Culinary Tourism in Awadh: A Case study of the association between demographic Profile of Consumers and their Awadhi Food Purchase Decisions with special reference to Lucknow City

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Abstract

This study delves into the complex relationship that exists between customer demographic profiles and the Awadhi cuisine that they choose to buy in Lucknow City. The recent rise in popularity of Awadhi food, which is well-known for its extensive culinary legacy. It is critical to comprehend the variables impacting consumer preferences. A cross-sectional research design is used in the study to gather information from a wide range of consumers from Lucknow City.

A thorough examination of the age, gender, income bracket, degree of education, and type of work forms the basis for investigating the tastes, mindsets, and actions that influence Awadhi food buying choices. In order to obtain complex insights, the study combines quantitative and qualitative approaches, including focus groups, interviews, and surveys.

Preliminary findings suggest that a number of demographic variables are important in determining consumers' preferences for Awadhi food. The research finds patterns in consumption habits, showing whether age groups have different tastes, if income levels affect dining choices, and how educational attainment affects the perception of Awadhi cuisine's worth.

Furthermore, the study investigates into how regional and cultural differences affect customers' preference for Awadhi food, aiming to discern whether those who have a stronger cultural connection to Lucknow are more inclined to enjoy its traditional cuisine.

Through the analysis of the complex relationship between demographic characteristics and the purchasing decisions of Awadhi consumers, this study offers significant insights for marketers, restaurateurs, and policymakers who aim to comprehend and accommodate the

wide range of culinary preferences in Lucknow City. The results of this study have the potential to shape focused marketing tactics, menu planning, and cultural preservation initiatives, ultimately leading to a greater understanding of Awadhi cuisine both locally and beyond.

Keywords: Awadhi cuisine, demographic profile, purchase decision, Lucknow city.

Introduction

Culinary tourism, a growing sector in the global travel business, has emerged as a captivating mode of discovery, providing a sensory journey through the different flavors and traditions of regional cuisines. Within this gourmet environment, Awadhi cuisine stands out as a diverse tapestry of tastes, fragrances, and culinary traditions. This study aims to uncover the complicated factors that determine the culinary tastes of both visitors and residents by examining the intricate interplay between customers' demographic profiles and their Awadhi food buying decisions.

The primary goal of this study is to examine the varied demographic profiles of culinary tourists and Lucknow inhabitants, as well as to understand how these characteristics impact their decisions while choosing Awadhi food. Age, gender, income and cultural background will be examined to identify trends and preferences that influence Awadhi food purchasing decisions.

Literature Review

Haung and David (1993) and Mad Nasir and Adnan (2004), factors such as increased affluence, changing lifestyles, and urbanization contribute to this reduction.

Peterson et al. (1991), income, demographic features like race, religion, education level, family size, marital status, price, brand, rice type and grade, and location were the most significant determinants.

Belch & Belch (2004) define consumer behaviour as the process of searching, selecting, purchasing, using, and evaluating items and services to fulfil wants and preferences.

Komal Prasad & Jha, 2014, Marketing professionals must grasp how internal issues impact customer decisions. Consumer behaviour is unique to each individual and scenario, however there are certain generalizations that may be made.

Khaniwale (2014), consumers make purchasing decisions based on factors such as product and service selection, price, location, time spent shopping, and payment method.

Kotler and Armstrong 2007, suggest that understanding customers' demands involves considering demographic, behavioural, and psychographic aspects.

Iqbal, Ghafoor & Shahbaz, 2013, Demographic parameters including age, family size, gender, wealth, and social class are commonly utilized in marketing surveys as indications of customer behaviour.

Tam & Tai 1998, employ psychographic elements to assess consumer lifestyle, including activities, interests, and attitudes.

Markovina, Kovačić, and Radman 2004, Food purchases need minimal effort due to automated decision-making. According to acquiring specific things, such as vehicles and technological equipment, often involves careful analysis of many possibilities before making a final selection.

Kos Koklič& Vida, 2009, Strategic decisions demand significant engagement, long-term resources, and a budget to acquire more goods and services.

Beatty and Smith 1987, Consumer engagement data can inform product customization. found that customers' purchase patterns change based on their level of participation.

Engel and Blackwell 1978, a consumer's purchase decision-making process consists of the following phases: problem detection, information search, alternative estimation, purchasing choice, and post-purchase behaviour.

SueLin 2010, After making a selection, consumers go to the fourth step, when they purchase their preferred options. suggests that the final phase involves evaluating post-purchase behavior of consumers.

Dulleck and Kerschbamer 2006, suggest that time-dependent characteristics can impact the appraisal of experience with a product or service.

Echchakoui, 2016, Recent marketing research has highlighted the importance of user experience for several reasons. Creating experience value is critical to consumer happiness and loyalty.

Srivastava and Kaul (2014), consumer experience in the retail industry contributes to long-term competitiveness.

Anderson & Gaile-Sarkane, 2008, Many factors impact customer purchasing decisions. Demographics influence purchase decisions significantly. Income, age, occupation, and other demographic characteristics can impact decision-making.

Sharma & Kaur 2015, found that sex and marital status had a substantial impact on purchasing behaviors.

Alooma& Lawan 2013, demographic parameters including age, gender, marital status, employment, education, and income have a significant role in shaping consumer behavior.

Mazloumi et al. 2013, found that gender, education, marital status, exercise level, and age significantly influence consumer purchasing behaviour.

Mansi & Pandey, 2016, Numerous research have explored how individual values, attitudes, ethnicity, normative pressure, and cognitive factors, such as functional background and educational credentials, influence purchasing decisions.

Homburg and Giering's 2001, multidisciplinary investigation found gender variations in purchasing and social responsibility.

Research Gap

The culinary tourism to Lucknow has now been increasing due to various factors consisting tourists fromheterogenous demographic profile. However, research on theassociation between demographic profile of consumers andit's impact onawadhifood purchase decisions is still lacking. An examination of the literature shows that there is a gap indepicting the association between demographic profile of consumers and their awadhifood purchase decisions. The present study focuses on identifying the association between demographic profiles of consumers and the impact of income level on most important factor responsible for making awadhi food purchase decisions.

Research Objectives

1) To identify the association between demographic profiles of consumers.
2) To examine the impact of income level of consumers on most important factor responsible for making awadhi food purchase decisions.

Research Methodology

The present study aims toidentify the association between demographic profiles of consumers.The present study is exploratory and descriptive in nature, for which the data was collected pan India. For collection of primary data, a structured questionnaire was prepared and circulated through google forms to 200 respondents, using convenience sampling method. Out of total questionnaire distributed, 124 responses were received back and analysed to draw conclusions. The questionnaire was divided into two sections. The first the demographic profile of the respondents, the second section focussed on exploring the factors affecting awadhi food purchase decisions. This section consisted of Secondary sources of information which were from published research articles, websites, national and international journals and government reports.

Results and Findings

Table 1: Demographic Characteristics

Variables	Frequency	Respondents (n= 124)	%
Gender	Male	87	70
	Female	36	29
	Prefer Not to Say	1	0.8
Age	18-30	100	81
	31-40	16	13

	41-50	4	8
	51-60	4	3
	60 and above	0	0
Educational Status	Undergraduate	59	48
	Postgraduate	43	35
	Doctorate	9	7
	Professional Course	13	11
Occupation	Student	62	50
	Private Sector	26	21
	Govt. Sector	25	20
	Self-employed	8	7
Employment Status	Unemployed	3	2
	Full- time	51	41
	Part- time	9	7
	Unemployed	1	0.8
	Student	56	45
	Home-Maker	00	00
	Retired	1	0.8
	Other	6	5
Annual Income	Upto 5 Lakhs	41	33
	5-10 Lakhs	19	15
	10-15 Lakhs	7	6
	Above 15 Lakhs	2	2
	Not Earning	55	44
Marital Status	Single	98	79
	Married	24	19
	Divorced	1	0.8
	Widowed	1	0.8
Religious Belief	Hinduism	73	59
	Islam	12	10
	Christianity	2	2
	Sikhism	33	27
	Buddhism	1	0.8
	Jainism	0	0
	Atheist	1	0.8
	Other	2	1.6
People travelled to Lucknow	Yes	97	78
	No	21	17
	Maybe	6	5
People familiar with term "Awadhi Food"	Very unfamiliar	14	11
	Unfamiliar	9	7

	Somewhat familiar	20	16
	Familiar	42	34
	Very Familiar	39	32
People who have tried Awadhi Food	Yes	90	73
	No	26	21
	Maybe	8	6

In order to test the reliability of the data the Cronbach Alpha value was calculated, which came out to be 0.898, which shows that the data is highly consistent. Table 1 shows the demographic profile of the respondents. From the below given figures 1 and 2 we have analysed that Taste of Food and Online discounts were the most important factors responsible for purchase of Awadhi food.

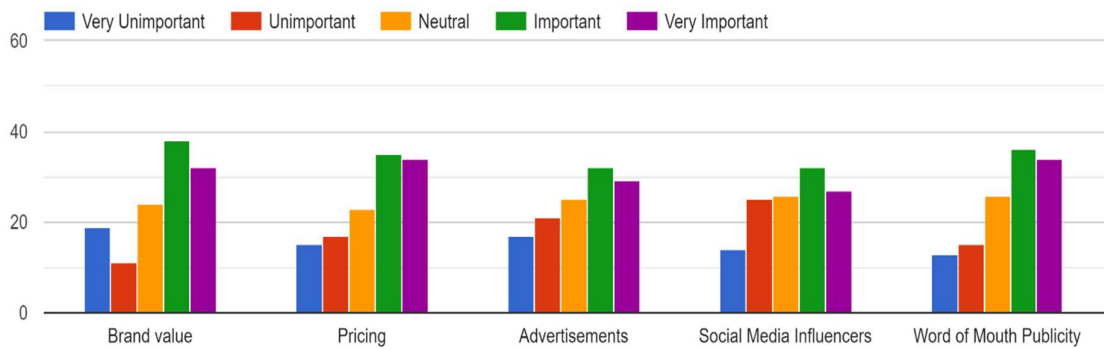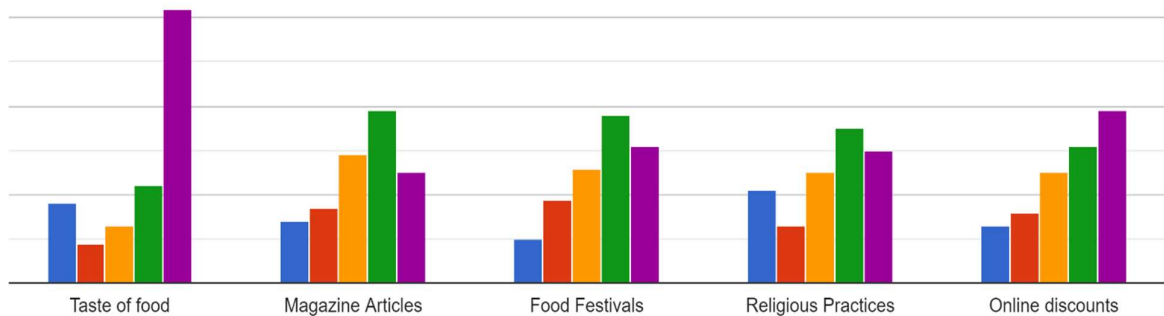| Reliability Statistics	
Cronbach's Alpha	N of Items
.898	37

Figure 1

Figure 2

Objective 1: To identify the association between demographic profiles of consumers.

a) Cross-tabs and Chi-Square test was performed to determine the association between demographic profiles of consumers.

b) Table 2, 3, 4, 5, 6represents association between gender and education, gender and employment status, age and education, age and employment, income and travelling respectively for which Chi-square test were applied individually to test the association.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	3210.139
	df	666
	Sig.	.000

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.717ᵃ	6	0.015
Likelihood Ratio	11.488	6	0.074
Linear-by-Linear Association	10.059	1	0.002
N of Valid Cases	124		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .07.			

The KMO Measure of sampling adequacy is .859 which indicates that the present data is suitable for the factor analysis. The value for Bartlett test of Sphericity is significant (P>0.001) which indicates sufficient correlation between variables to proceed for analysis.

Table 2:

Crosstab						
Count						
		Education				Total
		Undergraduate	Post Graduate	Doctorate	Professional Course	
Gender	Male	46	31	5	5	87
	Female	13	12	4	7	36
	Prefer not to say	0	0	0	1	1
Total		59	43	9	13	124

Table 3:

Crosstab								
Count								
		Employment						Total
		Full-time	Part-time	Unemployed	Student	Retired	Other	
Gender	Male	37	5	1	39	0	5	87
	Female	14	4	0	17	0	1	36
	Prefer not to say	0	0	0	0	1	0	1
Total		51	9	1	56	1	6	124
Chi-Square Tests								

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	126.005ª	10	0
Likelihood Ratio	13.879	10	0.179
Linear-by-Linear Association	0.151	1	0.697
N of Valid Cases	124		
a. 13 cells (72.2%) have expected count less than 5. The minimum expected count is .01.			

Table 4:

Crosstab						
Count						
		Education				Total
		Undergraduate	Post Graduate	Doctorate	Professional Course	
Age	18-30	58	30	2	10	100
	31-40	1	9	5	1	16
	41-50	0	2	2	0	4
	51-60	0	2	0	2	4
Total		59	43	9	13	124

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.682ª	9	0
Likelihood Ratio	43.283	9	0
Linear-by-Linear Association	15.548	1	0
N of Valid Cases	124		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .29.			

Table 5:

Crosstab								
Count								
		Employment						Total
		Full-time	Part-time	Unemployed	Student	Retired	Other	
Age	18-30	33	7	1	56	0	3	100
	31-40	13	0	0	0	0	3	16
	41-50	3	1	0	0	0	0	4
	51-60	2	1	0	0	1	0	4
Total		51	9	1	56	1	6	124

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64.866ª	15	0
Likelihood Ratio	48.643	15	0
Linear-by-Linear Association	3.891	1	0.049
N of Valid Cases	124		
a. 19 cells (79.2%) have expected count less than 5. The minimum expected count is .03.			

Table 6:

Income * Travel.Frequency Crosstabulation

Count

		Travel. Frequency					Total
		Once a month	Twice a month	Once in six months	Once a year	Never	
Income	Upto 5 Lakhs	12	5	19	4	1	41
	5- 10 Lakhs	5	2	9	3	0	19
	10- 15 Lakhs	3	0	3	1	0	7
	Above 15 Lakhs	1	0	1	0	0	2
	Not Earning	16	8	15	10	6	55
Total		37	15	47	18	7	124

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.634[a]	16	0.769
Likelihood Ratio	14.238	16	0.581
Linear-by-Linear Association	0.81	1	0.368
N of Valid Cases	124		
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .11.			

Upon above analysis of the various Chi-Square results, it is found that in table 2 the $P<0.05$ (0.015) which indicates that an association between gender and their education does exist. Similarly, table 3 denotes $P<0.05$ (.000) indication an association between gender and related employment status. An examination of table 4 depicts $P<0.05$ (.000) which is a good indicator of an association between age and their education level. Moreover, after analysing table 5 it was found $P<0.05$ (.000) which again denotes an existing association between age and employment status. Finally, close examination of table 6 represents $P<0.05$ (.769) which indicates existence of association between income level and frequency of travelling.

Objective 2: To examine the impact of income level of consumers on most important factor responsible for making awadhi food purchase decisions.

a) Communalities was analysed to find out most important factor responsible for purchasing Awadhi food.
b) Regression analysis were performed to find out the impact of income level on most important factor responsible for making Awadhi food purchase decisions.

Communalities

Communalities		
	Initial	Extraction
Taste of Food	1	0.841
Online Discounts	1.000	0.823
Word of Mouth	1.000	0.812
Advertisements	1.000	0.806
Brand value	1.000	0.803
Pricing	1.000	0.795
Food festival	1	0.778
Religious Practices	1	0.732
Magazine articles	1	0.716
Social Media Influencers	1	0.716
Extraction Method: Principal Component Analysis.		

The communality of a variable in factor analysis is useful indicator of its value prediction. Community shows how much of each variable's volatility is accounted for. Only those variables were considered whose value is more than 0.750. The above analysis illustrates that all the factors considered in the study came out to be important in Awadhi food purchase decisions but the most important factor found was taste of food(.841) which is indeed the most essential factor in making foodpurchase decisions. Similarly, other factors like online discounts (.823), word of mouth (.812), advertisements (.806), brand value (.803), pricing (.795), food festival (.778) was also one the essential factors for affecting food purchase decisions.
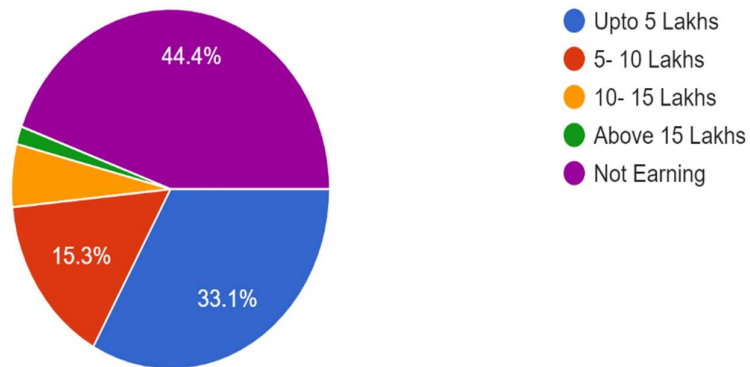
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.191[a]	0.037	0.029	1.45682
a. Predictors: (Constant), Income				

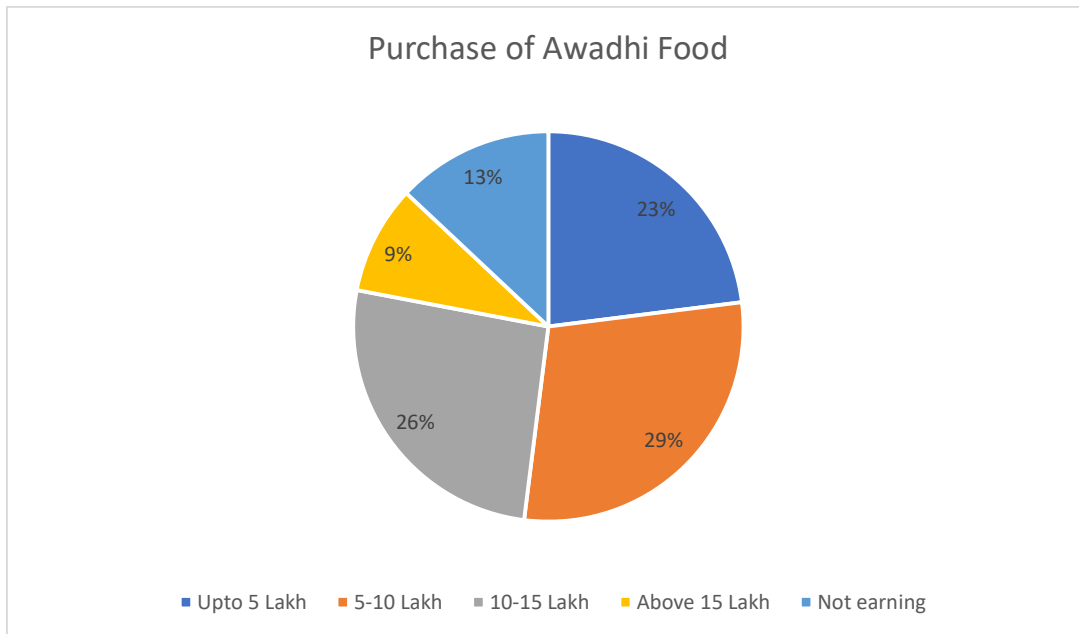| ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.811	1	9.811	4.623	.034[b]
	Residual	258.923	122	2.122		
	Total	268.734	123			
a. Dependent Variable: Taste of Food						
b. Predictors: (Constant), Income						

The above data represents decent R-square value (.037) which denotes that data fits good for analysis. Upon analysis of Anova it was found that P<0.05 (0.34) which denotes that income levels does influence awadhi food purchase decisions due to its distinctive taste.

Annual Income

124 responses

Legend:
- Upto 5 Lakhs
- 5- 10 Lakhs
- 10- 15 Lakhs
- Above 15 Lakhs
- Not Earning

44.4%, 33.1%, 15.3%

Purchase of Awadhi Food

13%, 23%, 29%, 26%, 9%

Legend:
- Upto 5 Lakh
- 5-10 Lakh
- 10-15 Lakh
- Above 15 Lakh
- Not earning

From the above data we can conclude that consumers earning 5-10 Lakhs annually do tend to purchase Awadhi food the most whereas consumers earning 10-15 lakhs annually make up to the second most Awadhi food purchasers.

Conclusions & Suggestions

Culinary tourism, an expanding segment of the global travel industry, has evolved as an enthralling way of exploration, offering a sensory journey through the many flavors and traditions of regional food. In this gourmet setting, Awadhi food shines out as a rich tapestry of flavours, scents, and culinary traditions.

Additionally, from the above analysis it is clear that the demographic variables do have an association between them as well as the income variable does plays a significant role in making Awadhi food purchase decision.

Limitations

The current study is generalized in nature for the Lucknow city as a whole, future studies can be done on specific location within the city. Future studies an also consider specific variable and its impact of Awadhi food purchase decision. Due to limitation on the availability of time, future studies can also be done on larger sample size focussing on specific demographic segments. It is also evident from the past researches that, attitudes and perceptions of travellers change with time. Therefore, continuous research is required on changing trends of the market.

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