

The Effects of Consumer Perception on Consumer Attitudes towards Non-Indian Cuisines: A Literature Review

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ABSTRACT

The paper aims to review the empirical researches conducted to measure consumer attitude resulting out of perception. The objective of the study is to develop a scale for measuring consumers attitude on the basis of perceived quality and value to measure the effect of Consumers Perception on Consumers Attitude towards Non-Indian cuisines in Delhi NCR. The paper reviews various researches on perceived quality which are further used for determining the perceived attitude for a particular product or service. The methodologies adopted by the researchers in the various consulted researches were further used for to identify various factors determining consumer attitude. Based on the different studies, this paper approaches to showcase the cumulative effect on the existence of consumer attitude as an outcome of consumer perception towards the Indian cuisine industry. The literature studied includes extensive survey-based researches with effective factor analysis, correlation and regression to identify valid factors for the researches. The findings of the study suggested that perception of the Indian consumers is driving their attitude towards visiting and selecting the Non-Indian outlets in Delhi NCR and enjoying foods of different culture prevailing there. However, it has been suggested and positively recommended that a campaign of awareness among the local and foreign consumers is required to facilitate the industry over the years ahead. The various factors derived from the researches that influences consumer perception and results in the development of consumer attitudes inducing consumers to visit the non-Indian cuisines and prefer non-Indian food are quality of food, facility layout, service quality – speed and cleanliness/hygiene, price of food, consumer emotions, presence of other atmospheric cues like aroma & ambience, lighting, color and other social factors like crowding. Apart from this, the demographics of consumers play important roles as factors affecting consumer purchase behavior. The study will benefit the further researches those are to be conducted by other researchers upon the hospitality sector, the food industry, the international cuisine sector and as well as the tourism industry.

Keywords: Perception, Perceived Quality, Perceived Value, Attitude, Non – Indian Cuisines, Food Attitude.

INTRODUCTION

Culinary changes and modes of public dining are undergoing rapid changes in India and have begun to reflect some of the new strands in the culture of Indian public. Even a rudimentary non-Indian fast food culture is crystallizing out of familiar regional preparations. India is seeing a positive growth in

terms of the variety of the fast food and the cuisine industries. The expansion of this kind of market is making a rapid development during this era. The change is resulting in the citizens changing positive behavior to eat out seeking variety.

The field of consumer research has developed as an extension of the field of marketing research, focusing

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almost exclusively on consumer behavior rather than on other aspects of the marketing process. However, consumer behavior not only involves the specific actions taken by individuals in buying and using products and services, but also the social and psychological factors that affect these actions as well (Carman, 1990). According to the study by Shwu-Ing (2003) a person's buying choices are influenced by four major psychological factors: motivation, perception, learning, and beliefs/attitude. Some researchers also categorized influencing factors into internal and external factors (Kaufman, 2002; Shwu-Ing, 2003). According to Yoo et al. (2000); Pappu and Quester (2006) price, store image, distribution insanity, advertising spending, and price promotion of the marketing mix are the determining factors in consumer perception of the marketing mix. Chen (2007) argued that the marketing mix on consumer behavior is influenced through product, price, location, and promotion. However, Schiffman and Kanuk (2000) defined perception as the process by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world. They also mentioned that individual consumers have perceived images of themselves; they also have perceived images of products and brands. To this end authors such as Anandarajan et al. (2000) have argued that variables such as gender and age are not correlated with the service users in their workplace.

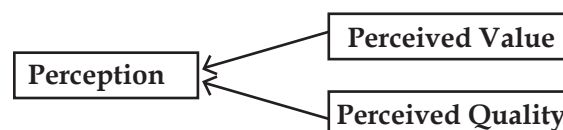
Today, non-Indian food industry is getting adapted to Indian food requirements and is growing in India. It is gaining acceptance primarily from Indian youth and younger generations and is becoming part of life. Keeping in view the Indian habits and changing preferences towards food consumption, this 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.

Studying perception is extremely important because understanding the perceptions and attitudes of Indian consumers towards the western cuisines industry, can lead to improvement of research practices as future prospects.

PERCEPTION

Perception is the process of recognizing and interpreting sensory stimuli. It is the act or faculty apprehending by means of the senses that of the mind; cognition; understanding. Perception could possibly be known as a phenomenal process encountering interpersonal communications. Stimulation, organization, interpretation-evaluation, memory and recall (Devito, 2009). When talking about food perception, one needs to analyze what are the different factors that the consumers encroach for their love for varieties of food. The key attributes of perception are perceived quality and perceived value.

In respect to the reference to the food industry, perception plays a unique and important role. The researches adopted for this papers focuses on the perception of consumers depicting the perceived quality for sharing the preferences relating to the different kinds of cuisines such as Portuguese, Greek, Turkish, Mediterranean, Malaysia, Continental, etc. These cuisines impact on human life and their subjective response in judging to select and visit the cuisines mixed with other attributes. Perceived Quality in this matter of existence has been approached such as taste and preferences, food freshness, delivery standards and hospitality standards.



PERCEIVED QUALITY

Perceived or subjective quality is defined as "the judgment a consumer makes about the superiority or excellence of a product" (Zeithaml, 1988). It is differentiated from objective quality, which refers to the physical characteristics of the product, and is related more to engineering and food technology. It is of vital importance to food producers that consumer desires be expressed as physical characteristics of the products (Grunert, 2005). However, when researching on the consumers' preference towards the choice of food in different cuisines and thus, landing in the selection and visiting the cuisines, accounting of perceived quality is of utmost importance in the

society. Perceived quality is basically associated with proving the relevance of subjective judgment taken by the consumers or respondents. The objective characteristics of the product are not the center of interest. Rather, what is of interest are its subjectively perceived product attributes (Becker, 2000). Within this paradigm four approaches are differentiated to explain perceived quality (Ness et al., 2010; Grunert, 1997). Firstly, the framework for the research is required to be determined. The information economy approach differentiates between search, experience and credence attributes (Nelson, 1970; Darby and Karni, 1973). Search attributes are the ones that can be verified prior to purchase or consumption through direct inspection or readily available sources, for example, prices or brand names. In experience goods this information cannot be determined until trying or using the product. For a food product, taste is typically an experience characteristic, unless tasting is allowed before the purchase (Grunert, 1997).

Lastly, the relevant information on credence attributes cannot be confirmed even after using the product. When product benefits like nutritional value and wholesomeness cannot be directly experienced, one has to rely on the judgment or information of others regarding the product content of certain determined quality attributes. Environmental quality of products, health or animal friendly processes are examples of typical credence quality attributes since they deal with a question of trust (Oude and Van Trijp, 1995). Although there is a more or less generalized consensus about the differentiation among these three types of goods, including various attributes in one category or another is not that clear. This approach has been used as a framework for numerous studies on food quality (Ragaert et al., 2004; Verbeke et al., 2007) as well as other products and services (Parasuraman et al., 1985). Other approaches are the multidimensional which conceives quality as a multidimensional phenomenon and is based on the dichotomy between intrinsic and extrinsic cues (Olson and Jacoby, 1972; Zeithaml, 1988); the means-ends chain approach that arises from a hierarchy that links product attributes to the consequences of consumption and the latter to life values (Grunert, 1995); and the integrated approach, as its name indicates, represents an attempt to integrate the various approaches into a single one, the Total Food

Quality Model developed by Grunert et al. (1996) which differentiates between pre-purchase and post-purchase components. Regarding research applied to perceived quality models in food, one of the most extended studies was for the meat sector, perhaps due to the frequent crisis of confidence that have affected this sector (Grunert, 1997; Becker, 2000; Bredahl, 2003; Grunert et al., 2004; Banovic et al., 2009).

Thus, from the results of perceived quality, we derive perceived value that enables to count upon its influence for affecting the psychological elements those may result in forming of the consumer attitudes.

PERCEIVED VALUE

Perceived value, at present has become one of the most important approaches among various marketing researchers and researches on consumer behavior. The creation of value for customers has long been recognized as “the fundamental basis for all marketing activity” (Holbrook, 1994, p. 22) and an effective source of competitive advantage in promoting profit growth and ensuring long-term success (Woodruff, 1997; Maas and Graf, 2008). Insights on certain attributes have been looked into for the purpose for this paper relating to the objective of moving towards perceived attitude. However, certain attributes has been particularly chosen in order to satisfy the study such as Loyalty, price consciousness, status symbols, frills, value for money, hygiene factors, food safety in respect to consumers health, etc. These perceived values have been considered for the further study and to analyze their leading towards perceived attitude (Smith and Colgate, 2007). Below mentioned are certain studies on perception that may prove the major effects of perception and its factors considered in various studies bridging a gap to reach the variables related to the attitude of the consumers for selecting food and outlet options in the market.

Groves, A. M. (2001) studied the perception of the consumers regarding an authentic British food product. The major findings showed that, the consumers basically perceive the products authenticity by analyzing their characteristics and purchase situation on the basis of uniqueness to Britain, a cultural or traditional association with

Britain, characteristics of the production process, the presence of an authority and specific extrinsic characteristics of the product. Apart from this, the main factors found influencing the consumers' perception on British food were Product related factors affecting perceptions of authenticity (name & label, packaging, appearance, price, authority, traditional association, branding, fresh – processed & specialized foods, handmade, origin of the product, etc.), situational factors affecting perceptions of authenticity (catering establishment, retail outlets and being a tourist or a visitor) and personal factors affecting perceptions of authenticity (familiarity with food production and psychological factors). 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. It was founded that the major consumers are day by day getting inclined towards the Indian restaurants due to many prevailing factors like quality of the food, food taste, food flavor, hygiene and cleanliness, ambience, staff friendliness, convenience of location, word of mouth promotion, menu variety offered, authentic cuisine, value for money, personal preference, appearance of the food, aroma/smell, etc. Budhwar, K. (2004) studied the success factors for independent restaurants in Delhi and Gurgaon region in India and also identify the gap between the managements perception regarding the customers desire and the customers actual expectations from the offered products and services. The major findings of the study suggested that of certain variables related to menu, location, décor & design, entertainment, service systems and publicity, impacted the thinking alike of the consumers that with the management. It was been observed in the study that apart from the Indian dishes certain foreign cuisines like Chinese, American, Thai, Italian, Lebanese, Japanese, etc. are making place in the restaurant industry of Delhi NCR.

Tiwari, P., et al. (2008) studied the factors affecting the consumers perception for consumption of fast food and the frequency of visiting such outlets as per choice. Variables used for study were variety of food, food taste and quality, ambience and hygiene, service speed, price, location, parking space, seating space, etc. The main findings that were identified said that apart from the main idea, consumers still visit the

fast food outlets for fun, entertainment, change but not substituting homemade food. Thus, it has been observed that maximum visitors visiting the fast food outlets were from the student category. Food quality and service ranged influenced more in the choice of outlets than others which ensures the high level of competition in the choice of fast food outlets in the future. Holh, K., et al.(2008) investigated the influences on consumers' perception of food risks in 25 European provinces with a sample size of 1000 whose responses were measured through factor analysis for deriving the level of factors proving consumers' perception for Food Risks. The study found significant relationship between food and health and perceptions related to food risk was found accountable. Hoefkens, C., et al. (2009) studied the consumer perception and scientific evidence related to food quality and safety aspects of organic versus conventional vegetables. It was found that the organic vegetables were perceived as much as safer having nutritional and toxological advantage than the conventional ones on the basis of safety and hygienist.

Schubert, F., et al. (2010) studied the consumer perception related to the green themed restaurants or eco-friendly food service establishments in US. The findings showed that the consumers had a soft corner for the green themed restaurants and they are willing to visit and pay further for the items available there. However these findings has been supported by variables such as level of education, cultural background, ambience, service quality, décor, location, environ mix, etc. Beldona, S., et al. (2010) studied to identify the role of demographics of consumers with involvement in terms of eating out and variety-seeking in eating out in the Bangalore city in India. The findings showed that the consumers were divided into 4 typology of attitudes towards eating out of nonchalant (restricted to their habitats and customs and refuse to try new foods and finds risk in eating out), traditionalists (show keen interest of newly opened cuisines but limit to be in their cultural comforts), dabbers (always ready for variety seeking and are aware of new places to visit for eating out) and enthusiasts (highly aware of the environs of eating out, are always ready for variety seeking to learn to culture of different cuisines specially during travel). It was also observed that as

per variety seeking, the Chinese cuisines was more dominant followed by continental and Italian. As per demographics, gender do not play a significant role in influencing consumers to eat out, but age, income, ethnicity provide attitudinal influence on consumers to choose to go in international cuisines. 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. A comparative analysis was framed among the various East Asian Cuisines. The findings suggested that with the help of many significant factors the various East Asian Cuisines were ranked from highest to lowest proving the choice of these cuisines by the consumers. In terms of popularity and as per t-tests, the Japanese cuisines shows an overall popularity and increased in last 10 years while that of Chinese restaurants decreased by 30 percent. Thai Cuisines shows a better change in terms of service and décor. Korean and Chinese cuisines showed a negative response in terms of food, décor and service; but here price played a significantly important role in consumers' perception. Vietnamese cuisine has a significant progress only in terms of food. Anand, R. (2011) investigated on the demographic and psychographic factors influencing consumers' fast food choice in India. The observed findings were that certain attributes are passion for eating out, socializing, location, convenience; ambience, etc. those affect the consumers' decision on choosing a fast food outlet. It helps to focus on the changing standard of living in association with changing lifestyle in regards to eating fast food habits. Also, the fast food companies cannot rely on convenience anymore and need to give equal importance to health benefits in the future giving way to the growing trends of organic food and green consumerism. Jang, S., et al. (2011) studied the effect of authentic atmosphere on consumer emotions behavior intentions in the Chinese Restaurants in USA. The observed findings were that certain attributes of music, menu presentations, etc. are definitely influencing the positive as well as negative consumer emotions enabling the use of authentic atmosphere in the Chinese Restaurants in USA. Also, menu presentation, furnishings, and music were significant predictors of positive emotions whereas menu presentation and music significantly influenced negative emotions. The

study have important implications for selecting and refining crucial elements of authentic atmospherics in order to enhance customers' favorable emotions, avoid unfavorable emotions, and ultimately heighten positive behavioral consequences.

Dogduby, M, Avcikurt, C. (2012) studied the factors affecting customer loyalty while dining in specialty restaurants in Istanbul. The paper is significant for my study since it resembles the demographic variables of my proposed study. The research observed that the customers prefer to choose specialty outlets because of factors like Food and Service Quality, Ambience, Convenience, etc. as instantly developed in the customers for moving towards loyalty. Results from this study indicate that all features of a restaurant establishment are not equally important to the customer. It was found that four specific features (tasty food, fresh food, overall cleanliness and nutritious/healthy food) were the most important factors determining customer loyalty. Rahman, M.S, (2012) studied the influence of demographic factors like age, gender, income, etc. on the customer perception in choosing restaurants in Dhaka city. The paper is significant for the proposed study since it resembles the demographic variables of the proposed study. The findings specified that the objective of the study as proved that says that indeed the consumer demographics influence the consumer perception in regard to the choice of restaurants in Dhaka city. Apart from this, it has been recommended that in order to attract the demographics of the consumers, a hygienically prepared attractive food variety should be offered in the restaurants. Aloia, C.R, et al... (2013) studied the perception on fast food eating upon the high and low income group consumers living in the neighborhoods' of Chandigarh, India. The key findings observed the fast food consumption to be low. The high income group most frequently dined out and preferred Western Style food compared to the low income group preferring the fast food outlets. Apart from this, reasons for visiting the fast food outlets both by the high income and the low income groups were discussed on the factors of convenience, price, social enjoyment and quality of meals. Finally, both the groups preferred home cooked food over restaurant food with the concern of health.

Ramapuram T. E., et al. (2013) studied the factors affecting consumers' perception on dining occasions

and returns patronage in Ebony Restaurant, Bangalore, India. The significant findings were that there was a correlation between the outlet attributes and the consumers' perception. Also as the relationships were found among the restaurant attributes, return patronage and the dining occasions, certain factors were available namely, atmosphere (level of comfort, level of noise, view from the restaurant, overall cleanliness, restaurant's appearance), convenience (handling of telephone reservations, location/accessibility, parking facility, opening/closing hours), service and food. Poor, M., et al. (2013) studied the influence of images of unhealthy or healthy food that affects the perception of tastes relative to the food image and found that consumer's perception changes with a view from the quantity consumed in relation to taste. Dumitrescu, C., et al. (2013) investigated to find out the consumers perception on product value for the international product marketers of pasta in Greece and Romania for further creating and delivering value through the factors based on price and content on purchase intentions. The significant findings were that consumer's perception related to US pasta was negative, nevertheless, when the content of the US or Italian pasta was made from 'durum wheat' versus soft wheat, then the likelihood becomes positive. This study however, specifies that the demographic factors are basically not too much favoring the consumers' perception on the consumption of pasta in the international markets.

Thakkar, K., et al. (2014) identified the reasons for consumer visits in 2 Indian leading franchise and analyzed their consumption pattern from Thane City Maharashtra, India and findings of the study indicated that in spite of different inputs on the variety of food items, taste, ingredients, location, speed of service, accuracy in service, price, packaging, attitude of staff, customer service, opening hours, additional information, etc. still the consumers' visits to the outlets is very well affected with the associated price of the food products. Subramaniam, R., et al. (2014) investigated the factors influencing Consumers Perception towards attributes of Ponnait Ice-cream and chocolate and analyzing Ponnait's leadership quality in Pondicherry, India. The findings of the multiple discriminant analysis that Ponnait's strong attributes are basically taste and colour. But the

attributes related to nutrition, availability, packaging, price, image, variety, quality and quantity also plays a significant role. In spite of this, the major findings suggested that, in order to have a market leadership, Ponnait should go for continuous product and process innovation as well as educate the consumers upon its presence with different varieties of inputs. Gao, Z., et al. (2014) studied preference and perception of French Consumers from different countries and their willingness to pay for fresh citrus fruits giving the country of origin a good rate but as for China it was vice versa. Consumer perceptions, risk and quality perceptions played an important role whereas price was not significant in this regard. Lower rated countries, such as China, Brazil, and Israel, need to improve consumer perception of the fruit from their countries to gain a better position in the fresh fruit market of France. 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. Variables studied in the research were tourist satisfaction with food experience, food quality and price, affective image of food, food uniqueness and cultural heritage. Among the 3 independent variable, food quality and price ranked the highest in influencing the tourists' satisfaction with the food experience. The affective image of food was the second most influential construct followed by food uniqueness and cultural heritage. However, the local cuisine image studied here reveals that the tourists evaluation of a cuisine within a destination can be translated into rational benefits (cognitive images), such as the quality and price of the food, and emotional benefits (affective images), such as excitement.

Rajkumari, R, (2015) studied the dominance of Malaysian Cuisine in Chennai, and the consumers attitude towards visiting it and founded that Malaysian and India being neighboring countries have certain similar tastes and preferences in terms of choice of food. However, the name, popularity and ambience are basically making Malaysian cuisines famous in Chennai, India. Tripathi, G, et al. (2016) focused on assessing the influence of the restaurant service quality dimensions on customer satisfaction and consumer behavioral intentions. The factors measured in the study were the cuisines ambience,

prompt and personalized services and hedonic pleasures, value for money offerings, consumers' lifestyle and status needs, loyalty and word of mouth intentions, etc. However, ambient environment, empathy and reliability and responsiveness were found to dominate more here. Ishak, S, et al. (2016) studied the perception on halal on the purchasing decision of Malaysian consumers using correlation analysis on 420 respondents. The findings of the study suggested that the perception of halal is a very significant issue in determining halal food products for the Islamic culture and has association with respondents' purchase decision. Thus, it highlights that halal perception is the mediating variable that intervenes in the relationship of a few independent variables as well as purchase decision trends such as manufacturer identity, product label, physical product and packaging as well country of origin are considered to be important and specific extrinsic cues that deliver messages regarding the halal of certain food products. Bjork, P., et al. (2016) studied to explore the factors affecting the tourists' food choice in terms of local food market. The study revealed 3 types of food behavior: firstly, the experiencers and the committed who perceive food essential to destination choices and they search for food-related information before their trips and value originality, newness, locality, authenticity and uniqueness in local food which can eventually have an impact on travel satisfaction. The second category relates to the enjoyers who have more casual attitudes towards food though they view it as an important holiday aspect. Finally, there are the survivors whose local food of destination serves mainly psychological needs. Thus, it has been observed that the local food market attracts the tourists with a changed attitude in visiting a particular destination contributing to travellers experience for choice of local food marketing.

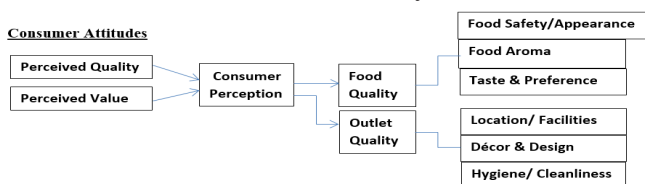
Pallegrino, R., et al. (2017) focused on an effort to determine the factors affecting the consumers choice of the cuisine selection based on the condiments (ketchup, soya sauce, salt, black pepper, mustard, chilli garlic sauce, etc.) placed on the table. The study specified that the condiments placed on the tables were equally important for influencing the choice of cuisine selection. Also, the Asian condiments were much more preferred than others for such selection

and creating emotional eaters. Nevertheless, it is also equally important to state that the selection of the cuisines goes in row when the consumer finds the condiment placed in the cuisine is related to the theme of that particular cuisine, that is, Korean condiment cannot influence the choice of German themed cuisines. Ting, H., et al. (2017) studied the attributes on ethnic food consumption pattern in developing markets. The findings specified that certain attributes like perceived behavior resulting to attitude were responsible for the changing consumer perceptions on ethnic food preferring in the developing markets on the basis on certain attributes of price of food, quality and quantity of food, delivery standards, etc. Ali, A., et al. (2017) studied the perception on halal meat consumption within International Muslim students' population in China using the theory of planned behavior as a conceptual framework. It was found that positive attitude towards the consumption of halal meat; personal conviction and the perceived control over consuming halal meat predict the intention to halal meat among Muslims. Further, the religious associations attached to Halal foods consumption somewhere leads to making the buying decision different and more important for Muslim consumers from regular meat consumption. Chen, C., et al. (2017) made an effort to determine the consumer biasness factors affecting the choice of the cuisine and food selection and their influence on gratitude. The study observed that the cuisines basically try to include a part of their menus representing different cultures making gender and income playing a significant role. The objectively measurable components of service, such as service delivery, menu knowledge, and order-taking by servers, as well as functional dimension of service, such as a light touch from a server, the server squatting down by the table, or the server introducing himself or herself by name, as closely related to tipping behaviors.

Birchal, R.A., et al. (2017) aims to identify the items that sums up to categorize the perception of value and sacrifice by consumers of vegetarian food. The study observed that with the consumption of vegetarian food, there is an existence of functional (physical and mental well-being and healthy food), social (perception of positivity for being vegetarian), emotional (more peaceful feeling with

a clean conscience), conditional (ease of access and variety of vegetarian food) and monetary values for the consumers. Perception of vegetarian food is based on their price, availability in the market and the nutrients content in the food. The perceived value and sacrifice of vegetarian food also relies on the consumers' age, gender, income and type of vegetarianism practiced by the consumers.

From the above mentioned studies, we can draw certain factors for Perception. They are: Ambience, price/value for money, authenticity/traditional appearance, aroma/smell, personal taste & preference, appearance of food/ food safety, convenience/location/parking facilities, entertainment/décor & design, etc. These factors contribute to the formation of Consumer Attitude for visiting the Non-Indian Cuisines. Attitudes can positively or negatively affect a person's behavior. A person may not always be aware of his or her attitude or the effect it is having on behavior. People with these types of attitudes towards work may likewise affect those around them and behave in a manner that reduces efficiency and effectiveness.



(Adapted from the Nicosia Model of Consumer Behavior for Decision Making)

The NICOSIA MODEL (Englewood Cliffs, N.J. 1966) in Consumer Behavior is here extended by adding Attitude Building Variables with the help of the various attributes of Perception that are put forward in order to arrive towards Attitude. Hence, this Attitude factor influences the Decision Making Process of the consumers. Attitudes are learned dispositions and are formed by various influences. Marketers can better create or influence consumer's choice by understanding the process of attitude. There are enough references in the earlier research to prove a significant relationship between perceptual factors and consumers' attitude for decision making.

Attitude is the final step led from the results of perceptions (perceived quality and perceived value). This focuses on the final behavior of the consumers towards selecting the outlets to visit. The followings

studied may analyses the consumers' attitude arising from consumers' perception. Consumer Attitude is basically to respond in a consistently favorable or unfavorable manner with respect to an object or action. Attitudes vary in strength, reflect the consumer's values, are learnt/ acquired over time and conditioned by the situations. They lead to behavioral intentions and to actual purchase behavior. Today, the consistency of Attitude-Behavior is influenced by a host of factors those are delineated below that could guide in the study of consumer behavior further.

Two important theories in social psychology, the theory of reasoned action (TRA) (Fishbein and Ajzen 1975) and the theory of planned behavior (TPB) (Ajzen 1991), have shown that consumer behavior is predicted by intention, which in turn is predicted by attitude. A basic definition of the generic term attitude is: "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor" (Eagly and Chaiken 1993). Consumer attitude is a variable of consumer behavior, which is acquired and relatively permanent/ gradual/ purposeful of the consumer to react to a particular product or service. It is composed of cognition, emotion and intentions. Emotions are one of the sources of consumer attitude formation and change.

The previous studies on consumer attitudes could be summarized as follows.

Bredahl, L. (2000) studied the attributes influencing consumers attitude and decision making ability towards genetically modified foods. It was that the observed sample suggested that Italian consumers were quite different than the others 3 countries consumers. Negative attitude towards genetically modified food products were less in the Italians than the Danish, German and British consumers perceived risk was not found to be a significant factor towards overall consumer attitude. Verbeke, W., et al. (2005) focused on the attitude and behavior of Belgians upon the Latin-American ethnic foods and the behavior of the Hispanics living in Belgium on the mainstream Belgium food. The findings however suggested that the data was positively related with the Belgians having ethnic Belgian food emphasizing on taste and appearance resulting in satisfaction. It highlights the Belgians' choice of ethnic foods on the

basis of high degree of awareness with acceptance, and social factors of personal interest and friendship whereas the Latin Americans preferred Mexican food in terms of ethnic food. The least positive factors influencing the choice of ethnic food among the Belgians are convenience, price, leanness and safety. Overall the Hispanics favored the Belgian ethnic food, but they preferred their own food much more over the Belgians. However, the Latin American food consumption and the attitude of the Belgians were negatively correlated with food neophobia considering the demographic factors of age, education and place of living over income and gender. Rajagopal, L., et al. (2007) focused on the development of a food attitude scale and determine the openness of hospitality management students. The dimensions found were in 4 groups like willingness to try, seeking novelty, enjoying novelty, conditional openness. Different attributes were finalized in the mentioned scale with a variety of tests conducted on them resulting in satisfying FABOS. Awdziej, M., et al. (2016) studied the consumer ethnocentrism of elderly citizens towards Polish and foreign food products on the basis of demographic factors of age, gender and income using various measuring tools. The results of the study suggested that the relationship between consumer ethnocentrism and consumer age was quite low and age with gender were found not directly influencing consumer ethnocentrism. It was also found that in comparison to the young respondents, they were more active, mobile, educated with more diversified personal interest and a much higher degree of consumer ethnocentrism level towards the consumption of foreign food products.

Padilla, C.A, et al. (2014) studied the combined effects of sensory variables, information and attitudinal constructs in the prediction of consumer behavior towards homemade food. A prediction effect of the attributes - degree of liking and intention to buy a specific homemade food product was measured through conducting a sensory test and ordinary least squares method. The findings suggested sensory evaluation of a homemade food is not affected by the information characteristics of the food. Also, the sensory attributes were the most important predictors of overall degree of liking of food, but buying intention was strongly influenced by the

overall liking of the food. Thus, a positive attitude dwells on elderly consumers towards Polish and foreign food products with the identification of the possible relationship between demographic (age and gender) and socioeconomic (income) variables and consumer ethnocentrism in the context of food purchase. Also gender and income were not affecting the level of ethnocentrism, while the influence of age was also weak. Also, the ethnocentrism towards food products was not found to be weak, although it showed a tendency to grow with the consumers' age. Barska, A., et al. (2014) observed that the food purchasing attitudes are basically influenced by consumers' emotions, the will to try new food and also by their attractive price. The main criteria for selection of food were indicated as freshness of a product, price, quality and taste values. It was concluded that, it can be declared that innovative food is positively accepted by the young consumers, although the large groups of customers are driven by habits. It was further reported that, the process of diffusion of innovations in the food market among young consumers depends on the country they live in, gender (women considerably faster accepts innovations) but is not determined by income of the respondents. Ortega, A.E., et al. (2016) aimed to identify the segments of Mexican consumers with regard to their motives for food choices. The findings observed around 10 factors namely: care for weight and health, social sensitivity, practicality, economic aspects, non-industrialized, hedonism, traditionalist A, familiarity, traditionalist B, and no sugar added. The resulting clusters were named as traditional, healthy, conscious and careless. The factors ready for influence were gender, age, marital status, and educational level, but not body mass index. It was found that Mexican consumers in general express low sensitivity to issues of health and nutrition, even more too animal welfare and environment friendly products and are quite loyal to the flavors of the Mexican cuisine which explains their priority to prefer foods according to their taste.

CONCLUSION

The above studied researches disclose certain important factors leading to consumers' attitude of and buying behavior for the Non-Indian Cuisines in India. Attributes such as aroma of the cuisine,

peer pressure, a variety in the food menu related to the health watchers, location convenience, delivery standards, food pricing, hygienist and safety prospects, ambience of the outlet, are basically enabling the food lovers to visit the various cuisines like, Thai, Malaysian, Chinese, European, Mediterranean, Portuguese, Japanese, African, etc. the enhancement factors related to the approaching of the different cuisines are perceived quality, perceived value and reference group. The demographics of consumers related to age, gender, income, ethnicity, education, plays important roles as factors affecting consumer purchase behavior. However, it has been evident that in Delhi NCR, a certain level of awareness is required among the food lovers regarding the Non-Indian cuisines. The restaurateurs are likely to introduce and offer certain cuisines to the food lovers and as well as tourists as a recommendation. With the advent of such a solution, the Indian food industry can have a great number of consumers' transformation in terms of perception and attitudes towards the Non-Indian Cuisine Industry in the future. This whole study derived from other studies can identify a relationship model to understand the consumers' perception which is mediated by demographic characteristics and thus can be of value to the food service industry in their strategic planning.

Consumer Perception Scale that is basically required to be constructed to measure consumer buying behavior for the environment cues of perception of overall environment, perception of ambience music, perception of affability of restaurateurs, emotion (pleasure/arousal) and behavior (approach / avoidance). To be successful in a restaurant business, foodservice providers are required to deliver not only good quality products and services, but also a high level of dining satisfaction that will lead to increased customer's satisfaction and thus repeat business. For this reason, restaurant's marketers need to understand customer's perception and the characteristics of their demographic variables.

In addition, researchers have agreed that service quality and customer satisfaction directly link to customer's return behavior in the hospitality market (Dube et al. 1994; Lee and Hing, 1995; Johns and Tyas, 1996; Oh and Jeong, 1996; Fu and Parks, 2001). Zeithaml (1996); Oh (2000); Tam (2004) explained

that service quality, customer perceived value, and satisfaction are highly correlated and predict the customer's repurchase behavior. Several studies have been conducted to assess customer's perception, customer's perceived value, and customer's satisfaction; and repurchase intention related to the hotel and restaurant industry (Dube et al., 1994; Lee and Hing, 1995; Johns and Tyas, 1996; Fu and Parks, 2001; Tam, 2004).

Furthermore, from the academic perspective, fewer studies have been found related to Non-Indian Cuisines in Indian marketplace. This study addresses this gap in the literature and lead to further scope of research.

IMPLICATIONS OF THE STUDY

This research paper will help in the analysis of expectations of food consumers in India. This study can identify the factors affecting the choice of (Indian youth) consumers for Non-Indian food. The outcomes from the research will be helpful for the Restaurants, Hospitality and Tourism Industry for strategic planning.

Increase in the tourism activity could be much more attracted towards India. In regard to the country's Non-Indian food culture, this, could help the foreign tourists visiting India and feel being homelike and have a taste of their own food culture prevailing at the place of their trip. Managers and policymakers may use the outcome of this research as a guideline to understand the depth of tourist's behavior. By identifying the antecedents of the behavioral factors may assist the managers to strengthen the restaurant's competitive position within the industry. This work adds to tourism behavior research by exploring the effect of satisfaction, perceived quality, perception and intention on behaviors associated with local foods purchase behavior from the perspective of restaurant settings, which have received less research attention.

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