

AGRICULTURE

Dining Out Behavior in China and the Implications in the Post-COVID-19 Era

Student researcher: Ji Yong Kwon, Senior

Using data collected from restaurants in China's major cities, this study focuses on Chinese restaurant dining consumption and its response to economic and socio-economic changes. The purpose of this study is to identify factors that affect dining out behavior, dining out type, and dining out expenditure empirically for understanding the enormous food service market in China. Results have shown that family income, childhood residence, and family size are important factors in how often people dine out. For example, individuals with higher incomes are more likely to dine out more often than those with lower incomes, and people in urban areas tend to dine out more frequently than those in rural areas. The choice of dinner type, that is, business versus family or friend, is influenced by several factors. These factors include the individual's gender, family income, childhood residence location, frequency of dining out, and frequency of dining with the same main guests. People spent more money on business dinners and the expenditure level varies by type of dinner. Because China is becoming rapidly urbanized, differences in dining out behaviors between rural and urban residents were also investigated. Although the data used were collected prior to the COVID-19 pandemic, the relevance of the study is clear as restaurant sales resume and dining out is expected to remain stable, making this study important for understanding people's dining behavior in China.



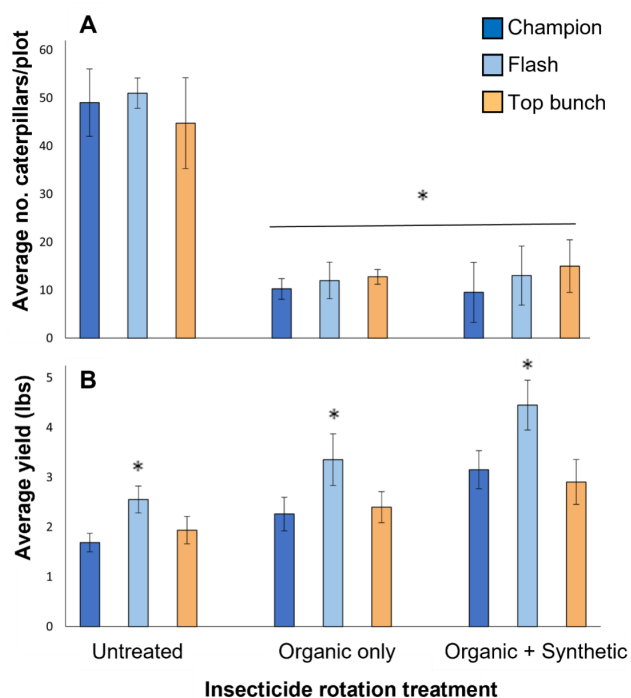
Family dining out in restaurant.

Research advisor H. Holly Wang writes: "Ji-Yong Kwon's honors thesis at the Department of Agricultural Economics investigates Chinese dining out consumption behavior using data our team collected from restaurants in three Chinese cities. With his strong econometric skills, he has derived results that contribute to the understanding of the food service industry in a fast-developing economy."

Evaluating the Efficacy of IPM Strategies Against Insect Pests of Collards

Student researcher: Elliott Masterson, Junior

Insect pests threaten food security worldwide, and the FAO predicts up to 40% of crops are lost to insect damage every year. While synthetic insecticides are commonly used by farmers, integrated pest management (IPM) strategies that combine variety selection and organic insecticides are also available but may be underutilized due to limited information about their



The average number of caterpillars (A) observed on three collard varieties (var. champion, flash, and top bunch), and average yield (B) of each variety in untreated, organic-only, and organic + synthetic insecticide-treated plots at Throckmorton-Meigs Purdue Agricultural Center from June through August 2022. Collard yield was based on six harvest events. Bars represent means \pm 1 SEM and asterisks denote significant differences between treatments at $\alpha = 0.05$.