on food consumption patterns in urban and rural Kashmir have been discussed. Empirical results have proved that in Kashmir, neither tradition nor modernity in food consumption is the exclusive prerogative of the urban or the rural areas. The tendencies towards modernity or tradition are present in both the rural as well as in the urban areas.*

**Keywords:** Globalization, Food, Urbanization, Urban, Rural, Tradition, Modernity

### 1. Globalization and Food Consumption

Food occupies the highest position in the hierarchical needs of human beings and has a paramount significance in human life. Throughout the course of history, food has played important roles in addition to that of providing nourishment. In every culture, food constitutes an organized system, a language that through its structure and components conveys meaning and contributes to the organization of the natural and social world. Food is basic to all human life, so pervasive that, paradoxically, it fades from our attention completely (Sherry, 2001). Food is not only a collection of products that be used for statistical or nutritional studies, it is also at the same time, a system of communication, a body of images, a protocol of usages, situations and behavior (Barthes, 1975). Human societies can manage without money, telegraph, cables, or cotton goods but they cannot go without food. Food is not just consumed but prepared, arranged and displayed also which requires additional receptacles, cooking utensils, spaces for storage, cooking and consuming. Food is what matters most to most people for most of the time (Armesto, 2002).

Food provides a historical perspective on globalization. Globalization of food and cuisine is particularly a phenomenon of the twentieth century and after, there have been distinct trends towards the proto-globalization of food production, distribution and consumption in earlier historical periods (Hopkins and Bayly, 2004)). The main impetus behind such trends for most of human history has involved the desires of elite groups in certain societies for ingredients and tastes that were considered exotic and which could be deployed as means of class distinction. This is especially the case with spices and other products used to flavor foodstuffs that may well be more local in origin and being relatively easy to transport in storage over long distances (Goody, 1982).

The processes to do with what we today call globalization have arguably been going on since the dawn of humanity, when early humans slowly spread out from their original location in East Africa throughout all the continents. Similarly, the cultivation of grains, one of the basic foodstuffs that

underpin human existence in most parts of the planet, stretches back to the start of settled agriculture in the Tigris and Euphrates valleys by 7000 BCE. By around 5000 BCE, wheat and barley had spread into Africa and by 4000 BCE into Europe (Atkin, 1992). For much of human history, however, grains were not transported very far from their original place of production, for example, as recently as the sixteenth century CE, only 1 percent of the total grain produced in the Mediterranean world was transported internationally (Braudel, 1982). Even though coffee, sugar, tea and other commodities had been part of international trade networks for much longer, it was only by the middle of the nineteenth century that staple foods for mass consumption, such as wheat, rice or wine, were shipped from one continent to another in large quantities and at competitive prices. After the invention of mechanical refrigeration (around 1880), the same was true for perishable goods like meat, fish, and fresh produce (R, Parren, 2006). The trade in spices, sugar, and later wheat expanded by leaps and bounds, tying together distant regions in new networks of production, trade, and consumption. Trade in pepper and other spices between Asia and Europe increased in the sixteenth century, when direct naval contacts were established between the two continents. In 1500, the amount of spices imported was roughly 2,400 tons. By 1700 it had risen to 8,500 tons (C. H. Wake, 1979). Internationalized, and then globalized, grain production and distribution is primarily a product of the nineteenth century, stimulated at first by the repeal of the protectionist Corn Laws in the United Kingdom in the 1840s, with first the USA and Canada, then Australia, India, and Argentina becoming major grain exporting countries to many parts of the world in the latter half of the nineteenth century (Atkin, 1992: 18).

Securing greater access to food was a driving force behind colonial expansion and imperial power. Food markets were the first to become globally integrated, linking distant areas and cultures of the world (Inglis and Gimlin, 2010). In no other area have the interactions between global exchange and local practices been as apparent as in changing food cultures. Food consumption plays a crucial role in the construction of local and national identities and in the changing self-understanding of social groups, migrants and ethnic communities (Nutzenade and Trentmann, 2008). Food globalization processes of the twentieth and twenty-first centuries can only be properly understood if set against the background of the development of the industrialized agro-capitalist food system that has appeared over the last century or so (Friedmann, 1994). From the later nineteenth century onwards, this system has become ever more globe-spanning in reach, although its development in different parts of the world has been uneven and its effects far from being totally homogeneous (Watts and Goodman, 1997). In terms of the ongoing development of this system, key features include massive and rapid urbanization in Europe and North America, leading to large urban populations needing to be fed; the diminishing social role of the peasantry; the transformation of farms into ever larger production units; the development of mass-market oriented agricultural and livestock production systems, the application of innovative scientific knowledge, produced and utilized by new sorts of professional cadres, to both animals and crops, especially in terms of producing species that were particularly conducive to rapid and easily manipulated growth; rationalization of animal breeding techniques and slaughtering systems; the consolidation of nation-wide, and international, transportation systems, such as the development of globally standardized freight and cargo systems (Levinson, 2008); and the development of new modes of packing and preservation, such as industrial freezer systems, and large-scale canning operations (Sorj and Wilkinson, 1985). All of these innovations, mostly pioneered in Europe and North America, came to have increasingly world-level ramifications and consequences, such that agriculture world-wide, in one way or another, has come to be affected and restructured in light of the dynamics of globalized agro-capitalism (Friedmann, 1994). Globalization of food also got intensified and supplemented by the world-wide spread of the great American food brands – Coca-Cola, Pepsi, Kentucky Fried Chicken, Burger King and many more which allegedly totally eliminate local cuisines and foodways in their all-conquering path (Watson and Caldwell, 2005: 2).

## 2. Universe of the Study

The universe of the present study was Kashmir division. Within the Kashmir, urban areas and rural areas were selected from ten districts of the Kashmir division. Total population of Jammu and Kashmir as per 2011 census was 12,541,302 of which male and female are 6,640,662 and 5,900,640 respectively. Out of total population of Jammu and Kashmir, 27.38% people live in urban regions. The total figure of population living in urban areas is 3,433,242 of which 1,866,185 are males and while remaining 1,567,057 are females. Of the total population of Jammu and Kashmir State, around 72.62 percent live in the villages of rural areas. Male and female numbers were 4,774,477 and 4,333,583 respectively. Total population of rural areas of Jammu And Kashmir State was 9,108,060. Sex Ratio in urban regions of Jammu and Kashmir was 840 females per 1000 males while as in rural regions of Jammu and Kashmir, female sex ratio per 1000 males was 908 (Census of India, 2011).

Literacy has role in shaping the consumer behavior of the individuals. Thus it is necessary to highlight the literacy of the Universe of the study. As per census of 2011, average Literacy rate in Jammu and Kashmir for Urban regions was 77.12 percent in which males were 83.92 percent literate while female literacy stood at 56.65%. Total literates in urban region of Jammu and Kashmir were 2,319,283. In rural areas of Jammu and Kashmir, literacy rate for males and female stood at 73.76 percent and 46.00 percent. Average literacy rate in Jammu and Kashmir for rural areas was 63.18 percent. Total literates in rural areas were 4,747,950.

## 3. Sampling Plan of the Study

The required sample size depends on the representative of the total population. The size of the sample was determined by using mathematical formula of **Taro Yamane** (1970:886-87).

$$n = \frac{N}{1 + N(e)^2}$$

Where 'n' is the size of the sample, 'N' is the total population and 'e' is the error of confidence level. When 'N' was given the value 6907623, total population of Kashmir (census of India, 2011) and 'e' given the value 0.05, the size of sample calculated was 399.97. The required sample size depends on the representative of total population. Equal representation was given to all the ten districts of the Kashmir. Taking into consideration the different variables of the study the calculated sample was increased on the convenient basis to stratify equally all the variables. Accordingly, a sample of 480 respondents was taken based on stratified random sampling. Firstly it was stratified as per variables of the study and then the respondents were selected randomly from each variable. The stratification of the variables is as follow:

**Table 3.1: Sampling plan of the Study**

Variables	Residence		Gender		Income groups			Education		Age		Total
	Rural	Urban	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	old	
Number of respondents	240	240	240	240	160	160	160	240	240	240	240	480

## 4. Methods of Data Collection

The collection of data depends on the nature of the problem and socio-economic setting in which the researcher is placed and the method of data collection must be linked to the sort of problem on one hand and to the social situation which represents it to the sociologist (Worsly, 1970:96). Both primary as well as secondary sources of data relating to the study have been collected. In addition to this qualitative and quantitative methods were utilized depending upon the nature of the information to be sought. The study is empirical in nature based mainly on primary data which have been collected with the help of Interview Schedule. As the sample consisted of both literate and illiterate respondents interview schedule was the most suitable tool for data collection. The interview schedule was prepared based on the themes of the study. The questions in the interview schedule were both of open and closed ended depending upon the nature of question and the response required for the question. As the

research was empirical in nature besides using interview schedule, Non-Participant Observation was used to obtain the required information like dress pattern, footwear, structure of the house etc. Data was collected from March 2016 to December 2016, through the field study conducted in rural and urban areas of Kashmir.

#### ***4.1 Food consumption Patterns in Kashmir***

Human life is nourished and sustained by consumption. The abundance of consumption is the life blood of human development. Consumption habits and pattern are determined by a complex set of socio-economic, cultural, religious and psychological factors. A country's consumption pattern reveals a clear picture of its standard of living, poverty level, human development and the nature of its economic growth. Competitive spending and conspicuous consumption has become the order of the day. There is a significant increase in the level of consumption of both food and non-food commodities. Eating is a fundamental activity. It is more or less the first thing we do, the primary source of pleasure and frustration, the arena of our earliest education and enculturation. Food is our center, necessary for survival and inextricably connected with social function. What people eat, how and with whom, what they feel about food and why are of crucial significance to an understanding of human society. Thus the nature of residence, socio-economic status and gender determine the pattern of consumption among the individuals. So an enquiry has been made to find whether there is any significant relation between globalization, consumption and residence in rural and urban Kashmir.

#### ***4.2 Restaurant Culture in Urban and Rural Kashmir***

In the last few decades, there has been trend of globally inflected spaces of consumption. People worldwide are connecting with other people as well as with other foreign cultures through this global connectivity, which as a result has shaped global culture. In this consumer culture, restaurants act as milieu where food of different kinds and origins are served to local consumers. Going to restaurant is linked to one's class and exposure to modern way of life. Globalization gives restaurants a wider array of choices. Visiting to restaurants is not a common practice in Kashmir but is practiced only by a minority of the population. It was necessary to know the trend of visiting restaurants in terms of variables like, gender, income, education and age in Kashmir from both rural and urban areas.

Table 4.1, emphasizes that the overall trend of visiting restaurant is low in Kashmir. In rural Kashmir only 25.41 percent of respondents visit restaurants compared to 44.58 percent urban respondents signifying the difference of 19.17 percent. The difference persists with respect to gender, income, education and age. The table depicts that the nature of residence, socio-economic status and gender determine the pattern of food consumption among the respondents. Income has a very important role in visiting restaurants, the middle and higher income group visit restaurant more than those of lower income. The dominant reason for not visiting restaurant is found to be lack of sufficient income. The cultural constraint is another reason among the rural female respondents of not visiting restaurants. Thus the study highlights that the global culture of which visiting restaurants is a part, has meager impact on the Kashmir. The urban Kashmir is slowly adapting the global culture but rural Kashmir is still far off from the impact.

**Table 4.1: Visiting restaurant**

Do you visit restaurant?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
<b>Yes</b>	42 (35)	19 (15.83)	8 (10)	19 (23.75)	34 (42.5)	44 (36.66)	17 (14.16)	43 (35.83)	18 (15)	61 (25.41)
<b>No</b>	78 (65)	101 (84.16)	72 (90)	61 (76.25)	46 (57.5)	76 (63.33)	103 (85.83)	77 (64.16)	102 (85)	179 (74.58)
<b>Urban</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
<b>Yes</b>	68 (56.66)	39 (32.5)	23 (28.75)	35 (43.75)	49 (61.25)	74 (61.66)	33 (27.5)	69 (57.5)	38 (31.66)	107 (44.58)
<b>No</b>	52 (43.33)	81 (67.5)	57 (71.25)	45 (56.25)	31 (38.75)	46 (38.33)	87 (72.5)	51 (42.50)	82 (68.33)	133 (55.41)

### 4.3 Frequency of visiting Restaurant

Restaurants deliver the items that could compete with traditional purveyors of convenient foods. The number of people dining at restaurants is rising as more people are working outside the home, busier lifestyles and more disposable income. Thus an attempt is made to analyze the frequency of visiting restaurant in rural and urban Kashmir to highlight the impact of global culture.

Table 4.2 represents that the influence of consumer culture is higher in urban areas of Kashmir compared to rural areas. On the daily basis of visiting restaurant urbanites are 28.97 and ruralites 9.83 percent, signifying a difference of 19.4 percent. A prominent difference is found among females respondents of rural and urban Kashmir. Among female ruralites none of the respondents visit restaurants on daily basis as against 23.07 percent female urbanities. Though the restaurant going is very low in Kashmir, the frequency of visiting restaurant depicts habitualization, availability, access and will to make expenditure play an important role in consuming food at restaurants. The table depicts that the nature of residence, socio-economic status and gender determine the frequency of visiting restaurants among the respondents. The visiting of restaurants is higher in urban areas. Young consumers prefer more restaurants going than old. Education plays a significant role in adapting the global consumer culture as literate respondents are more habitual than illiterates. Thus emergence of restaurants to siege the local culture and create a homogeneous global culture is not yet successful in Kashmir. The overall influence of global culture is less in Kashmir. The trend is emerging rapidly among the urban consumers whereas slowly among rural consumers however the rise of a new class of affluent consumers for creating a huge demand for fast foods is still very far in Kashmir because of the constant working hours, less industrialization and typical lifestyles of Kashmiri people.

### 4.4 Food Choices at Restaurants

Choice of food explores broad undercurrents about consumer preferences and homogeneity of consumers across these preferences. The food chosen for the consumption at the restaurant is based upon the taste of the consumer. The taste of the consumer is grounded on the age, income, literacy and exposure to the modern day food items. Hence, it was mandatory to know what kind of food is preferred by the consumers at the restaurant in Kashmir.

Table 4.3, reveals that the consumers of Kashmir are adapting the global culture such as visiting restaurants but the consumption preferences are local and changing at a slow rate. The urban respondents who are more influenced by the consumer culture prefer to consume the non-local food items at the restaurants whereas the ruralites who are less influenced by the global consumer culture prefer to eat local non vegetarian food like *Wazwan*. The young and educated people from middle and

higher income groups are influenced by the consumerist culture hence they prefer to consume non-local foods. Thus the study emphasize that the globalization of food has not yet been able to replace the local foods. The choice of food in the study explores heterogeneity about consumer preferences in the specified variables and homogeneity of consumers across the preferences highlights the disjuncture that even though rural respondents visit restaurants but they prefer to consume non-vegetarian local food.

**Table 4.2: Frequency of visiting restaurant**

How often visit restaurant?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (percentage)</b>	42 (100)	19 (100)	8 (100)	19 (100)	34 (100)	44 (100)	17 (100)	43 (100)	18 (100)	61 (100)
<b>Daily</b>	6 (14.28)	0 (0)	0 (0)	3 (15.78)	3 (8.82)	2 (4.54)	4 (23.52)	5 (11.62)	1 (5.55)	6 (9.83)
<b>Weekly</b>	13 (30.95)	0 (0)	2 (25)	2 (10.52)	9 (26.47)	8 (18.18)	5 (29.41)	9 (20.93)	4 (22.22)	13 (21.31)
<b>Monthly</b>	11 (26.19)	6 (31.57)	1 (12.5)	5 (26.31)	11 (32.35)	15 (34.09)	2 (11.76)	14 (32.55)	3 (16.66)	17 (27.86)
<b>Auspicious</b>	12 (28.57)	13 (68.42)	5 (62.5)	9 (47.36)	11 (32.35)	19 (43.18)	6 (35.29)	15 (34.88)	10 (55.55)	25 (40.98)
<b>Urban</b>										
<b>Number of respondents (percentage)</b>	68 (100)	39 (100)	23 (100)	35 (100)	49 (100)	74 (100)	33 (100)	69 (100)	38 (100)	107 (100)
<b>Daily</b>	22 (32.35)	9 (23.07)	4 (17.39)	12 (34.28)	15 (30.61)	19 (25.67)	12 (36.36)	21 (30.43)	10 (26.31)	31 (28.97)
<b>Weekly</b>	11 (16.17)	6 (15.38)	1 (4.34)	5 (14.28)	11 (22.44)	15 (20.27)	2 (6.06)	14 (20.28)	3 (7.89)	17 (15.88)
<b>Monthly</b>	12 (17.64)	13 (33.33)	5 (21.73)	7 (20)	13 (26.53)	19 (25.67)	6 (18.8)	14 (20.28)	11 (28.94)	25 (23.36)
<b>Special occasions</b>	23 (33.82)	11 (28.20)	13 (56.52)	11 (31.42)	10 (20.40)	21 (28.37)	13 (39.39)	20 (28.98)	14 (36.84)	34 (31.77)

#### 4.5 Consumption of fast food

Rapid urbanization coupled with busy lifestyle and advancement in technology has greatly changed the way of life of many people including people in the developing countries. The effects of these changes have altered the tradition of cooking and eating at home. People are now more reliant on ready-to-eat meals offered by businesses for their daily sustenance and popular among them are fast foods. Fast-food has become a significant symbol for the modern culture as it satisfies people in a relatively short time (Ritzer, 1992). Globalization has facilitated the entry of branded products and outlets into the market such as *Coca-Cola*, *Pepsi*, *Pizza Hut*, *Domino's Pizza* and *McDonalds* primarily for the more affluent consumers. At the same time other local products of a cheaper variety both by branded and unbranded producers flood the markets.

As revealed in table 4.4, the fast food consumption is very high in urban Kashmir (62.91 percent) than the rural Kashmir (25 percent) with a huge difference of 37.91 percent. The difference persists with gender, income, education and age among rural and urban respondents. The non-availability in rural areas has been found the most dominating factor in non-consumption of the fast food (66.25 percent), followed by cultural constraint particularly among females (75.83 percent). Thus the study signifies that the availability is an important factor for the diffusion of global culture. The fast food as a significant symbol of the modern culture is at infancy in Kashmiri society. The changes have not yet replaced the traditional food of Kashmir.

**Table 4.3: Choice of food**

What you eat at restaurant?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	42 (100)	19 (100)	8 (100)	19 (100)	34 (100)	44 (100)	17 (100)	43 (100)	18 (100)	61 (100)
<b>Local</b>	29 (69.04)	14 (73.68)	7 (87.5)	12 (63.15)	24 (70.58)	33 (75)	12 (70.58)	29 (67.44)	14 (77.77)	43 (70.49)
<b>Non local</b>	2 (4.76)	2 (10.52)	0 (0)	2 (10.52)	4 (11.76)	4 (9.09)	0 (0)	4 (9.30)	0 (0)	4 (6.55)
<b>Both</b>	11 (26.19)	3 (15.78)	1 (12.5)	5 (26.31)	6 (17.64)	7 (15.90)	5 (29.41)	10 (23.25)	4 (22.22)	14 (22.95)
<b>Urban</b>										
<b>Number of respondents (percentage)</b>	68 (100)	39 (100)	23 (100)	35 (100)	49 (100)	74 (100)	33 (100)	69 (100)	38 (100)	107 (100)
<b>Local</b>	29 (42.64)	19 (48.71)	18 (78.26)	12 (34.28)	18 (36.73)	30 (40.54)	18 (54.54)	29 (42.02)	19 (50)	48 (44.85)
<b>Non local</b>	12 (17.64)	7 (17.94)	3 (13.04)	6 (17.14)	10 (20.40)	18 (24.32)	1 (3.03)	13 (18.84)	6 (15.78)	19 (17.75)
<b>Both</b>	27 (39.70)	13 (33.33)	2 (8.69)	17 (48.57)	21 (42.85)	26 (35.13)	14 (42.42)	27 (39.13)	13 (34.21)	40 (37.38)

**Table 4.4: Consumption of fast food**

Do you eat fast food?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
<b>Yes</b>	41 (34.16)	19 (15.83)	9 (11.25)	22 (27.5)	29 (36.25)	38 (31.66)	22 (18.33)	44 (36.66)	16 (13.33)	60 (25)
<b>No</b>	79 (65.83)	101 (84.16)	71 (88.75)	58 (72.5)	51 (63.75)	82 (68.33)	98 (81.66)	76 (63.33)	104 (86.66)	180 (75)
<b>Urban</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
<b>Yes</b>	90 (75)	61 (50.83)	32 (40)	59 (73.75)	60 (75)	100 (83.33)	51 (42.5)	95 (79.16)	56 (46.66)	151 (62.91)
<b>No</b>	30 (25)	59 (49.16)	48 (60)	21 (26.25)	20 (25)	20 (16.66)	69 (57.5)	25 (20.83)	64 (53.33)	89 (37.08)

#### 4.6 Preferences of Fast food consumption

Consumption of fast foods has become almost a global phenomenon, as more and more people are lured by it day in and day out irrespective of demographic traits. Fast food consumption is mostly among the youngsters. Fast foods meet the needs of many people because they are quick, reasonably priced and readily available. In present era, many factors such as fast urbanization, industrialization, opening to western culture, lack of time for food preparation, the effect of mass media, advertisements and the development of food industry have naturally led to the development of the fast-food culture.

Table 4.5 reveals that fast food preferences reveal that the most preferred fast food is fried chicken with a huge difference of 29.2 percent between urbanites and ruralites of Kashmir. In the consumption of *Pizza*, *Burger* and *Momoos* a stark difference is found between ruralites and urbanities of Kashmir in terms of specified variables like gender, income, education and age. The study demonstrates that the fast food consumption is very low in rural Kashmir due to lack of fast food outlets. The study explores

the differences of perceptions and patronage between consumers living in high-and low-income families. Thus the study indicates that consumer perceptions, decision making and buying behavior about fast food are shaped by cultural, income, education and gender.

#### 4.7 Frequency of Fast Food Consumption

Frequency of fast food consumption determines the growing interest in unusual meals, advertising, availability of commercial buildings and rise in income. These consumers, who currently patronize fast food, do so for the reasons that they perceive them to be convenient, time saving, delicious, good for a change and fun as well as preference for the environment. Those who do not consume fast food however perceive fast food as unhealthy, quite expensive and too foreign. The study examines the consumer frequency of eating fast food according to gender, economic and social status.

Table 4.6 highlights that the frequency of going fast food outlets is found higher in urban Kashmir. This is due to availability of fast-food outlets and exposure to the modern consumerist way of life. On daily and weekly basis of consumption of fast food cutting across specified variables like gender, income, age and education; urban respondents consume more frequently compared to rural. It is also revealed that the urban respondents consume fast food twice than that of rural respondents on daily basis. There is a difference of 33.33 percent among the urban and rural aged respondents in the consumption of the fast food. Thus the study highlights that the fast food consumption has direct link with nature of residence, socio-economic status and gender. Fast food culture is emerging among the younger generation in both rural and urban Kashmir though at a slower pace in rural Kashmir. The readily availability, different tastes, low cost, marketing strategies and peer pressure make them popular among younger generation.

**Table 4.5: Preferences of Fast food consumption**

If yes, what you prefer?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	41 (100)	19 (100)	9 (100)	17 (100)	34 (100)	40 (100)	20 (100)	44 (100)	16 (100)	60 (100)
<b>Pizza</b>	2 (4.87)	0 (0)	0 (0)	1 (5.88)	1 (2.94)	2 (5)	0 (0)	2 (4.54)	0 (0)	2 (3.33)
<b>Burger</b>	2 (4.87)	0 (0)	0 (0)	1 (5.88)	1 (2.94)	2 (5)	0 (0)	2 (4.54)	0 (0)	2 (3.33)
<b>Momoos</b>	6 (14.63)	0 (0)	0 (0)	3 (17.64)	3 (8.82)	3 (7.5)	3 (15)	5 (11.36)	1 (6.25)	6 (10)
<b>Fried chicken</b>	21 (51.21)	14 (73.65)	6 (66.66)	9 (52.94)	20 (58.82)	23 (57.5)	12 (60)	22 (50)	13 (81.25)	35 (58.33)
<b>Barbeque</b>	6 (14.63)	2 (10.52)	2 (22.22)	2 (11.76)	4 (11.76)	5 (12.5)	3 (15)	7 (15.90)	1 (6.25)	8 (13.33)
<b>Chaomin</b>	4 (9.75)	3 (15.78)	1 (11.11)	1 (5.88)	5 (14.70)	5 (12.5)	2 (10)	6 (13.63)	1 (6.25)	7 (11.66)
<b>Urban</b>										
<b>Number of respondents (percentage)</b>	90 (100)	61 (100)	32 (100)	59 (100)	60 (100)	100 (100)	51 (100)	95 (100)	56 (100)	151 (100)
<b>Pizza</b>	10 (11.11)	10 (16.39)	2 (6.25)	8 (13.55)	10 (16.66)	19 (19)	1 (1.96)	14 (14.73)	6 (10.71)	20 (13.24)
<b>Burger</b>	8 (8.88)	8 (13.11)	1 (3.12)	7 (11.86)	8 (13.33)	14 (14)	2 (3.92)	12 (12.63)	4 (7.14)	16 (10.59)
<b>Momoos</b>	12 (13.33)	2 (3.27)	2 (6.25)	9 (15.25)	3 (5)	8 (8)	6 (11.76)	10 (10.52)	4 (7.14)	14 (9.27)
<b>Fried chicken</b>	24 (26.66)	20 (32.78)	14 (43.75)	15 (25.42)	15 (25)	23 (23)	21 (41.17)	20 (21.05)	24 (42.85)	44 (29.13)
<b>Barbeque</b>	16 (17.77)	10 (16.39)	6 (18.75)	9 (15.25)	11 (18.33)	17 (17)	9 (17.64)	18 (18.94)	8 (14.28)	26 (17.21)
<b>Chaomin</b>	20 (22.22)	11 (18.03)	7 (21.87)	11 (18.64)	13 (21.66)	19 (19)	12 (23.52)	21 (22.10)	10 (17.85)	31 (20.52)



**Table 4.6: Frequency of Fast Food consumption**

How often do you visit fast food outlets?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	41 (100)	19 (100)	9 (100)	17 (100)	34 (100)	40 (100)	20 (100)	44 (100)	16 (100)	60 (100)
Daily	6 (14.63)	0 (0)	1 (11.11)	2 (11.76)	3 (8.82)	3 (7.5)	3 (15)	5 (11.36)	1 (6.25)	6 (10)
Weekly	6 (14.63)	0 (0)	0 (0)	3 (17.64)	3 (8.82)	3 (7.5)	3 (15)	5 (11.36)	1 (6.25)	6 (10)
Monthly	18 (43.90)	6 (31.57)	4 (44.44)	5 (29.41)	15 (44.11)	15 (37.5)	9 (45)	20 (45.45)	4 (25)	24 (40)
Special occasions	11 (26.82)	13 (68.42)	4 (44.44)	7 (41.17)	13 (38.23)	19 (47.5)	5 (25)	14 (31.81)	10 (62.5)	24 (40)
<b>Urban</b>										
<b>Number of respondents (Percentage)</b>	90 (100)	61 (100)	32 (100)	59 (100)	60 (100)	100 (100)	51 (100)	95 (100)	56 (100)	151 (100)
Daily	16 (17.77)	10 (16.39)	2 (6.25)	11 (18.64)	13 (16.25)	19 (19)	7 (13.72)	21 (22.10)	5 (8.92)	26 (17.21)
Weekly	16 (17.77)	10 (16.39)	3 (9.37)	11 (18.64)	12 (15)	15 (15)	11 (21.56)	17 (17.89)	9 (16.07)	26 (17.21)
Monthly	22 (24.44)	14 (22.95)	17 (53.12)	11 (18.64)	8 (10)	21 (21)	15 (29.41)	18 (18.94)	18 (32.14)	36 (23.84)
Special occasions	36 (40)	27 (44.26)	10 (31.25)	26 (44.06)	27 (33.75)	45 (45)	18 (35.29)	39 (41.05)	24 (42.85)	63 (41.72)

#### 4.8 Consumption of Junk food

Junk food includes those commercial products, including candy, bakery goods, ice cream, salty snacks, and soft drinks, which have little or no nutritional value but do have plenty of calories, salt, and fats. There is no requirement of waiting for the order as they are readily available.

Table 4.7 depicts that the consumption of junk food is high among both rural and urban respondents. This is because junk foods have higher shelf life than that of fast foods and are manufactured in abundance and kept available across the areas of the societies. The differences in junk food consumption are found among chips and chocolates 10 percent and 12.5 percent respectively. Whereas other items almost remain the same. The consumption of junk food is similar in the middle and higher income groups, while as the difference 8.75 percent exists between lower income groups. There is a huge difference between the rural illiterates and urban illiterates in the consumption of the junk foods. The study highlights that the urban respondents who are more informative about brands, irrespective of gender, age, income and education consume more branded junks than those of rural respondents. The chips are the most frequently consumed on daily basis with a difference of 9.17 percent between urbanities and the ruralites. The study illustrates that the most important reasons for junk food consumption is easy availability, easy to eat and cheaper price. Hence the consumption of junk foods is very high as compared to fast foods in Kashmir.

**Table 4.7: Consumption of Junk food**

Do you eat junk food?	Gender		Income groups			Education		Age		Total
	Male	Female	Lower	Middle	Higher	Literate	Illiterate	Young	Aged	
<b>Rural</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
Yes	88 (73.33)	83 (69.16)	35 (43.75)	64 (80)	72 (90)	116 (96.66)	55 (45.83)	114 (95)	57 (47.5)	171 (71.25)
No	32 (26.66)	37 (30.83)	45 (56.25)	16 (20)	8 (10)	4 (3.33)	65 (54.16)	6 (5)	63 (52.5)	69 (28.75)
<b>Urban</b>										
<b>Number of respondents (Percentage)</b>	120 (100)	120 (100)	80 (100)	80 (100)	80 (100)	120 (100)	120 (100)	120 (100)	120 (100)	240 (100)
Yes	88 (73.33)	90 (75)	42 (52.5)	64 (80)	72 (90)	118 (98.33)	60 (50)	114 (95)	64 (53.33)	178 (74.16)
No	32 (26.66)	30 (25)	38 (47.5)	16 (20)	8 (10)	2 (1.66)	60 (50)	6 (5)	56 (46.66)	62 (25.83)

## 5. Conclusion

The present study exposes the impact of globalization varies regarding different aspects of consumption in Kashmir. The study shows specific socio-cultural and economic status determines the influence of consumer culture in Kashmir. The urbanites, higher class, young, literate and males are adapting the trend. The urban Kashmir is slowly adapting the trend but rural Kashmir is still far off from the impact. The traditional food consumption is still most preferred in Kashmir highlighting the global homogenization of food has not yet been able to replace the local food consumption.

The study found availability is an important factor for the diffusion of global culture. The fast food consumption is very low in rural Kashmir due to lack of fast food outlets whereas the availability in urban areas makes the consumption easy and frequent. In Kashmir the influence of consumer culture is more on the young population both ruralites and urbanities. Young and literate are following the emerging trends of consumerism in every aspect of consumption with a difference between rural and urban Kashmir. The educational status signifies that both literate ruralites and urbanites are more prone to fast food outlets.

The study highlights that the simplest mechanism fostering a mass culture that underwrites consumerism is marketing. Consumption norms are heavily shaped by images that people see in the mass media, especially on television, rather than simply by the actual standards of living of people like themselves. The role media due to the liberal policies adopted towards the print and electronic media, and the mushrooming of cable/satellite channels gradually show the dominance of consumer culture in Kashmir. Based on the findings of the study it can be concluded that there is a disparity in the consumption pattern in terms of gender in both rural and urban Kashmir though a bit lesser in urban Kashmir. Visiting restaurants depicts one sided picture where males outnumber females, similarly in the consumption of fast food. Thus the study provides scope for further research to know why the gender disparity in food consumption is prevalent in Kashmir especially in rural areas where disparity is higher than urban Kashmir.

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