

# Exploring Consumers Behavioral Drivers and Demographic Differences towards Consumption of Traditional Awadhi Food in Lucknow

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## Abstract:

This research study addresses consumer behavior and demographic variations in the consumption of traditional Awadhi food in Lucknow, seeking to identify salient drivers and demographic changes influencing preferences. A survey with a structured questionnaire on 212 valid responses analyzed through PCA and nonparametric tests is adopted to quantify the same. The research findings suggest three central influences on consumer behavior. These are: Social and Emotional Influences, Accessibility and Experiential Aspects, and Quality, Price, and Health Considerations. Social media, word-of-mouth publicity, and authenticity were seen as a strong influencer of emotion and trust, whereas accessibility and experiential aspects relating to dining and celebratory demand pointed to the necessity of convenience and ambiance in the consumption process. Taste, affordability, and health considerations underpin pragmatic influences, highlighting the interaction between tradition and modern consumer expectations. Demographic analysis shows a very high degree of gender difference, with females valuing accessibility and experiential factors. Married consumers emphasize social and emotional aspects, which reflects family-centric consumption. Older age groups show a preference for quality and health considerations, while higher education is aligned with increased emphasis on accessibility and quality. However, occupation and income exert minimal influence, underscoring shared cultural appreciation for Awadhi cuisine. The study provides actionable insights for the hospitality industry, encouraging targeted approaches that blend traditional heritage with contemporary innovations to meet diverse consumer expectations and sustain the legacy of Awadhi cuisine.

**Keywords:** Consumer Behavior, Drivers, Demographic Variances, Awadhi Food, Lucknow.

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## 1. INTRODUCTION

Traditional Awadhi cuisine, emblematic of Lucknow's rich cultural heritage, is celebrated for its intricate flavors, delicate preparation techniques, and historical significance (Singh et al., 2024). This culinary tradition, deeply rooted in Mughal influences, has evolved into a distinctive cuisine that represents the confluence of Persian, Central Asian, and Indian gastronomic elements (Narayanan, 2015). Exploring consumer behavior towards Awadhi food offers valuable insights into the interplay between cultural heritage and contemporary dining preferences. Factors influencing consumption include sensory appeal, social influences, health consciousness, and economic considerations, all of which vary across demographic segments (Calvo-Porrall, 2021). Understanding behavioral drivers for

Awadhi food consumption requires examining hedonic and utilitarian motivations. Sensory gratification, nostalgia, and cultural immersion often drive hedonic behaviors, while nutritional value, convenience, and price-consciousness cater to utilitarian needs (Singh & Sharma, 2023). Notably, demographic variations such as age, gender, income, and education significantly shape consumer preferences. For instance, younger populations may prioritize the experiential aspect of dining, while older consumers might value tradition and authenticity more deeply (Foods Journal, 2021). Gender differences also emerge, with studies indicating varied health and taste priorities.

Cultural attachment remains a key factor in driving loyalty towards traditional cuisines like Awadhi. Consumers often associate these foods with heritage and identity, which underscores the significance of preserving such cuisines in the face of globalization (Di Giovine, M. A., & Brulotte, R. L. (2016) van Trung & Quoc Dao, 2024). However, challenges persist. The rising influence of global food trends and fast-food culture threatens the prominence of traditional cuisines, necessitating innovative approaches to sustain consumer interest. Furthermore, the role of social media and food marketing in influencing consumption patterns has become increasingly pronounced, especially among tech-savvy younger demographics. In Lucknow, a city renowned as the cultural heart of Awadhi cuisine, economic accessibility and local food festivals have played pivotal roles in democratizing access to these culinary treasures. These festivals provide platforms to celebrate and preserve Awadhi food while also encouraging tourism (Sharma & Gupta, 2023). However, researchers highlight the need for more inclusive strategies that cater to diverse consumer needs, such as health-focused adaptations of traditional recipes, to broaden their appeal. Analyzing consumer behavior towards Awadhi cuisine is critical not only for understanding food choice dynamics but also for its implications on culinary tourism, sustainability, and cultural preservation. Addressing demographic and behavioral differences helps in formulating targeted strategies to promote traditional foods in modern settings, ensuring their relevance for future generations (Foods Journal, 2021; Calvo-Porrall, 2021).

## **2. REVIEW OF LITERATURE**

### **2.1 Evolution of Awadhi Cuisine**

Lucknow, in the Indian province of Uttar Pradesh, has been the starting point for great historical food stretched by the fusion of Persian, Mughal, and native Indian cultures (Khan et al., 2023). The magnificence and grandeur of the Mughal court is reflected in the similarity of Awadhi cuisine, where preparation was so complex that even the royal chefs included some truly sumptuous banquets. The Mughals patronized spices, braises, and pungent herbs and fruits so much that these elements heavily influenced the emergence of the Awadhi food culture (Shaffer, 2012). This influence can be seen in further details through ghee and saffron being used together with various spices accompanied by cooking methods such as dum and kebabs which have resulted in developing the Awadhi food (Bakshi, 2022). The Nawabs of Awadh developed it to perfection and created galouti kebabs, tunday kebabs, biryanis besides the types of bread: rumali roti, sheermal, etc. According to Alvi et al. (2023), Nawabi culture- dignity in matter-its meaning was balance with subtlety in flavour-profiles; emphasis on presentation of food. Currently, Awadhi food incorporated local farm produce over time like vegetables that included eggplant, peas, and potatoes but still kept its royal hangover. That was not just food or culinary science that took place in Awadh; it was a matter of hospitality and dining experience (Singh, 2020). As the centuries pass, the culinary tradition continues to evolve but still preserves its rich taste

and regional taste with its ingredients, keeping it up as regal heritage. Awadhi cuisine is at the heart of Uttar Pradesh's culinary heritage, which sums up history, culture, and food craftsmanship to the people's and tourists' liking (Saxena, 2020).

## **2.2 Significance of Consumer Awareness and Perception of Regional Cuisines**

Consumer awareness and perception of regional cuisines will have deep effects on the preservation of culinary heritage, support to local economies, and boost gastronomic tourism (Sorato, 2024; Wondirad et al., 2021). Regional cuisine is the cultural identity and the traditional characteristics of a region which represents the bond between the history and lifestyle with the available local ingredients (Torres et al., 2012; Vuković & Terzić, 2020). Once consumers are aware of and have a positive attitude toward these foods, this actually increases the demand for genuine food experience, thus fostering the growth of small-scale producers, farmers, and local businesses as well (Berti & Mulligan, 2016; Marsden & Smith, 2005; Sanches-Pereira et al., 2017). Awareness also plays a critical role in educating consumers on the nutritional content, preparation techniques, and peculiar flavors of local dishes, thus boosting their attractiveness in a competitive global food market (Guiné et al., 2020; Hall et al., 2004). A positive perception facilitates the smooth incorporation of regional cuisines into major dining choices, hence their survival in relation to the shifts in consumer trends (Bahn et al., 2024). Moreover, in tourism, regional cuisines form the prime motivator to visit the place, and with this, it will deliver an immersive experience that will make the destination more attractive in general (Onat, 2023; Recuero-Virto & Arróspide, 2024). The positive perception and awareness among the stakeholders can help improve the problems of authenticity dilution and loss of traditional knowledge regarding culinary practices, and with regional cuisines, one is sure to move ahead to promote cultural preservation, economic growth, and sustainable food practices (Zocchi et al., 2021).

## **2.3 Factors Influencing Consumer Behavior towards Consumption of Traditional Cuisine**

Consumer behavior towards the consumption of traditional cuisine is shaped by a diverse range of factors, each contributing to the decision-making process in unique ways. Taste and flavor stand as primary influencers, as the sensory appeal of traditional dishes often forms the backbone of consumer preference, creating a strong emotional and cultural connection (Cirillo, 2022). Price and affordability further dictate choices, especially in a market where consumers seek value for money without compromising on quality (Gewa et al., 2019). The significance of food quality and freshness cannot be overstated, as consumers prioritize dishes that ensure safety, hygiene, and a superior gastronomic experience (Chamhuri & Batt, 2015). The role of availability and accessibility is equally crucial, as easy access to traditional cuisine, whether through restaurants, food stalls, or delivery platforms, influences consumption patterns significantly (Haghighian Roudsari et al., 2019). The presentation and appearance of dishes add to the allure, as visually appealing food enhances the overall dining experience, often swaying consumer preferences (Matenge et al., 2015). A variety of options within the realm of traditional cuisine provides consumers with the flexibility to explore different tastes and preferences, catering to diverse palates and dietary needs (Dive et al., 2023). Health considerations play a growing role in shaping consumption, with many consumers opting for traditional dishes that align with their health goals or dietary restrictions (Yiridoe et al., 2005). Word of mouth and publicity have long been powerful tools in influencing consumer behavior, with recommendations from friends, family, and trusted individuals often outweighing formal advertising (Chen & Law, 2016). In a similar

vein, brand loyalty plays a significant role, where consumers consistently choose establishments or brands that reliably deliver their preferred traditional dishes (Izquierdo-Yusta et al., 2022). The dining ambiance and experience create lasting impressions, as the environment in which traditional cuisine is consumed adds to its authenticity and memorability (Spence, 2022). Speaking of authenticity, the authenticity of the dish itself is a critical factor, as consumers seek genuine, unaltered traditional recipes that evoke cultural nostalgia (Timothy & Ron, 2013). Lastly, the rise of social media and online reviews has transformed how consumers discover and evaluate traditional cuisine, with digital platforms serving as key sources of information and influence (Rini et al., 2023). Together, these factors intricately interplay to shape consumer preferences, guiding their decisions to indulge in the rich and diverse world of traditional cuisine.

## **2.4 Demographic Variations influencing Consumption of Traditional Cuisines**

Demographic variations significantly influence the consumption of traditional cuisines due to factors like age, cultural background, income levels, and urbanization. For instance, younger generations often show a preference for globalized or fusion cuisines, leading to a shift in the demand for traditional foods, as observed in Indonesia's evolving Betawi community, where modernization has impacted food habits and cultural traditions (Makowska et al., 2023). Cultural background is another critical factor, as traditional cuisine serves as a marker of identity and heritage; however, exposure to different cultures often introduces variations in preparation and consumption patterns (Akinwale & Ogundari, 2020). Furthermore, income levels play a role in determining access to traditional ingredients, as higher socioeconomic groups may lean toward organic or premium versions of traditional dishes, reflecting economic disparities in food consumption (Opara & Chukwuma, 2018). Urbanization further accelerates the shift, as convenience and time constraints lead to reduced emphasis on elaborate traditional meals, favoring quick, easily available alternatives (Rozin et al., 2017). These demographic trends underscore the need for sustainable strategies to preserve traditional cuisines while accommodating the changing preferences of diverse consumer groups (Singh & Singh, 2023).

## **3. OBJECTIVES OF THE STUDY**

- To examine the factors influencing consumer behavior towards traditional Awadhi food of Lucknow.
- To examine the demographic differences towards consumption of traditional Awadhi food of Lucknow.

## **4. HYPOTHESES OF THE STUDY**

Null Hypothesis ( $H_{01}$ ): There are no significant factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

Alternative Hypothesis ( $H_1$ ): There are significant factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

Null Hypothesis ( $H_{02}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between male and female consumers.

Alternative Hypothesis ( $H_2$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between male and female consumers.

Null Hypothesis ( $H_{03}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between single and married consumers.

Alternative Hypothesis ( $H_3$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between single and married consumers.

Null Hypothesis ( $H_{04}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different age group consumers.

Alternative Hypothesis ( $H_4$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different age group consumers.

Null Hypothesis ( $H_{05}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different educational qualification consumers.

Alternative Hypothesis ( $H_5$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different educational qualification consumers.

Null Hypothesis ( $H_{06}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different occupation consumers.

Alternative Hypothesis ( $H_6$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different occupation consumers.

Null Hypothesis ( $H_{07}$ ): There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different annual income consumers.

Alternative Hypothesis ( $H_7$ ): There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different annual income consumers.

## **5. RESEARCH METHODOLOGY**

This research titled "Exploring Consumers' Behavioral Drivers and Demographic Differences Towards Consumption of Traditional Awadhi Food in Lucknow" has taken a quantitative approach for assessing variables affecting consumer behavior and demographic differences with respect to traditional Awadhi food consumption in Lucknow City. The structured questionnaire, developed after detailed literature review and under the guidance of the supervising authority, was used for the collection of primary data for this study. This was done accurately and comprehensively. It was in November 2024 that the data were collected with a sample of 270 potential respondents. The questionnaire was sent out via email and on all available social media sites to get as much reach and participation as possible, and it was shared through Google Forms. Questionnaire is distributed to 270 responses, out of this 220 had filled and returned, and 212 responses were found valid for analysis. The questionnaire was divided into two major sections. The first section contained demographic information about the respondents, including age, gender, education, occupation, and income levels, which could help in analyzing how these demographic factors influenced consumer behavior. The second section contained 18 questions focused on identifying the factors driving consumer behavior towards traditional Awadhi food. These questions were constructed by using a 5-point Likert scale, ranging from "Not at all Influential" to

"Extremely Influential," so that respondents might express the extent of influence for various factors on their habits and preferences related to their eating. Convenience sampling is the technique applied to make this research. Individuals being easily accessible and who potentially have an interest or familiarity in Awadhi cuisine, were targeted. This method was selected to collect data from respondents who could give relevant insights regarding their consumption patterns and factors influencing them efficiently. The reliability of the questionnaire was established using Cronbach's Alpha coefficient, which showed high internal consistency. For the entire set of 29 variables, the Cronbach Alpha value was found to be 0.945 and for the 18 variables specifically focused on factors influencing consumer behavior towards traditional Awadhi food, the value was 0.980, which indicates strong reliability. To test the normality of the data, Kolmogorov-Smirnov and Shapiro-Wilk tests were used, and all variables were found to be significantly deviated from a normal distribution as indicated by p-values below 0.05. Therefore, the analysis performed non-parametric statistical tools, which are insensitive to violating normality. It becomes very important to identify these non-normal characteristics and have them accounted for in an effort to ensure that this research is valid and reliable in its findings. SPSS software was used for data analysis, taking advantage of its robust ability to process and interpret. To fulfill the first research objective-that is, analyzing factors determining consumer behavior toward traditional Awadhi food-a method called Principal Component Analysis (PCA) was utilized. PCA is done in order to determine the significant variables that most strongly determine the consumers' behavior with regard to traditional Awadhi cuisine. To fulfill the second objective-that is, to evaluate the differences of the consumption behavior based on the demography-non-parametric tests for statistical analysis were utilized. For example, Mann-Whitney U test was applied in case of two-variable groups while Kruskal-Wallis test was utilized in more than two variables for the groups. Since the data did not belong to the normal distribution, this set of tests was opted.

## 6. DATA ANALYSIS AND INTERPRETATION

### 6.1 Demographic Profile of Respondents

**Table 1: Demographic profile of respondents**

Parameter	Variable	Frequency	Percentage
<b>Gender</b>	Male	129	60.8
	Female	83	39.2
<b>Age</b>	18-25 Years	70	33.0
	26-35 Years	45	21.2
	36-45 Years	43	20.3
	46-55 Years	34	16.0
	Above 55 Years	20	9.4
<b>Marital Status</b>	Single	140	66.0
	Married	72	34.0
<b>Educational Qualification</b>	Intermediate	34	16.0
	Graduate	89	42.0
	Postgraduate	59	27.8
	Doctorate	19	9.0

	Others	11	5.2
<b>Occupation</b>	Student	53	25.0
	Government Job	42	19.8
	Private Job	59	27.8
	Self-Business	38	17.9
	Others	20	9.4
<b>Annual Income</b>	Not Earning	40	18.9
	Up to 3 Lakhs	36	17.0
	3-6 Lakhs	52	24.5
	6-10 Lakhs	47	22.2
	Above 10 Lakhs	37	17.5
<b>Residential Status in Lucknow</b>	Local Resident	114	53.8
	Migrant/Visitor	98	46.2
<b>Family Status</b>	Nuclear Family	115	54.2
	Joint Family	97	45.8
<b>Frequency of Consuming Awadhi Food</b>	Daily	26	12.3
	Weekly	87	41.0
	Monthly	40	18.9
	Occasionally	46	21.7
	Rarely	13	6.1
<b>Primary place to eat Awadhi Food</b>	Home Cooked	50	23.6
	Street Vendors	35	16.5
	Restaurants	82	38.7
	Food Delivery Services	29	13.7
	Events/Festivals	16	7.5
<b>Average spending per month on Awadhi Food</b>	Up to Rs. 1000	71	33.5
	Rs. 1000-3000	66	31.1
	Rs. 3000-5000	52	24.5
	Above Rs. 5000	23	10.8

Table 1 is showing demographic profile of respondents. The demographic profile of respondents in the present study throws light on the varied nature of people who consume Awadhi food in Lucknow. Of 212 respondents taken in the survey, 60.8 percent were males and 39.2 percent females. The age distribution is youthful, with 33% falling into the 18-25 years age bracket, followed by 21.2% under the 26-35 years bracket, 20.3% under the 36-45 years bracket, 16% under the 46-55 years bracket, and 9.4% above 55 years. As far as marital status, most of the participants 66% were single, whereas 34% were married. Again, regarding the educational qualifications, most were graduates at 42%, followed by postgraduates at 27.8%, intermediate-level respondents at 16%, those with doctorates at 9%, and others at 5.2%. In the occupation category, 27.8% were in private jobs, 25% were students, 19.8% had

government jobs, 17.9% were engaged in self-business, and 9.4% in other categories. Annual income group-wise, 24.5% fell between Rs. 3 to 6 lakhs, 22.2% between Rs. 6 to 10 lakhs, 17.5% above Rs. 10 lakhs, 17% up to Rs. 3 lakhs, and 18.9% were not working. There were 53.8 percent local Lucknowites, while 46.2 percent were migrants or visitors. The nuclear family consisted of 54.2 percent while joint families comprised 45.8 percent. Habits of consumption were shown through 41 percent having Awadhi food a week, 18.9 percent monthly, 21.7 percent occasionally, 12.3 percent on a daily basis, and 6.1 percent rarely. The major places of consumption were restaurants (38.7%), home-cooked meals (23.6%), street vendors (16.5%), food delivery services (13.7%), and events or festivals (7.5%). Average monthly expenditure on Awadhi food revealed that 33.5% spent between Rs. 1000, 31.1% spent between Rs. 1000 and Rs. 3000, 24.5% spent between Rs. 3000 and Rs. 5000, and 10.8% spent above Rs. 5000. In summary, this profile portrays a heterogeneous and active consumer base with diverse preferences and spending habits.

### 6.2 Factors Influencing Consumers Behavior Towards Traditional Awadhi Food of Lucknow

The first objective of the study is to examine the factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

Null Hypothesis ( $H_0$ ): There are no significant factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

Alternative Hypothesis ( $H_1$ ): There are significant factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

Factor Analysis was performed to determine the most important factors influencing consumer behavior towards traditional Awadhi food of Lucknow.

**Table 2: KMO and Bartlett test**

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.962
Bartlett's Test of Sphericity	Approx. Chi-Square	4865.795
	Df	153
	Sig.	.000

The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is reported as 0.962, suggesting an excellent level of sampling adequacy for factor analysis; values closer to 1 indicate that the data would be highly suitable for this. The Bartlett's Test of Sphericity results in an approximate Chi-Square value of 4865.795 with df as 153 and a Sig. of 0.000. It indicates that the null hypothesis of correlation matrix being identity matrix may be rejected, hence further strengthening the suitability to perform factor analysis, for it is established that variables in the data are intercorrelated significantly.

**Table 3: Communalities of Variables Influencing Consumer Behavior Towards the Consumption of Awadhi Food**

<b>Communalities</b>		
	<b>Initial</b>	<b>Extraction</b>
Taste and Flavor	1.000	.837
Cultural Significance	1.000	.789
Price and Affordability	1.000	.832
Food Quality and Freshness	1.000	.861
Availability and Accessibility	1.000	.857
Presentation and Appearance	1.000	.842
Variety of options	1.000	.799
Health Considerations	1.000	.748
Word of Mouth/Publicity	1.000	.869
Sensory Appeal (Aroma and Texture)	1.000	.785
Brand Loyalty	1.000	.767
Festival or Occasion-Based Demand	1.000	.809
Innovativeness and Fusion Options	1.000	.849
Awareness of Heritage Cuisine	1.000	.863
Dining Ambiance and Experience	1.000	.857
Authenticity of the dish	1.000	.836
Social media and online reviews	1.000	.869
Family influence	1.000	.806
Extraction Method: Principal Component Analysis.		

The communalities table shows how much of the variance in each of the 18 variables determining consumer behavior toward traditional Awadhi food in Lucknow is explained by the components extracted in the factor analysis. All variables are given an initial value of 1.000 that represents their total variance prior to factor extraction. The values indicate how much of the variance in a given variable is explained by the extracted factors. High extraction values (close to 1) indicate that the variable is well represented by the factors. Most variables in this analysis show high communalities, such as "Word of Mouth/Publicity" (0.869), "Social Media and Online Reviews" (0.869), "Awareness of Heritage Cuisine" (0.863), and "Food Quality and Freshness" (0.861), which indicates that these factors are strongly explained by the extracted components. Variables such as "Health Considerations" (0.748) and "Brand Loyalty" (0.767) have lower, but still significant, communalities, indicating they are represented moderately. Overall, the high communalities across most variables suggest that the factors extracted provide a good representation of the key dimensions driving consumer behavior toward traditional Awadhi food.

**Table 4: Rotated Component Matrix of Factors Influencing Consumer Behavior Towards the Consumption of Awadhi Food in Lucknow**

<b>Rotated Component Matrix<sup>a</sup></b>			
	Component		
	1	2	3

Social media and online reviews	.828		
Word of Muth Publicity	.781		
Family influence	.674		
Authenticity of the dish	.621		
Brand Loyalty	.572		
Sensory Appeal (Aroma and Texture)	.568		
Innovativeness and Fusion Options		.790	
Availability and Accessibility		.717	
Awareness of Heritage Cuisine		.714	
Dining Ambiance and Experience		.648	
Festival or Occasion-Based Demand		.644	
Price and Affordability			.730
Taste and Flavor			.706
Food Quality and Freshness			.697
Cultural Significance			.677
Presentation and Appearance			.634
Variety of options			.633
Health Considerations			.594
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization. <sup>a</sup>			
a. Rotation converged in 24 iterations.			

The rotated component matrix analysis categorizes 18 variables influencing consumer behavior toward consuming Awadhi food in Lucknow into three different factors, based on the values of their loading. The grouping of several interrelated variables that are often considered complicated can be managed by statistical technique and hence forms sensible factors with characteristics common among themselves. Each factor thus underlines a specific dimension of consumer behavior that defines preference and consumption behavior.

**Factor 1: Social and Emotional Influences:** The first factor consists of variables that have high loadings about social influence and emotional associations. This pertains to external endorsement and loyalty-based aspects which contribute to shaping consumer choice. The variables present in the factor include social media and online reviews (0.828), word-of-mouth publicity (0.781), family influence (0.674), authenticity of the dish (0.621), brand loyalty (0.572), and sensory appeal (aroma and texture) (0.568). These factors underscore the significance of both new and old forms of communication as well as the emotional and sensory connections with food. The influence of digital platforms, trusted social networks, and family preferences indicates how consumers rely on both technology and personal trust to make food choices. Authenticity and sensory appeal serve as emotional anchors to connect consumers more profoundly to the heritage of Awadhi cuisine.

**Factor 2: Accessibility and Experiential Aspects:** The second factor focuses on the practical and experiential dimensions that shape the consumption behavior. Innovativeness and fusion options

(0.790), availability and accessibility (0.717), awareness of heritage cuisine (0.714), dining ambiance and experience (0.648), and festival or occasion-based demand (0.644) are included in the list. This factor shows how tradition and innovation, along with convenience, shape consumer interest in Awadhi cuisine. Awareness drives and focused accessibility greatly elevate the availability and appealability of authentic dishes. Furthermore, attention to the ambiance and celebratory demand clearly indicates that the Awadhi food is no more an eating affair but also a sensorial indulgence largely event-driven.

**Factor 3: Quality, Price, and Health Considerations:** The third factor combines variables related to product quality, price, and health awareness, which represent more pragmatic concerns. Key variables are price and affordability (0.730), taste and flavor (0.706), food quality and freshness (0.697), cultural significance (0.677), presentation and appearance (0.634), variety of options (0.633), and health considerations (0.594). This factor proves that although taste and cultural significance are important, practical factors such as affordability, nutritional value, and diversity in offerings play a significant role in decision-making. Moreover, visual appeal is a powerful influencer, which the modern consumer prefers to see in the food.

Overall, these three factors — Social and Emotional Influences, Accessibility and Experiential Aspects, and Quality, Price, and Health Considerations — together give an all-inclusive view of the complex determinants of consumer behavior towards Awadhi food in Lucknow. These reflect a balanced amalgamation of emotional, practical, and quality-driven influences that emphasize the dynamic interplay between traditional values and modern expectations.

The rotated component matrix analysis results can be explained based on several interconnected social, cultural, and economic factors influencing consumer behavior toward the consumption of Awadhi food in Lucknow. The first factor is **Social and Emotional Influences**, which seems to be prominent because of the tradition and community-based nature of Indian culture, where food is not just nourishment but an experience shared with family and community. High loadings of variables like social media and online reviews and word-of-mouth publicity emphasize the growing role of digital technology and personal recommendations in shaping consumer perceptions. In the digital age, social media platforms are convenient for consumers to learn about food options, share experiences, and seek validation from peers, which impacts their decision-making process. Word-of-mouth, deeply set in community interactions, has remained a reliable source of information because of its authenticity and relatability. In the case of family and authenticity, food choices suggest a strong connection between cultural heritage and personal identity. People find themselves opting for dishes with which they can associate because of their upbringing, connecting with familiar flavors and memories. The role of sensory appeal further underscores how the sensory experience of aroma, texture, and taste evokes emotions and memories, reinforcing loyalty and preference for specific cuisines.

Emergence of **Accessibility and Experiential Aspects** as the second factor shows that the ease and overall experience involved with consumption of Awadhi food are paramount for consumer behavior. High loading of variables like innovativeness and fusion options highlights the fact that consumers are looking out not just for traditional dishes but for modern renditions and novelty-based culinary experiences. This is the trend, however; the food industry has it where this traditional cuisine is changed with such a modern input to captivate the young generation of gourmands who thrive for something new coupled with convention. The concept of affordability and accessibility relates to ready

availability and approachability wherein ease of accessing Awadhi food-the restaurant services, street side vendors and packaged products are considered prime factors. The presence of awareness of heritage cuisine in this factor points to the growing interest in preserving cultural traditions while balancing modern-day convenience. Another relevant variable for the ambiance of dining experience is the ambient component, which implies that a value is placed on the entirety of where they dine: that dining is multi-sensory and an occasion rather than merely the event of eating. In culture, where foods have relationships with certain celebrations or holidays based on religion, demand tied into festivals or occasions has special meanings due to Awadhi eating habits usually peaking around times of festival/season during which tradition and familial needs thrive.

**Quality, Price, and Health Considerations** is the third factor that represents the more practical side of consumer behavior, driven by economic and health-orientated decision-making. Variables such as price and value represent the economic limitations and concerns that consumers face in deciding where and what to eat. Awadhi food, though rich in flavor and preparation, needs to be priced competitively so that a wider variety of consumers can be reached. Taste and flavor are foremost, which means that although value is essential, the quality of the food itself comes first. High loadings for food quality and freshness suggest that consumers are becoming more sensitive to the standards of food they consume, driven by a rising awareness of food safety and hygiene. The presence of cultural significance as part of this factor indicates the intrinsic value of consumers towards the heritage and traditional importance of Awadhi cuisine; it shows that even while making cost-driven choices, the cultural story behind the dish adds value. Variables that are related to presentation and appearance reveal the impact of modern food aesthetics in influencing consumer preferences through social media and food culture. The focus on variety of options suggests that consumers desire choice, which allows them to make their dining experience fit their individual tastes. Finally, health concerns suggest a change in consumer attitudes toward food that is not only delicious but also healthy, with more people becoming cognizant of the potential health effects of their food choices.

In conclusion, these results reflect the multi-dimensional behavior of consumers and how their activities are shaped by social, economic, and cultural forces. An increased reliance on social media and digital platforms has led the modern consumer to seek technological validation for his food preferences, although family traditions and authenticity have remained strong. Accessibility and unique dining experiences bring in and retain consumer interest, which shows that convenience and novelty are the main drivers. Finally, economic affordability, the pursuit of quality, and health awareness emphasize that consumer behavior in the context of Awadhi food is a balance of tradition, sensory pleasure, social influence, and pragmatic considerations.

Thus, above findings indicates that null hypothesis is rejected and Alternative Hypothesis ( $H_1$ ) i.e There are significant factors influencing consumer behavior towards traditional Awadhi food of Lucknow is accepted.

### **6.3 Demographic Differences Towards Consumption of Traditional Awadhi Food of Lucknow**

The second objective of the study is to examine the demographic differences towards consumption of traditional Awadhi food of Lucknow. Numerous hypotheses are formulated based on gender, marital status, age, educational qualification, occupation and annual income. As the data is non-normal,

therefore, non-parametric tests like Mann Whitney U test and Kruskal-Wallis tests are utilized. For groups with 2 variables i.e., for gender and marital status, Mann Whitney U test is performed and for groups with more than 2 variables, Kruskal-Wallis H test is performed.

**Null Hypothesis ( $H_0$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between male and female consumers.*

**Alternative Hypothesis ( $H_2$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between male and female consumers.*

**Table 5: Mean Ranks for factors influencing consumer behavior towards consumption of Awadhi food by gender**

<b>Ranks</b>				
<b>Factors</b>	<b>Gender</b>	<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>
Factor 1 (Social and Emotional Influences)	Male	129	103.33	13330.00
	Female	83	111.42	9248.00
	Total	212		
Factor 2 (Accessibility and Experiential Aspects)	Male	129	99.25	12803.00
	Female	83	117.77	9775.00
	Total	212		
Factor 3 (Quality, Price, and Health Considerations)	Male	129	100.28	12936.00
	Female	83	116.17	9642.00
	Total	212		

**Table 6: Mann-Whitney U Test results for factors influencing consumer behavior towards consumption of Awadhi food by gender**

<b>Test Statistics<sup>a</sup></b>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)
Mann-Whitney U	4945.000	4418.000	4551.000
Wilcoxon W	13330.000	12803.000	12936.000
Z	-.938	-2.147	-1.842
Asymp. Sig. (2-tailed)	.348	.032	.066

a. Grouping Variable: Gender

The table analysis allows an insight into the difference between genders of consumers regarding the consumption of Awadhi food. Table 5 reveals mean ranks for each factor and in Factor 1 Social and Emotional Influences, mean rank for male consumers is found to be 103.33, whereas mean rank for female consumers is found to be 111.42, which points to the fact that females might be more influenced by social and emotional factors. For Factor 2 (Accessibility and Experiential Aspects), males have a lower mean rank of 99.25 as compared to females at 117.77, which indicates that women may focus more on accessibility and experiences than men. For Factor 3 (Quality, Price, and Health

Considerations), the mean ranks are 100.28 for males and 116.17 for females, which again showed a higher value for women, indicating a stronger focus on these factors. Table 6 presents the Mann-Whitney U test results, where the asymptotic significance (p-values) for Factor 1 is 0.348 (not significant), for Factor 2 is 0.032 (significant), and for Factor 3 is 0.066 (marginally significant). The null hypothesis ( $H_0$ ) can be rejected only for Factor 2, indicating that there is a significant difference in the distribution of accessibility and experiential aspects between male and female consumers. A non-significant p-value for Factor 1 suggests that gender is not an important factor for social and emotional influences, and a marginally significant p-value for Factor 3 hints at the possibility of gender differences in considerations of quality, price, and health, although this is not conclusive. Variance of mean ranks and statistical differences could be due to other types of preferences or cultural impact varying in gender, where women have experienced it and perceived quality more emphatically as compared to men. Expectations and priorities of people from society, lifestyle, or due to economic factors might reflect in the findings.

**Null Hypothesis ( $H_0$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between single and married consumers.*

**Alternative Hypothesis ( $H_3$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food between single and married consumers.*

**Table 7: Mean ranks for factors influencing consumer behavior towards consumption of Awadhi food by marital status**

<b>Ranks</b>				
	Marital Status	N	Mean Rank	Sum of Ranks
Factor 1 (Social and Emotional Influences)	Single	140	100.15	14021.00
	Married	72	118.85	8557.00
	Total	212		
Factor 2 (Accessibility and Experiential Aspects)	Single	140	106.66	14933.00
	Married	72	106.18	7645.00
	Total	212		
Factor 3 (Quality, Price, and Health Considerations)	Single	140	104.28	14599.00
	Married	72	110.82	7979.00
	Total	212		

**Table 8: Mann-Whitney U Test results for factors influencing consumer behavior towards consumption of Awadhi food by marital status**

<b>Test Statistics<sup>a</sup></b>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)
Mann-Whitney U	4151.000	5017.000	4729.000
Wilcoxon W	14021.000	7645.000	14599.000

Z	-2.103	-.054	-.736
Asymp. Sig. (2-tailed)	.035	.957	.462
a. Grouping Variable: Marital Status			

The analysis of the two tables provides an understanding of how marital status influences consumer behavior toward the traditional Awadhi food. Table 7 means rank for every factor as per marital status. For Factor 1 (Social and Emotional Influences), the mean rank for married consumers is 118.85 while that for single consumers is 100.15, indicating that perhaps married people are more influenced by social and emotional factors when consuming Awadhi food. For Factor 2 (Accessibility and Experiential Aspects), the mean ranks are approximately equal for both single and married consumers at 106.66 and 106.18, respectively, which means marital status may not influence this factor significantly. For Factor 3 (Quality, Price, and Health Considerations), married consumers have a higher mean rank of 110.82 than single consumers at 104.28, which means that the married individuals might place more emphasis on quality, price, and health considerations. Table 8: Mann-Whitney U Test Results. The p-value for Factor 1 was 0.035; this was significant at 0.05 level with a statistically significant difference being found in social and emotional influence between single and married consumers. The p-value for Factor 2 was 0.957, indicating that there was no significant difference in accessibility and experiential aspects between the groups. The p-value for Factor 3 is 0.462, which means there is no significant difference concerning quality, price, and health. Output indicates that marital status might influence consumer behavior regarding social and emotional aspects. Married consumers are supposed to give more importance to the social and emotional aspects compared to unmarried consumers. However, concerning accessibility, experiential aspects, and considerations about quality, price, and health, marital status is not of much importance. Possibly, there are differences in lifestyle, responsibilities, and social contexts between single and married people; married consumers may have consumption patterns that are more related to family and subsequently concentrate on social relationships and emotional needs when making food choices.

**Null Hypothesis ( $H_{04}$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different age group consumers.*

**Alternative Hypothesis ( $H_4$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different age group consumers.*

**Table 9: Mean ranks for factors influencing consumer behavior towards consumption of Awadhi food by age**

Ranks			
	Age	N	Mean Rank
Factor 1 (Social and Emotional Influences)	18-25 Years	70	104.86
	26-35 Years	45	110.49
	36-45 Years	43	100.70

	46-55 Years	34	109.81
	Above 55 Years	20	110.13
	Total	212	
Factor 2 (Accessibility and Experiential Aspects)	18-25 Years	70	106.37
	26-35 Years	45	111.89
	36-45 Years	43	117.07
	46-55 Years	34	79.43
	Above 55 Years	20	118.13
	Total	212	
Factor 3 (Quality, Price, and Health Considerations)	18-25 Years	70	89.54
	26-35 Years	45	107.04
	36-45 Years	43	123.72
	46-55 Years	34	110.22
	Above 55 Years	20	121.28
	Total	212	

**Table 10: Kruskal-Wallis H Test results for factors influencing consumer behavior towards consumption of Awadhi food by age**

<b>Test Statistics<sup>a,b</sup></b>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)
Kruskal-Wallis H	.795	8.974	10.037
df	4	4	4
Asymp. Sig.	.939	.062	.040
a. Kruskal Wallis Test			
b. Grouping Variable: Age			

The table analysis reveals findings based on the scrutiny of how age impacts consumer behavior towards the traditional Awadhi cuisine. Table 9 presents mean ranks of the factors with varying age groups. Factor 1 (Social and Emotional Influences) has shown very minimal differences in mean ranks between groups. The 26-35 years had the highest mean rank (110.49), and the 36-45 years group had the lowest mean rank of 100.70. Factor 2 (Accessibility and Experiential Aspects) shows a significant difference in mean ranks, with the 46-55 years group having the lowest mean rank of 79.43 and the 36-45 years group the highest at 117.07. For Factor 3 (Quality, Price, and Health Considerations), the age groups 36-45 years (123.72) and above 55 years (121.28) have higher mean ranks compared to the younger groups. Table 10 shows the results of the Kruskal-Wallis H test. The p-value for Factor 1 is 0.939; there is no significant difference in the distribution of this factor across age groups. The p-value for Factor 2 is 0.062, indicating a marginally non-significant difference, with the possibility of a trend toward significance. For Factor 3 (Quality, Price, and Health Considerations), the p-value is 0.040, which is statistically significant to indicate a difference in the distribution of this factor across age

groups. The differences in mean ranks and significant p-values may be due to varying priorities and perspectives across age groups. Newer consumers (18-25 years) are likely to gain an experience from consumption and price, whereas older consumers (36-45 and above 55 years) gain from quality and health given increased health awareness or other lifestyle/financial security changes.

**Null Hypothesis ( $H_0$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different educational qualification consumers.*

**Alternative Hypothesis ( $H_5$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different educational qualification consumers.*

**Table 11: Mean ranks for factors influencing consumer behavior towards consumption of Awadhi food by educational qualification**

Ranks			
	Educational Qualification	N	Mean Rank
Factor 1 (Social and Emotional Influences)	Intermediate	34	93.46
	Graduate	89	105.78
	Postgraduate	59	106.80
	Doctorate	19	110.97
	Others	11	143.36
	Total	212	
Factor 2 (Accessibility and Experiential Aspects)	Intermediate	34	91.46
	Graduate	89	115.60
	Postgraduate	59	114.07
	Doctorate	19	92.55
	Others	11	62.91
	Total	212	
Factor 3 (Quality, Price, and Health Considerations)	Intermediate	34	81.22
	Graduate	89	106.10
	Postgraduate	59	120.97
	Doctorate	19	126.92
	Others	11	75.00
	Total	212	

**Table 12: Kruskal-Wallis H Test results for factors influencing consumer behavior towards consumption of Awadhi food by educational qualification**

Test Statistics <sup>a,b</sup>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)

Kruskal-Wallis H	5.630	11.448	14.079
Df	4	4	4
Asymp. Sig.	.229	.022	.007
a. Kruskal Wallis Test			
b. Grouping Variable: Educational Qualification			

The analysis of the tables brings out the influence of educational qualification on consumer behavior toward traditional Awadhi food. Table 11 brings out the mean ranks of each factor across various educational qualifications. For Factor 1 (Social and Emotional Influences), mean ranks differ, and "Others" have the highest mean rank at 143.36, followed by Doctorates at 110.97; this means that students with varying or higher education levels can be more concerned with social and emotional factors. For Factor 2 (Accessibility and Experiential Aspects), a higher mean rank is indicated, with graduates at 115.60 and postgraduates at 114.07, meaning these ranks value accessibility and experiences more. The "Others" have the lowest mean rank 62.91, which reflects that those outside mainstream education perhaps look for different aspects. Factor 3, Quality, Price, and Health Considerations, the doctoral graduates have the highest mean rank: 126.92, followed by postgraduates: 120.97, reflecting that students at higher levels of education might be more concerned about the quality and health concerns; the "Others" category has the lowest rank (75.00). Table 12 presents the Kruskal-Wallis H test results. For Factor 1, Social and Emotional Influences, the p-value is 0.229, and since no significant difference across educational qualifications exists, it means the null hypothesis holds true,  $H_0$ . For Factor 2 (Accessibility and Experiential Aspects), the p-value is 0.022, indicating a significant difference, and thus the alternative hypothesis ( $H_5$ ) is accepted. Finally, for Factor 3 (Quality, Price, and Health Considerations), the p-value is 0.007, indicating a significant difference, thus supporting the alternative hypothesis ( $H_5$ ).

**Null Hypothesis ( $H_0$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different occupation consumers.*

**Alternative Hypothesis ( $H_5$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different occupation consumers.*

**Table 13: Mean ranks for factors influencing consumer behavior towards consumption of Awadhi food by occupation**

Ranks			
	Occupation	N	Mean Rank
Factor 1 (Social and Emotional Influences)	Student	53	93.61
	Government Job	42	113.38
	Private Job	59	113.80
	Self-Business	38	104.91
	Others	20	107.70
	Total	212	
	Student	53	98.73

Factor 2 (Accessibility and Experiential Aspects)	Government Job	42	107.12
	Private Job	59	115.29
	Self-Business	38	100.49
	Others	20	111.30
	Total	212	
Factor 3 (Quality, Price, and Health Considerations)	Student	53	98.97
	Government Job	42	118.48
	Private Job	59	114.80
	Self-Business	38	98.38
	Others	20	92.25
	Total	212	

**Table 14: Kruskal-Wallis H Test results for factors influencing consumer behavior towards consumption of Awadhi food by occupation**

Test Statistics <sup>a,b</sup>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)
Kruskal-Wallis H	3.739	2.556	5.228
df	4	4	4
Asymp. Sig.	.442	.635	.265
a. Kruskal Wallis Test			
b. Grouping Variable: Occupation			

Table 13 mean ranks for each factor influencing consumer behavior towards traditional Awadhi food by occupation. For Factor 1 (Social and Emotional Influences), the mean ranks for government jobs are 113.38 and for private jobs are 113.80, which is higher compared to students at 93.61 and those in self-business at 104.91. Factor 2: Accessibility and experiential aspects: This factor has the highest mean rank score of 115.29 for private job holders, indicating that accessibility and experiential factors are significantly emphasized. The "Others" category has the highest mean rank for Factor 3 at 107.70. This is followed by government job holders with a score of 118.48, which may suggest people have different priorities regarding quality, health, and price in different occupations. Table 14 presents the Kruskal-Wallis H test for each factor. The p-values for Factor 1: Social and Emotional Influences, Factor 2: Accessibility and Experiential Aspects, and Factor 3: Quality, Price, and Health Considerations are 0.442, 0.635, and 0.265, respectively. Since none of these p-values is below the typical significance level (for example, 0.05), the null hypothesis ( $H_0$ ) is accepted, which means that there is no significant difference in the distribution of the three factors across different occupation groups. The lack of significant differences would, therefore, indicate that while mean ranks for each factor vary significantly between different occupations, they may not be statistically different from one another. This is partly because consumer priorities that seem to cut across occupation types can create such a scenario-for instance, the universal appeal of traditional food based on taste or cultural factors

or personal preferences. The similar distribution of factors across occupation groups means that consumer behavior toward traditional Awadhi food is more likely to be affected by personal or cultural preferences rather than by one's occupation. The diversity of occupations may lead to a range of preferences, but shared values may offset any significant variation in how these factors are prioritized.

**Null Hypothesis ( $H_{07}$ ):** *There is no significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different annual income consumers.*

**Alternative Hypothesis ( $H_7$ ):** *There is significant difference in the distribution of factors influencing consumer behavior towards traditional Awadhi food across different annual income consumers.*

**Table 15: Mean ranks for factors influencing consumer behavior towards consumption of Awadhi food by annual income**

Ranks			
	Annual Income	N	Mean Rank
Factor 1 (Social and Emotional Influences)	Not Earning	40	106.26
	Up to 3 Lakhs	36	99.29
	3-6 Lakhs	52	107.77
	6-10 Lakhs	47	111.34
	More than 10 Lakhs	37	105.84
	Total	212	
Factor 2 (Accessibility and Experiential Aspects)	Not Earning	40	98.94
	Up to 3 Lakhs	36	104.76
	3-6 Lakhs	52	108.40
	6-10 Lakhs	47	116.23
	More than 10 Lakhs	37	101.32
	Total	212	
Factor 3 (Quality, Price, and Health Considerations)	Not Earning	40	97.11
	Up to 3 Lakhs	36	103.60
	3-6 Lakhs	52	107.02
	6-10 Lakhs	47	112.04
	More than 10 Lakhs	37	111.70
	Total	212	

**Table 16: Kruskal-Wallis H Test results for factors influencing consumer behavior towards consumption of Awadhi food by annual income**

Test Statistics <sup>a,b</sup>			
	Factor 1 (Social and Emotional Influences)	Factor 2 (Accessibility and Experiential Aspects)	Factor 3 (Quality, Price, and Health Considerations)
Kruskal-Wallis H	.818	2.136	1.673

Df	4	4	4
Asymp. Sig.	.936	.711	.796
a. Kruskal Wallis Test			
b. Grouping Variable: Annual Income			

From Table 15, the mean ranks of each factor influencing consumer behavior towards traditional Awadhi food by annual income have been analyzed. For Factor 1 Social and Emotional Influences: The highest mean rank obtained is in the 3-6 Lakhs group (107.77), while the 6-10 Lakhs group follows with (111.34), hence, it indicates that there is a greater emphasis laid by these income groups over the social and emotional influencing factors as compared to earning nothing (106.26) or more than 10 Lakhs (105.84). In Factor 2 (Accessibility and Experiential Aspects), the highest mean rank is in the 6-10 Lakhs group with a value of 116.23, indicating more importance to experiential aspects for this income group. Factor 3 Quality, Price, and Health Considerations: Trends are similar, with the 6-10 Lakhs group (112.04) and the more than 10 Lakhs group (111.70) having higher mean ranks, which may indicate that consumers in these income brackets may pay more attention to quality, price, and health considerations compared to others. Table 16 Table 16 presents the results of the Kruskal-Wallis H test for all factors, showing that for Factors 1 (Social and Emotional Influences), Factor 2 (Accessibility and Experiential Aspects), and Factor 3 (Quality, Price, and Health Considerations), p-values are 0.936, 0.711, and 0.796, respectively. Since all p-values are above the significance level of 0.05, the null hypothesis,  $H_0$ , is accepted, which implies there is no significant difference in the distribution of the three factors across different income groups.

It therefore suggests that income level plays little or no role in affecting consumer behavior towards traditional Awadhi food when taking into consideration social and emotional factors, accessibility, and experiential aspects, or quality, price, and health considerations. This may be due to the universal consumption of traditional food, which is influenced more by culture and personal preferences than by income alone. The distribution of such factors can be quite the same for income groups due to shared cultural and social values, thus the priorities and preferences for traditional food might not differ in higher income groups, but such groups do have more spending capacity.

There were various insights from the data analysis related to demographic differences in consumer behavior towards traditional Awadhi food. The mean rank for gender, although not significant, only found a difference in Factor 2 (Accessibility and Experiential Aspects) where females had a higher mean rank, thereby implying they may place more importance on accessibility and experiences. Although the differences for Factor 1 (Social and Emotional Influences) were not significant and Factor 3 (Quality, Price, and Health Considerations) showed only marginal significance, the above results indicate that women, on average, prefer those aspects more that are concerned with experience and quality. Concerning marital status, there were significant differences in Factor 1, where married consumers pay more attention to social and emotional aspects, perhaps as a result of family-related consumption patterns. No significant differences were observed on Factor 2 and Factor 3, which would imply that marital status has no bearing on the access-related issues or quality considerations. Regarding age, there was a significant difference observed in Factor 3 Quality, Price, and Health Considerations, where older age groups would show more concern regarding these, perhaps due to

better understanding of health consequences and life style changes. Factor 2 indicated a trend toward significance, which suggests that there are different preferences for experiential aspects. For educational qualifications, there were significant differences in Factors 2 and 3, where the higher education level was related to greater emphasis on accessibility and quality, which means that the educational background affects consumer priorities. No significant difference was found for Factor 1, meaning that social and emotional factors are consistent across different educational levels. For occupation and income, the analysis showed no significant differences across Factors 1, 2, and 3, implying that these demographic categories are not significant enough to influence consumer behavior towards traditional Awadhi food, perhaps because of the homogeneity in cultural and personal tastes.

## 7. CONCLUSIONS

This study makes deep exploration into consumer behavior and demographic differences toward consumption in traditional Awadhi food in Lucknow, critically helping to understand the dynamics in play regarding factors determining consumer preferences. Three major influences found to be drivers for consumers are: Social and Emotional Influences, Accessibility and Experiential Aspects, and Quality, Price, and Health Considerations. These factors together point out that food choices are complex, with both emotional appeals, practical considerations, and quality-related concerns being considered together. Social media, word of mouth publicity, and authenticity emerged as significant variables pointing towards the role of modern digital platforms as well as old-school endorsements in shaping consumer decisions. Accessibility and dining experiences further drive the fact that convenience and celebratory occasions drive the attractiveness of Awadhi cuisine, and elements such as taste, affordability, and healthiness constitute pragmatic drivers for consumption. Analysis based on demographic differences is again fruitful. Gender-based analysis reveals the differences in priorities toward accessibility and experiential factors with significant differences for females; whereas married consumers give higher emphasis on family-oriented food experience and other social and emotional needs. Age differences highlight the growing emphasis on quality and health considerations among older groups, and higher educational qualifications align with greater focus on accessibility and quality. However, occupation and income showed no significant impact. This means that there is a shared appreciation for Awadhi food across economic strata, and this is something that could be capitalized on by stakeholders within the hospitality and food industries by using targeted marketing strategies that capture the diverse preferences of consumers, yet maintain the rich heritage of Awadhi food. With the blending of tradition with innovation, business houses can effectively fulfill the demands based on emotion or pure logic to make the culinary sight an enduring phenomenon.

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