

**A STUDY ON FACTORS AFFECTING CONSUMERS
BUYING BEHAVIOR IN THE CHOICE OF NON-INDIAN
CUISINES IN DELHI NCR**

Ms. Sunita Chowdhury*

Dr. Daviender Narang**

Abstract

The basic purpose of this paper is to identify the factors of the Non-Indian foods purchase decisions and analyzing the customer expectations and satisfactions in the Non-Indian food market. The paper observes the behaviour exhibited by the consumers towards the factors that motivates the consumers to choose a particular Non-Indian cuisine availing Non-Indian food. The uniqueness of the paper is adoption of statistical tool factor analysis which identifies significant attributes by assigning factor scores to various of factors like consumption patterns of Non-Indian food, various buying roles in such food purchase and factors of outlet which influence the Non-Indian food purchase decision making process.

Keywords:Non-Indian Food, Buying Roles, Non-Indian Cuisines, Factors of Non-Indian Food, Consumption Pattern.

* **Research Scholar , AKTU, Lucknow**

** **Professor and Director, Jaipuria Institute of Management**

Introduction

With the introduction of LPG reforms in India that were introduced in 1991, India started competing with American and European countries in IT, ITES and BPO industries. Many MNCs are setting up their offshore business centers in India and/or they started outsourcing their offshore operations to Indian companies. Due to which, millions of urban Indians are employed, which brought tremendous changes in their lifestyle as well as in their eating habits. Around-the-clock work hours made single adults and nuclear families (with working parents) not to have time for preparation or consumption of homemade meals. One of the alternatives available for urban work force is consumption of fast food which can be prepared and consumed in faster manner. This situation has given a boost to the Non-Indian food industry where it attracts major players like KFC, McDonald's, Domino's Pizza, Pizza hut, Subway etc. Almost every major Indian city is having most of these Non-Indian Cuisines in minimum number and the number is growing. It can be said that Indian cities can no way be differentiated from the cities of rest of the world as far as food variety consumption is concerned. The western food business in India and the rest of the world is getting increasingly more and more complex and competitive. Keeping this market scenario in view, an attempt has been made to study the consumption behaviour patterns of the Non-Indian Cuisine market. Western food consumer behaviour is the study of activities and actions of food consumers before purchasing, during consumption and after post consumption of the food.

The food industry in India is facing certain challenging trends with the entry of Foreign Food Chains in the country. As many as 30 foreign food chains are queuing up to enter India, many of them being Asian restaurateurs which operate small format chains, the "Hindu Business Line" has reported. Among those entering are Loon Tao, Berry lite, Shawarma Xpress, Ci Gusta, Kenny Roger roasters, and Sapino's Pizzeria – most of who are seeing a tremendous prospect in feeding the growing Indian middle class which further encourages research on consumer preferences.

Ci Gusta, an Italian fast food chain for ice-creams, gelato and pastries which is entering India by mid-2012 is enthused by the country's huge population. They are looking at niche food segment opportunities, their USP being the Italian flavor.

The West Asian food chain, Shawarma Xpress, with its specialty in meat, variety of breads, and multiple sauce derivatives, too is gearing up to take a bite out of the Indian pie. Using the franchise route, the firm is looking to launch 100 restaurants in Indian over a 10-year period.

Sri Lanka based Loon Tao, which ranks among the top 5 restaurants in the Island nation, is also all set expand in India via the franchising route. The brand will extend its footprint to tier 1 cities like Chennai, Mumbai, Pune, Goa, Kolkata and Bangalore as well. As per the MD & CEO Janaka Wimalananda, they are targeting middle and elite classes, offering fine dining format for Chinese cuisine.

Berry lite Singapore plans to invest \$200,000 in India, setting up Yoghurt Chains by next summer. As per President & CEO, Marc Ng, they have a target to launch about 150 stores in 5 years.

Mad over Donuts (MOD), a Singaporean gourmet donut brand is on an expansion spree in the country. The company has already set up more than 25 stores all over India in a span of less than 3 years, and has chalked up expansion plans to establish an extra 50 stores by the end of 2012.

AmRest holdings, the largest independent restaurant operator in Central and Eastern Europe, is planning a chain of restaurants in India serving Italian Cuisine, with its first outlet set to open in the country before the middle of 2012, reports Reuters. The company which owns franchisees of 6 brands like Pizza Hut, KFC and Starbucks, is planning to open 5 to 10 restaurants of the La Tagliatella brand in India over the next couple of years.

Today, non-Indian food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this study has its focus to understand the factors affecting the consumer behavior with consumer's perceptions and attitudes of the Indians towards consumption of fast food as well as towards making choice of Non-Indian Cuisines.

Literature Review

Many researchers gave various definitions for food, fast food and various categories and matches of food around the world in their research studies on food. These researchers include individual researchers as well as institutional researchers. Firstly, Choi, J., et al. (2011) studied the perceived factors of East Asian Cuisines like Thai, Chinese, Japanese, Korean, etc. in New York city between 1997 and 2007. US Department of Agriculture (1997) defined fast food as food from fast food place, pizza place. Some cardiologists have organized research studies to find out obesity levels in their respective study areas where they defined fast food as foods from cafeterias, restaurants and fast food companies: (Pereira et al., 2005). Josiam, B. M. et al. (2004) studied the perception of the consumers in the twin cities of Minneapolis and St. Paul in the Minnesota region to dine in Indian restaurants. Duffey et al. (2007) referred fast food as food from big brand fast food companies in their study like Burger king, Wendy's, Arby's, Pizza hut, KFC etc. Jang, S., et al. (2011) studied the effect of authentic atmosphere on consumer emotions behavior intentions in the Chinese Restaurants in USA. Guthrie, Lin and Frazao (2002) defined fast food items those purchased from a fast food place that had quick service but did not have waiters or table service. Food from a fast food restaurant somewhere food can be ordered, purchased and received within roughly ten minutes: Pestek, A., et al.(2014) explored the dimensions of local cuisine image that influences a consumers local food experience by identifying the key attributes preferred by the tourists for selection of the local cuisines.(Driskell, Meckna & Scales, 2006). Jeffery et al (2006) referred fast food restaurants, quick service burger, quick service roast beef and quick service pizza parlour and mentioned examples of McDonald's, Long John Silver's, Taco Bell etc. Some researchers gave simple definitions for fast food, meals from fast food restaurants: (French, Harnack & Jeffery, 2000), food from fast food restaurants: Rajkumari, R, (2015) studied the dominance of Malaysian Cuisine in Chennai, and the consumers attitude towards visiting it. (French et al, 2001) and something to eat from fast food restaurants (Unger et al., 2004). From these definitions, fast food may be further defined as the food that can be prepared and consumed fast, fresh, within no time and with convenience. After defining fast food, let us throw a light on fast food buying behaviour patterns. The previous studies like Rees (1992) who revealed in his study that factors influencing the consumer's choice of food were flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family meals and an increase in snacking etc. Park (2004) identified

convenience as a distinguishing factor of fast food restaurants. Fast food restaurants have been perceived to be superior in terms of specific dimensions of convenience such as not having to plan ahead, no preparation, no clearing and food being prepared by another person: (Darian Cohen, 1995).

The specified objectives of the study are :

- Analyze socio-economic characteristics of Non-Indian Cuisine consumers,
- Observe the Non-Indian food consumption patterns,
- Study various consumer buying behaviour of Non-Indian Cuisines in Delhi NCR

Methodology of the Study

The study is mainly an empirical one and the variables used are both quantitative and qualitative in nature. The primary data is collected from 580 Non-Indian food consumers of different customer segments like students, employed, unemployed and business people, housewives, foreign tourists, etc. of different ages and income levels. These respondents are selected after judging whether they consumed Non-Indian food from selected cuisines and restaurants (BoomBox Café, The Spice route , The Golden Dragon, The Kettle Drum, Pebble Street Fire & Grill, etc.). A structured questionnaire has been designed specifically to elicit the opinions of respondents depending on objectives of the study. The questionnaire concentrates on analyzing socio-economic characteristics of the Non-Indian food consumers in Delhi city and NCR area (profile of the study area is provided in Annexure-1), studying the buying behaviour of Non-Indian food consumers, analyzing various roles of buying Non-Indian food, then determining the customer expectations towards Non-Indian Cuisines on certain attributes which were identified from previous studies, finally comparison among the selected Non-Indian food outlets basing the parameters. The questionnaire is framed in such a manner that the respondent gives their opinion mostly on a five-point scale, in some cases, questions with options and also open-ended questions are framed. Scaling technique (used to quantify the variables) is explained in detail in the forgoing analysis of this study. Factor analysis, and other data calculations are done with the available statistical packages-SPSS 16.0.

Factor Analysis: It is a statistical technique used for determining the under-lying factors or forces among a large number of interdependent variables or measures (Krishnaswami &

Ranganatham 2007). The factor loadings are the correlation coefficients between the variables and factors which are the basis for imputing a label to different factors. The significant factors of fast food consumption are identified by assigning factor loadings/scores.

Eigen Values: A factor's Eigen value may be computed as the sum of its squared factor loadings for all the variables. Eigen Value or Latent root is the sum of squared values of factor loadings relating to a factor (Krishnaswami & Ranganatham 2007).

Chi-Square Test : If the calculated chi-square value is found to be significant (if it is above the table value) the factor/ factors are considered as proper and used the factor scores as Indices for further analysis. Using the information provided in each grouped factor, chi-square test is used to test the significance of the cumulative explanation of variance.

KMO Measure : If KMO measure is greater than the threshold value of .5, then only the factor should be considered for further analysis : (Hair et al. 1998). Kaiser-Meyer-Olkin measure of sampling adequacy is performed in factor analysis to determine whether the factor should be considered for further analysis or not.

Bartlett's Test of Sphericity : It measures the correlation of variables where the probability of less than .05 ($p < .05$) is acceptable: (Akansha Anchaliya et al. 2012). In order to find out the appropriateness of factor analysis for the set of variables Bartlett's Test is used.

Cronbach's Alpha : The value was calculated for the questionnaire administered in order to determine the reliability of the data where the alpha value is greater than .50 is the recommended level : (Bernardi 1994). For this study, Cronbach's Alpha value is calculated as .702 for 580 cases/sample suggests that the data has relatively higher internal consistency.

Socio-economic Profile of Fast Food Consumers in the Study Area

The analysis of socio-economic characteristics of consumers helps the marketers to concentrate their marketing efforts towards their target markets. In this study, the socio economic characteristics like age, gender, occupation, education and income are considered. The explanation of socio-economic profile of Non-Indian food preferred consumers in detail is as follows. Among the sample Non-Indian food consumers, Among 580 respondents, 45 percent were male and 55 percent were female. The respondents ranged from a age group of less than 15 years to above 60 years. 97 percent of the samples were foreigners' visit of Indian origin and 3 percent were foreigners visiting India during the time of data collection. More than half (63.7

percent) of the respondents' annual household incomes were more than Rs.1,20,000, 20 percent of the samples had income between 91,000 and 1,20,000, 11 percent of the samples had income from 61,000 to 90000, 3 percent had their income ranging between 3,000 to 60,000 and finally 2 percent had their household income less than 30,000. Regarding occupation, 10 percent of the respondents were professionals, 47 percent were businessmen, 29 percent were salaried class, 2 percent were retired, 9 percent were homemakers and finally 13 percent were students. As per the marital status, 73 percent were married, 22 percent were single, 3 percent were divorced and 2 percent were widowed.

The Study of Non-Indian Food Consumption Pattern

Quality of Food

The study of buying behaviour of Non-Indian food consumers helps the marketers to study the actions and activities of the consumers before purchasing the food, during the purchase and post-purchasing. This study of actions and activities of the consumers enable the marketers and restaurant owners to draw marketing strategies so as to attract customers and to offer better product mix along with quality services to the target customers. In this study, different buying behaviour patterns of Non-Indian food like **quality of food (taste & preferences, food freshness, food safety)** are considered. All these 3 variables are considered as a factor group, referred to as buying behaviour factor, considered for factor analysis to study buying behaviour patterns and their significance in Non-Indian food consumption. All the 3 buying behaviour variables together explained 39.58 per cent variance and Eigen value of 1.410 which is greater than 1 and can be considered for further analysis. Bartlett's Test of Sphericity ($\chi^2 = 1812.170$) is found to be significant ($p < .05$ level at $df = 120$). The KMO sampling adequacy test statistic is .665, which is just higher than the threshold value of .5. That means the buying behaviour factor can be further studied and can derive definite conclusions in purchase process of Non-Indian food consumer. Table-1 gives further explanation of the Non-Indian food purchase patterns in detail along with factor loadings for each of the buying behaviour variables.

Table-1: Factor Analysis Results of the Factor Non-Indian Food Consumption Patterndetermining the Quality of Food Outlet

| Factor | Eigen Values | % Total Variance | Cumulative % | Calculated Chi-square Value | Df | KMO Measure of Sampling |
|--------------------------|--------------|------------------|--------------|-----------------------------|-----|-------------------------|
| Buying Behaviour Factors | 1.410 | 39.58 | 68.33 | 1812.170* | 120 | .665 |

* $p < .05$

Quality of Food Outlet

Again, the study of buying behaviour of Non-Indian food consumers helps the marketers to study the actions and activities of the consumers before purchasing the food, during the purchase and post-purchasing. This study of actions and activities of the consumers enable the marketers and restaurant owners to draw marketing strategies so as to attract customers and to offer better product mix along with quality services to the target customers. In this study, different buying behaviour patterns of Non-Indian food like **quality of food outlet (delivery standards, hospitality standards, convinience)** are considered. All these 3 variables are considered as a factor group, referred to as buying behaviour factor, considered for factor analysis to study buying behaviour patterns and their significance in Non-Indian food consumption. All the 3 buying behaviour variables together explained 39.58 per cent variance and Eigen value of 1.792 which is greater than 1 and can be considered for further analysis. Bartlett's Test of Sphericity ($\chi^2 = 3609.060$) is found to be significant ($p < .05$ level at df .210). The KMO sampling adequacy test statistic is .719, which is just higher than the threshold value of .5. That means the buying behaviour factor can be further studied and can derive definite conclusions in purchase process of Non-Indian food consumer. Table-2 gives further explanation of the Non-Indian food purchase patterns in detail along with factor loadings for each of the buying behaviour variables.

Table-2: Factor Analysis Results of the Factor Non-Indian Food Consumption Pattern determining the Quality of Food Outlet

| Factor | Eigen Values | % Total Variance | Cumulative % | Calculated Chi-square Value | Df | KMO Measure of Sampling |
|--------------------------|--------------|------------------|--------------|-----------------------------|-----|-------------------------|
| Buying Behaviour Factors | 1.792 | 39.7 | 39.701 | 3609.060* | 210 | .719 |

* $p < .05$

However, Table-3 represents that 48.3 per cent of the respondents are spending an amount per week in between ₹100/- and ₹500/- whereas 25 per cent spent above ₹1,000/-. The second variable the distance (between customer house and outlet) is playing important role in purchase behavior. Thirty-four per cent of the customers who are visiting the Non-Indian food outlets are from one kilometer radius. There are 29 per cent of the customers within 2 to 5 k.m. range of distance. It can be said that majority of the customers consuming Non-Indian food are with 5 k.m distance. As far as frequency of visiting the restaurant is concerned, 49.7 per cent of the Non-Indian food consumers are visiting the restaurants once in a week, 18.7 per cent are going once in a month, 12.3 per cent daily, 9.3 per cent once over a month, 8 per cent bi-weekly and 2 per cent bi-monthly. Another analysis is that the preferred days of Non-Indian food consumption by the consumers is found, 44.7 per cent prefer weekends, 42.7 per cent are ready to consume such food anytime, 10 per cent prefer to consume Non-Indian food only at the time of festivals or holidays and only 2.7 per cent are consuming Non-Indian food exclusively on week-days. It can be derived that majority of consumers are consuming Non-Indian food on weekends or once in a week. The next variable, means-of-consumption of Non-Indian food is treated as lunch or dinner 6.3 per cent, as snacks 46.3 per cent and 47.4 per cent of consumers have no particular choice to consume Non-Indian food. The pattern-of-consumption of Non-Indian food is also identified as dine-in 49.3 per cent, take-away 6.7 per cent and 44 per cent of the consumers take Non-Indian food in both the patterns. The last variable observed is the presence of the companion while consuming the Non-Indian food. 69.7 per cent of consumers in the sample prefer their friends as

companions, 24.3 per cent prefer family as companion, 4 per cent relatives and only 2 per cent consumers prefer to consume Non-Indian food alone. All the variables of the purchase behaviour factor are loaded with factor score, amount-spent-per-week (.812), distance-between-house-and-outlet (.407), frequency-of-visiting (-.525), preferred-days-of-consumption (.186), means-of-consumption (.551), pattern-of-consumption (.247) and companion (-.094). The factors amount-spent-per-week and means-of-consumption are loaded with high scores as it can be analyzed that these two variables have high influence on purchase behaviour. The variables frequency-of-visiting the outlet and companion are loaded with negative scores as it can be understood that the Non-Indian food purchase behaviour is not influenced by frequency of visiting and companions in the study area.

Table-3:Buying Behaviour of Fast Food Consumers

| Variable | Categories of Variable | Frequency | Factor Loadings |
|-----------------------------------|--------------------------------|-------------|-----------------|
| Amount Spent per week | Less than Rs.100/- | 24 (8%) | .812 |
| | Between Rs.100/- and Rs.500/- | 145 (48.3%) | |
| | Between Rs.500/- and Rs.1000/- | 56 (18.7%) | |
| | Above Rs.1000/- | 75 (25%) | |
| Distance between house and outlet | Less than 1 k.m | 102 (34%) | .407 |
| | Between 1 k.m and 2 k.m | 47 (15.7%) | |
| | Between 2 k.m and 5 k.m | 87 (29%) | |
| | Between 5 k.m and 10 k.m | 52 (17.3%) | |
| | Above 10 k.m | 12 (4%) | |
| Frequency of Visiting | Daily | 37 (12.3%) | -.525 |
| | Weekly | 149 (49.7%) | |
| | Bi-weekly | 24 (8%) | |
| | Monthly | 56 (18.7%) | |
| | Bi-monthly | 6 (2%) | |
| | Over a month | 28 (9.3%) | |

| | | | |
|------------------------|----------------------|-------------|------|
| Preferred days | Weekdays | 8 (2.7%) | .186 |
| | Weekends | 134 (44.7%) | |
| | Festivals / Holidays | 30 (10%) | |
| | Any time | 128 (42.7%) | |
| Means of Consumption | Lunch / Dinner | 19 (6.3%) | .551 |
| | Snacks | 139 (46.3%) | |
| | No particular choice | 142 (47.4%) | |
| Pattern of Consumption | Dine in | 148 (49.3%) | .247 |
| | Take away | 20 (6.7%) | |
| | Both | 132 (44%) | |
| Companion | Family | 73 (24.3%) | .094 |
| | Relatives | 12 (4%) | |
| | Friends | 209 (69.7%) | |
| | Alone | 6 (2%) | |

Note : Figures in the parentheses are percentages to the total sample size (580)

Analysis of Buying-Roles in Fast Food Consumption

There could be more than one person's role behind every purchase of a product or service. In every consumer decision-making process, there will be initiators who initiates the purchase process, influencers who influences purchase decisions, deciders who makes final decision of brand selection, buyers who pays money and users who consumes the product. In this section, an attempt has been made to identify and study different buying roles in fast food purchase process. The buying roles will play significant role in marketing process that requires concentrating on target customers. The marketers' sometimes have to target the other persons who can influence the purchase decision than the actual consumer. In this study, the basic buying roles of Non-Indian food purchase are identified and they are initiator, influencer, decider-to-go, decider-of-outlet, decider-of-food-item and payer. All these six variables are considered as a factor group, referred to as buying role and considered for factor analysis to identify which buying roles play significant role in Non-Indian food consumption as explained in Table-4.

Table-4: Factor Analysis Results of the Factor Buying Roles

| Factor | Eigen Values | % Total Variance | Cumulative % | Calculated Chi-square Value | df | KMO Measure of Sampling |
|---------------------|--------------|------------------|--------------|-----------------------------|----|-------------------------|
| Buying roles factor | 2.383 | 39.72 | 39.72 | 269.059* | 15 | .732 |

* p < .05

All the six buying roles variables together explained 39.72 per cent variance and Eigen value of 2.383 which is greater than one and can be considered for further analysis. Bartlett's Test of Sphericity ($\chi^2 = 269.059$) is found to be significant ($p < .05$ level at df 15). The KMO sampling adequacy test statistic is .732, which is higher than the threshold value of .5. That means the buying roles factor group can be further studied and can identify the significant buying roles in Non-Indian food purchase process. Table-5 gives further explanation of fast food purchase process in detail along with factor loadings for each of the buying role. About 58 per cent of the respondents are initiating the purchase process of the Non-Indian food themselves whereas friends and others initiate at the rate of 23.7 per cent. The influencers of fast food purchase behaviour are customers themselves 50 per cent, friends, relatives and others 26 per cent whereas spouse and children influence 12 per cent each. Many number of times i.e. 67.3 per cent the respondents themselves are the deciders whether to go to fast food restaurant or not. It is also noticed that 63 per cent of the respondents are deciding which restaurant to approach to consume Non-Indian food. It is also found that 65.3 per cent of the respondents are deciders of the Non-Indian food item to eat and 69 per cent of the respondents are payers.

Table-5: Buying Roles in Fast Food Consumption

| Variable | Categories of Variable | Frequency | Factor Loadings |
|-----------------------------|------------------------|-------------|-----------------|
| Initiator | Respondent | 172 (57.3%) | .588 |
| | Spouse | 20 (6.7%) | |
| | Children | 37 (12.3%) | |
| | Others | 71 (23.7%) | |
| Influencer | Respondent | 150 (50%) | .605 |
| | Spouse | 36 (12%) | |
| | Children | 36 (12%) | |
| | Others | 78 (26%) | |
| Decider to go | Respondent | 202 (67.3%) | .633 |
| | Spouse | 36 (12%) | |
| | Children | 20 (6.7%) | |
| | Others | 42 (14%) | |
| Decider of the Outlet | Respondent | 189 (63%) | .689 |
| | Spouse | 32 (10.7%) | |
| | Children | 12 (4%) | |
| | Others | 67 (22.3%) | |
| Decider of food item to eat | Respondent | 196 (65.3%) | .698 |
| | Spouse | 32 (10.7%) | |
| | Children | 32 (10.7%) | |
| | Others | 40 (13.3%) | |
| Payer | Respondent | 207 (69%) | .552 |
| | Spouse | 32 (10.7%) | |
| | Children | 8 (2.7%) | |
| | Others | 53 (17.6%) | |

Note : Figures in the parentheses are percentages to the total sample size (580)

Results and Discussion

Thus it can be concluded that Non-Indian food purchase decision-making process is highly influenced by the customers themselves and it is independent of other persons who influence the purchase decision process. It can be further analyzed that most of the times Non-Indian food products can be categorized as impulse products where the customers prefer food according to their taste and preferences so that there will be less impact of others on the Non-Indian food purchase decision-making process. Most of the times the customers are exhibiting variety seeking buying behavior in Non-Indian food purchase.

It is a general saying that the customers will be satisfied when expected value equals to the perceived value as shown in Figure-1. This section offers certain recommendations for Non-Indian foodies so as to deliver great value according to the customer expectations and to reduce the gap between expectations and satisfactions. This discussion section is divided into four subsections that provide strategies for better performance of the four traditional Ps of marketing mix strategies.

Conclusion and Scope for Further Research

The present paper is limited to the city of Delhi and NCR but it can be extended to other cities across the world as the Non-Indian food is being popular day-by-day. Moreover, this paper is limited to only brand outlets but there are so many unbranded outlets which are doing much business than the branded ones. Even though good number of studies has been organized in this domain, the researchers and marketers are advised to reorganize the same study using the methodology adopted in this study. Additionally, the study methodology can be extended to other domains like retail outlets, travel and tourism, hospitality, etc. so as to make a balance between customer expectations and satisfactions. As it is discussed that the Non-Indian food consumers are exhibiting either habitual buying behaviour or variety seeking buying behaviour, finally to conclude, an effective marketing programme in fast food business must convert the variety seeking buying behaviour into the habitual buying behaviour and/or the habitual buying behaviour into the variety seeking buying behaviour. That means the outlets who are leaders in their respective markets have to convert the variety seeking consumers into loyal consumers. On other hand, the outlets who are market followers have to break the customers' loyalty towards competitor's outlet (market leader) and making them to get attracted towards their outlet to taste variety.

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