

EMPERICAL STUDY ON "DESI TADKA WITH VIDESHI ZAIKA" IN PUNE CITY.

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ABSTRACT:

Our Indian culture and society plays a crucial role reflecting extensively in the various practices involved in food industry under the big umbrella of Indian food culture. Our food culture revolves around various tradition, taboos, beliefs, rituals, interiors that influence the globalization observed and implemented by various service providers.... All over India. That being said the quality, quantity, varieties, taste, neatness and behavior of service staffs are the factors that lead to customer satisfaction. Among the 36 states in India influenced with their own signature style of cuisine that suits the palate of their local community giving them their identification, have at the same time also absorbed, over the centuries, settlers, and visitors from across the globe, these visitors being emperors, the nobles, the viceroys and the sahibs of various tribes and communist that have visited theses states since the past ages first as a reason to conquer during a fight for independence and now as a reason for tourism. Ever since the ancient time the world has always been using food as the largest mode of currency by dealing in various spices like clove, cinnamon, cardamom, etc. even today this practice still lives on while there is a large amount of profits that are depended on the export and the import of either spices or food grains, dry fruits, convenience foods, etc. Not to forget the sharing of knowledge between 2 different individuals when their cultures would come together and share their like and dislikes of foods and cuisine from the state/country that they come from.

This study we focus on understanding how does the food preference work for the locals in the city of Pune in a mixture of its past, different cultures and traditions. We also aim to understand the effects of the international cuisine on the palate of the locals and their acceptance towards the emerging trend of various international cuisines into the mix of the regional cuisines.

Key Words: Food Culture, cuisines, food preferences, food choices, Pune and Hospitality.

Introduction:

India being a food-loving country having each of its various region with their very own special cuisine, we Indians have never been very big on eating out until the introduction of various other cuisines the world has to offer namely Chinese, Mexican, Italian and the many more. This has created a great shift not only in the eating habits of Indians but also have driven us to learn and experiment more towards the various types of foods and eating preference of the rest of the world. Unlike the old days where people used to be very uptight about their choices, now customers are experimenting not only by going out to various outlets but also within the confine of their own kitchen in their houses. While earlier North Indian food ruled the market, has now been reduced because people want to explore new cuisines, fast

foods, tit bits, baked goods, etc. also driving the consumers to other cuisines like Lebanese, Mexican, and Asian cuisines lately. Especially in metro cities, restaurateurs are coming up with new concepts introducing new cuisines not only to grow their business but also to attract the customers to something new.

The addition of changing food preferences introduced by other countries, results in the evolution of food habits, dual-income households, increasing health awareness, more dining-out options, and rising aspirations contributing to bringing a tectonic shift to the Indian plate, especially in urban households. The exploration of food outside the conventional gamut not only leads to the increase in the demand for foreign cuisine but also the exotic ingredients, where people are ready to play around with foreign recipes adding their own twist at home too.

To talk about Pune, the city is located at the foothills of the western coastal mountains around 100 miles southeast of Mumbai. With a population of over 4 million people it is the eighth-largest city in India. It has been referred to as the “Oxford of the East” due to the presence of multiple universities, and being a “cultural capital” in Maharashtra (Kelkar, 2008). It is part of an “urban development corridor stretching from Ahmedabad via Mumbai to Pune” (Butsch et al., 2017). The urban population in India is increasing, and the majority of Pune (district) is now urban (61%) – it is the fifth most urbanized district in Maharashtra. Migration from rural to urban areas has increased as the population seeks better livelihoods, as urban areas are offering more and diverse occupational opportunities and increasing education facilities. Pune (city) is entirely urbanised (Krishnamurthy, Mishra and Desouza, 2016).

Given the emerging diversity that has begun among the food preferences due to the acceptance of the number of cuisines that have been adapted into ones diet, we focus this study on understanding how does the food preference of the locals in the city of Pune work for in a mixture of its past, different cultures and traditions. We also aim to understand the effects of the international cuisine on the palate of the locals and their acceptance towards the emerging trend of various international cuisines into the mix of the regional cuisines.

Objectives:

- To understand demographic profile of customer
- To explore the preferences for Regional over International
- To understand influencing factors of international cuisine over regional cuisine.

Literature Review

India's Overall Status

India being a food-loving country having each of its various region with their very own special cuisine, we Indians have never been very big on eating out. until the introduction to the various other cuisines. This has created a great shift not only in the eating habits of Indians but also have driven a learning and experimental curve towards the various foods and ingredients found in other countries. Unlike the past where people used to be very uptight about their regional foods, now customers are experimenting not only by going out to various outlets and trying different cuisines and have also begun recreating them in their own special way.

While earlier North Indian food captured over 50 percent of the market, now it has come down to 29 percent because people want to explore other foods like, burgers, pizzas, pasta being among the common ones. There also has been a great surge for Lebanese, Mexican, and Asian cuisines lately driving restaurateurs in metro cities to come up with newer concepts to introduce new cuisines also

creating more job opportunities and opening for ones specialization into these cuisines.

This attributable has also boosted the tourism factor not only of other countries but also for India because as we Indians would like to visit the various countries and please our palates with their cuisines, the same way we see a large number of foreigners coming to India to enjoy the specialty the various regions that India has to offer. Not neglecting the fact that we have tourist are travelling all over the world and returning with their palates pleased and tempted by the exciting flavours and delicious foods various regions have to offer throughout their international travels.

In addition to the changing food preferences of not only Indian but also foreign tourist based on the foods served by other countries/region, has led to an evolution of food habits, dual-income households, increasing health awareness, more dining-out options, and rising aspirations that are contributing to bringing a tectonic shift to the plate of every urban household.

This exploration of food outside of the conventional gamut is not only leading to the increase in the demand for foreign cuisine but also the exotic ingredients leading to an increase in export and import of the local ingredients that are not only used by business and restaurateurs but also among urban households, where people are ready to play around with foreign recipes at home too.

Pune's overall status

Pune is a typical example of an indigenous Marathi culture, in which education, arts and crafts, and theatres are given due prominence. The birthplace of poet-saint Tukaram (in Dehu) and Jnaneshvara (in Alandi), an author well-known for the commentary 'Jnaneshwari', on the "Bhagavad Gita". It has homed great freedom fighters like Bal Gangadhar Tilak, Agarkar and Gopal Krishna Gokhale. Pune is a major example for a blend of the culture and heritage with a touch of modernization having its side effects. Pune is the cultural capital of the Maharashtra.

Pune, has been the seat of The Peshwas and has retained its traditional cuisine for ages. A special Pune meal consist of Puran Poli (a sweet paratha with pulses/dal) Amti (masala dal), Pithla Bhakri (a masala chickpea gravy with a stiff 'roti'), Varan Bhat (dal and rice), Matki Ki Usal (masala sprouts), Thali pith (a spicy chickpea based pancake) and Alu chi Vadi (steamed and fried, sweet n' spicy leaves). Bakar Vadi (spicy crusty savoury) and Missal Pav (spicy mixture of onions, chilly and small savoury items, with bread) are some of the mouth watering snacks. For a sweet touch, Pune offers its Shrikhand (a burnt milk delicacy) and the seasonal Amras Puri (thick mango juice with fried 'puris') complete the traditional Maharashtrian feast.

Eating Out of Home Concept

Eating out is a common endeavor amongst younger being a more affluent populations in India also having for an excuse to socialize with the crowd and getting to know new people so as to build up ones connections. Most of the times when Indian consumers eat out, its either for a get-together, birthday party or a celebration etc. and prefer to eat-in rather than get delivery/take out also depending on the individual or the group or the budget. Ones that dine out most frequently do so at full service/quick service/fast food restaurants, which account for 73% of food service sales. In a study conducted by the food environment in Delhi, most full services and fast food restaurants belong to Indian rather than Western cuisine. Mostly food service contributes to two-thirds of the sales that also remains in the 'unorganised' sector. However the 'organised' or larger/multinational outlets that are looking to expand

in India focus on a wider approach that focuses on the trending aspects and a more millennial, gen x, gen y, centric basically targeting the younger generation for their growth. In Pune, fast food brands are very prominent on the high street including McDonalds, KFC, Dominos and others. Moreover, delivery services such as Zomato, Swiggy, are also widely advertised.

Changing Diet

India, like much of Asia, is undergoing a nutrition and epidemiological transition, characterised by a shift away from traditional diets and increasing prevalence of non-communicable diseases, fuelled in part by rapid urbanisation and change of lifestyles (Shetty, 2002; Anoop et al., 2011; Dang and Meenakshi, 2017). In Maharashtra, non-communicable diseases increased 25% between 1990 and 2006 (Kholi, Goli and Doshi, 2014).

Over the past 50 years, the diet in India has changed significantly, with the average Indian eating on average 400 calories more than they did in the 1960s, and with a bigger proportion of calories coming from sugar and fat, dairy and eggs and produce (National Geographic, no date). The consumption of processed foods and sugary drinks—key drivers of non-communicable diseases and obesity—has increased noticeably in Asia (Baker and Friel, 2014).

People living in urban areas of India like Pune (city) have decreased their share of total expenditure on food in total, and specifically on cereals, pulses and vegetables. In rural areas, the share of expenditure has also decreased in a similar pattern but remains higher than in urban areas (49% v 39%) (Government of Maharashtra, 2015). In Pune (district), on average households spend 40% of their total expenditure on food.

Over time, households in urban areas of Maharashtra, such as Pune (city), have decreased their overall proportion of expenditure on food (63% in 1972/3 to 38% in 2011/12), particularly on cereals (17% to 7%). In contrast, household expenditure on non-food items including fuel and clothing has increased from 36% to 62%. Per capita expenditure on vegetables and fruit remained steady between 2004/5 and 2011/12 at just over 9% and 7% of total food expenditure respectively (Government of Maharashtra, 2015).

Research Methodology:

Data collection: Primary data is collected through feedbacks, Questionnaires, and one to one interviews.

Sampling Techniques: This topic of research is associated with the local foodies, residents from Pune, so the sampling technique followed is RANDOM SAMPLING.

Sample Size: Questionnaires targeting responses of over 150 were collected from the population and the analysis for the same is done to support the objectives of this research paper.

Population: Student, Working, House wife, Retired Person were selected from all over the Pune to understand their preferences & reasons for that preference.

Limitation: This study is limited to Pune City.

The data collected will then be analyze & interpreted quantitatively with the help of survey method result will be represented in the form of tables, graphs and quantitative tests.

Data Analysis & Result

To understand demographic profile of customer we ask few questions these are as follows

With reference to fig 1.1 and 1.2 our collected sample we see,

- Maximum respondent are male i.e 74% are male & 26% are female.
- 72% are localities from Pune & 28% are from other region but currently living in Pune from different reasons.

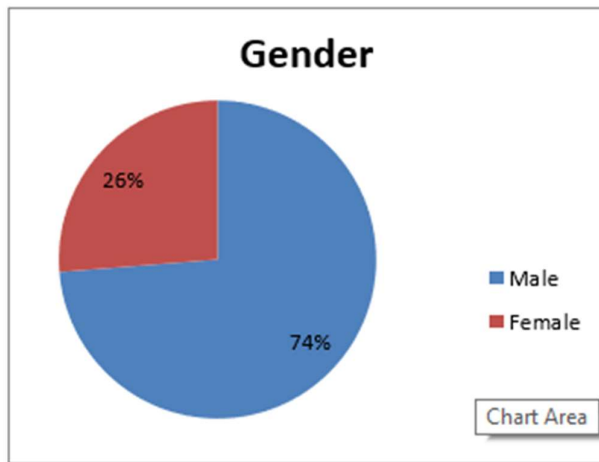


Fig 1.1

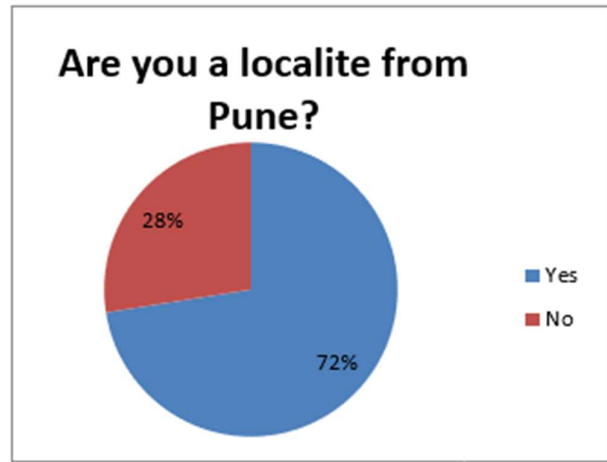


Fig 1.2

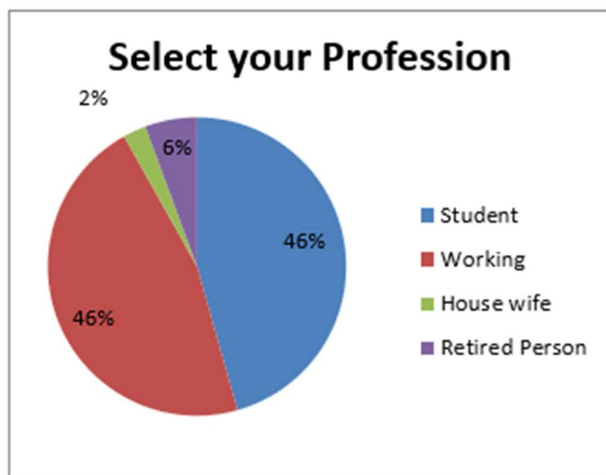


Fig 1.3

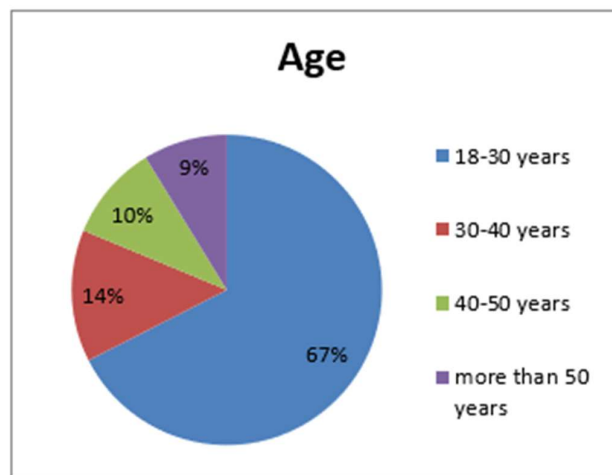


Fig 1.4

Having target 4 different age groups we have taken into consideration we can see a fair divide between the working and the student metric ref. Fig 1.3 thus helping us get a clear understanding of the concept preferred between the Gen X and the Gen Z. Taking into consideration the next diagram Fig 1.4 we can conclude a major concentration of the involved age group is bracketed around 18years to 40 years

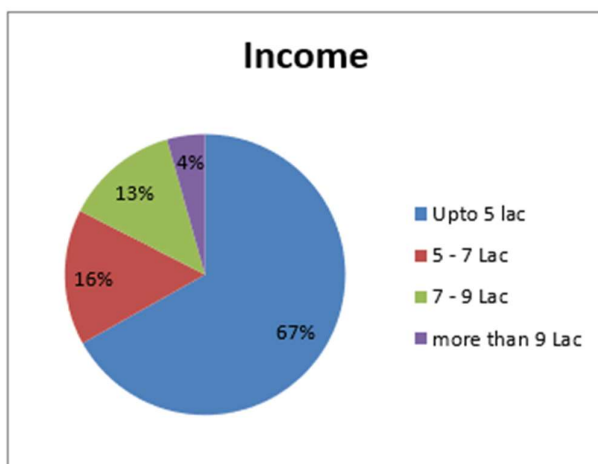


Fig 1.5

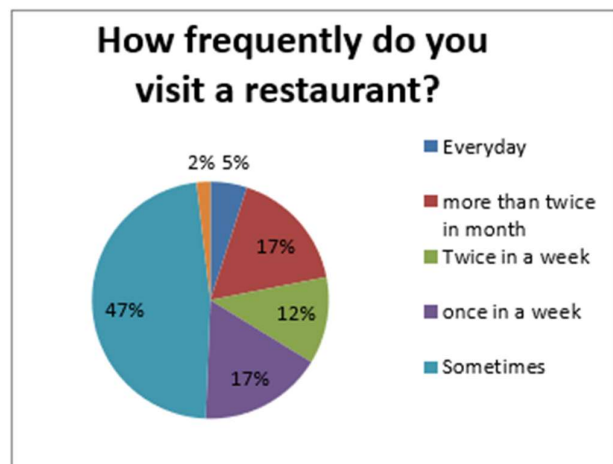


Fig 1.6

In Fig 1.5 & 1.6 we see that our respondent that are a huge (67%) belong to the middle class category of people having an income of upto 5 lac. Considering this is safe to presume this bracket of people would mostly involve those that would look to order or dine for various reasons or maybe just to explore the other types of cuisine mostly to find a change of taste for their palate while we also see in the graph below that there is a large no. of people that seem to have food outside everyday or at least once in a week.

With reference to our second objectives when we observe Fig 1.7 we understand our preferences for Regional over International cuisine. Mostly (81%) of the sample crowd have opted for Indian cuisine, followed by other opting for International cuisine which don't even cross the 5% barrier in total.

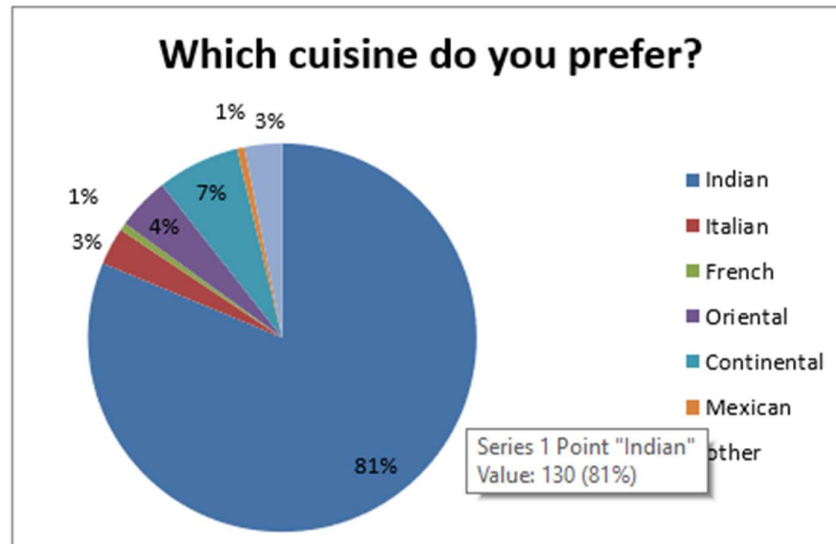


Fig 1.7

Furthermore from Fig.1.8 & 1.9 we look to build a narrative about the peoples understanding of Regional Cuisine & International Cuisine. In order to do so we asked a sample group of people question leading us to understand the following. We can divulge a good amount of people are aware believe, that it is all of the above factors that include in building of a regions cuisine such as if their cuisine is based upon national, state or local regions. It is type of food from your region, based upon food availability and trade, varying climates, cooking traditions of local region. Where as to understand perception about International Cuisine by sample group, Here we can see that there a mixed notion of various people that believe in their right minds that there are various notion to what can International cuisine mean to them while there is also a large no. of people that also believe it is all the points that build the concept of an international cuisine.

Fig 1.8



Fig 1.9

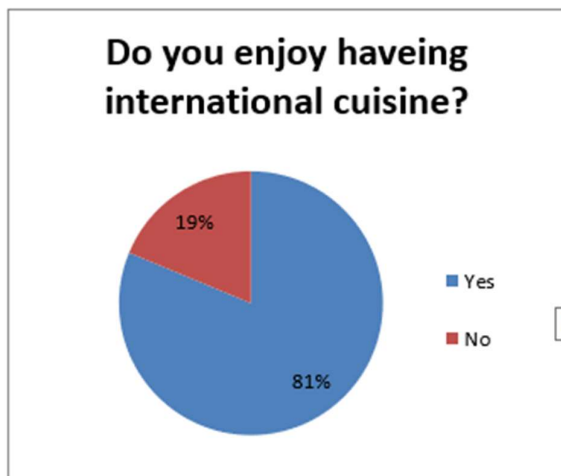
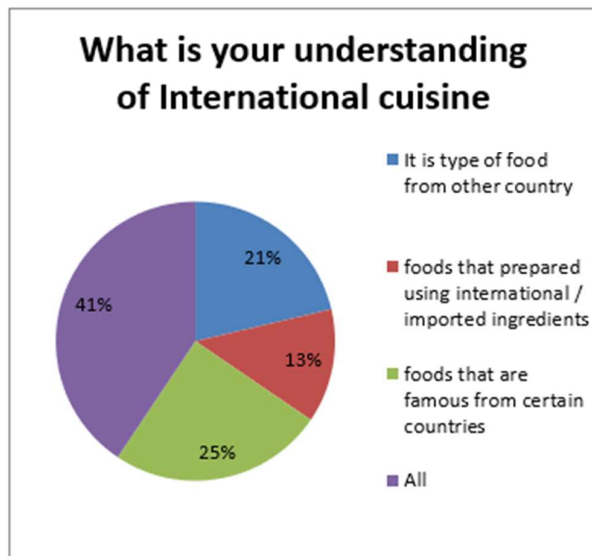


Fig 1.10

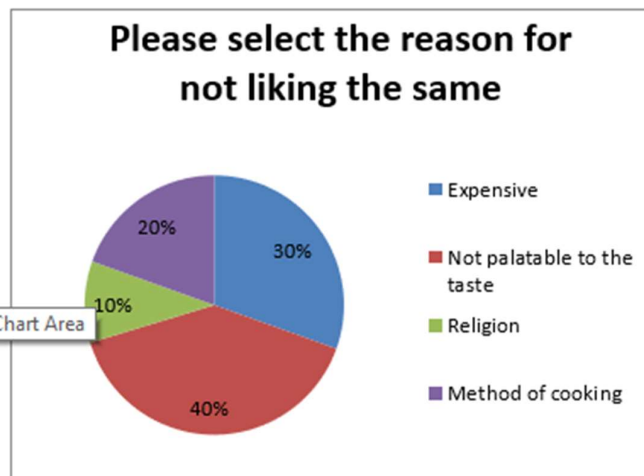


Fig 1.11

Then we ask in Fig 1.10 & 1.11 that do you enjoy International food & if not then why you don't like it? Then we can see from following pie chart that 81% people enjoy international cuisine where as 19% people don't enjoy and answer we found for the same are shown in next chart that majorly people are saying it's not prefer to palatable then followed by it's expensive

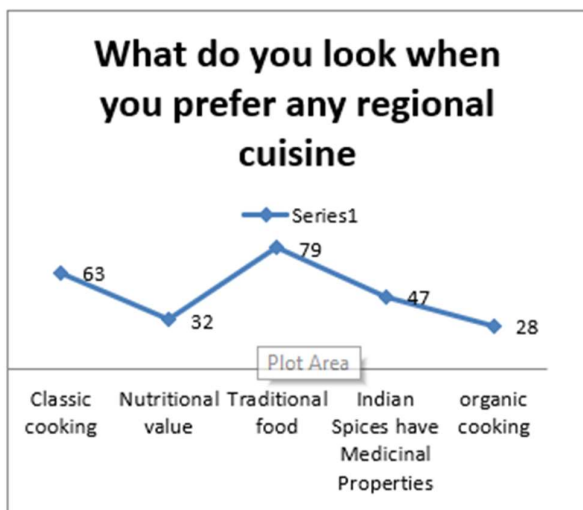


Fig 1.12



Fig 1.13

In continuation to check with the understanding of influencing factors of international & regional cuisine preferred by sample group. We ask above Fig. 1.12 questions Here we see we have a mixed response when ask about regional cuisine where we can see a number of varied responses ranging from various group of people looking for certain aspects while there is a huge no. of people (79%) that are mainly looking traditional foods and classical cooking methods (63%) used in the foods that are consumed by them. When talking about international cuisine Fig. 1.13 we can see a varied choice of response here we can still distinguish that a major part of the people (77%) only look for trying out international cuisine is so that they can explore a new cuisine and to stay with the current and evolving trends.

Further to compare spending capacity for regional & international cuisine we ask following question and we found out mostly people spend money on any cuisine around in between rs 500-1500 as shown in graph (regional 108 & International 73 from total sample group) then followed by 1500-3000 rs as shown in Fig. 1.14.



Fig. 1.14

Conclusion –

- To understand demographic profile of customer
 - Maximum respondent are male i.e 74% are male & 26% are female.

- 72% are localities from Pune & 28% are from other region but currently living in Pune from different reasons.
- Maximum respondent are working employee and the students & are between age of 18 – 30 year old.
- Mostly the middle class background people who has income of up to 5 lac are respondent for this survey.
- Large no. of people that seem to have food outside everyday or at least once in a week.
- To explore the preferences for Regional over International
 - Most respondents prefer Regional Cuisine
 - Majorly respondent thinks following factors that include in building of a regions cuisine such as It is cuisine based upon national, state or local regions, It is type of food from your region, based upon food availability and trade, varying climates, cooking traditions of local region.
 - Whereas according to respondent's perception about International Cuisine that there a mixed notion of various people that believe in their right minds that there are various notion to what can International cuisine mean to them while there is also a large no. of people that also believe it is all the points that build the concept of an international cuisine are It is type of food from other country, foods that prepared using international / imported ingredients, foods that are famous from certain countries.
 - Above 2nd & 3rd point are the main reasons to understand why respondent has choose Regional food as their preference.
 - Also they think international Cuisine is not prefer to palatable also it's expensive hence they don't enjoy International Food & choose Regional food as their preference.
- To understand influencing factors of international cuisine over regional cuisine.
 - Mostly respondent like to spend money on any cuisine (Regional or International) around in between rs 500-1500 then few respondent expanded their budget per meal to 1500-3000 rs max.
 - Respondent has chosen regional cuisine as their preference because they thinks regional food is traditional foods and it is made by using classical cooking methods.
 - Respondent prefer International Cuisine because they want to try out international cuisine is so that they can explore a new cuisine also they want to stay with the current and evolving trends.

Hence to summarized this topic we can conclude that people from Pune city enjoy food outside are majorly students or employer, that are more likely to have food on daily bases or at least twice a week with an average budget of 500-1500 Rs. per meal. They are aware of the difference between various cuisine & have knowledge about the same. They prefer having more of Regional food than international food.

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