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## Consumer's decision making in changing perception towards cross cultural foods and drinks and its impact on culture

**K Chandrabose and S Ranjith prabhu**

### Abstract

In our globalized world, cross-cultural food and drink consumption is rising, prompting shifts in consumer attitudes and behaviours. This study explores how consumer decision-making processes relate to evolving perceptions of cross-cultural culinary experiences and their profound impact on culture. Using insights from sociology, psychology, and marketing, it examines various factors influencing consumer choices. Through mixed methods including qualitative analysis and surveys, the research uncovers the complex mechanisms shaping consumer behaviour in cross-cultural gastronomy. It also explores implications for cultural heritage, identity, and intercultural relations. The findings reveal a nuanced interplay between individual preferences, societal norms, and global trends, highlighting concerns like cultural appropriation and sustainability. Additionally, the study emphasizes the role of marketing in shaping perceptions and fostering cultural understanding. Beyond consumer behaviour, the research offers valuable insights for policymakers, marketers, and cultural stakeholders, facilitating strategies to promote cultural exchange and preserve culinary traditions. Ultimately, this study enhances our understanding of how consumption, culture, and identity intersect in our interconnected world.

**Keywords:** Cross-cultural food consumption, changing perspective, Consumer decision-making, Sociology of food

### Introduction

Consumer decision-making in changing perceptions towards cross-cultural foods is a fascinating area of study that delves into the intricate dynamics of cultural influences, personal preferences, and evolving societal attitudes. With globalization facilitating the exchange of ideas, goods, and services across borders, the culinary landscape has become increasingly diverse, offering consumers a plethora of options from different cultures and cuisines. This diversity has sparked a shift in consumer behaviour and attitudes towards cross-cultural foods.

One of the key factors influencing consumer decision-making in this realm is the changing perception of cultural diversity. As societies become more multicultural and interconnected, individuals are exposed to a wider array of cultural experiences and traditions. This exposure fosters curiosity and openness towards trying new foods from different cultures. Consequently, consumers are more inclined to explore unfamiliar cuisines and incorporate them into their culinary repertoire.

### Objectives

- To study on changing perspective towards cross cultural foods.
- To analysis the impact of customer's decision on acceptability of cross cultural foods on the culture.

### Research Methodology

- **Research design:** Descriptive Research and Analytical Research designs.
- **Area of the study:** Coimbatore district.
- **Sampling technique:** Convenience sampling.
- **Data collection:** Primary and secondary data.

- **Sample size:** 120.
- **Tools used for analysis:** Percentage, chi-square, Correlation, Anova

### Review of Literature

Velikova N, Charters S, Bouzdine-Chameeva T, Fountain J, Ritchie C and Dodd TH (2015) <sup>[7]</sup>, This paper aims to examine consumer preferences and perceptions of rosé wine with an ultimate purpose of constructing a perceived image of rosé in the cross-cultural context. The study was conducted in four markets, comprising the USA, New Zealand, France and the UK. The data were collected via a structured questionnaire through a combination of survey administration modes (pen-and-paper and online). Descriptive statistics, chi-square, factor analysis and ANOVA were used for analysis. One of the key findings revolves around the construction of the perceived image of rosé and how this image varies in different markets. Effectively, this study presents an overview of the perceived reputation of rosé in four different market structures, shaped by different cultural and image management issues. The most crucial implication of this research is the cultural variation in consumer attitudes toward rosé wine and its impact on marketing strategies to effectively target rosé consumers in different markets.

Karishma Kavita Devi (2015) <sup>[8]</sup>, Though there is a consensus that global food consumption globally is regimenting, it remains undefined whether the cultural stimuli inducing consumers' choices, preferences, and consumption patterns adds to this occurrence This study compares the Asian Indians with the ethnic Fijian consumers in Fiji. Consumer culture theory (CCT) and the Engel-Blackwell-Kollat model have been used as a preliminary point of exploration, and the quantitative approach was employed, involving a total of 225 respondents. The study has revealed that consumers in Fiji (indigenous Fijians versus Asian Indians) are inclined to consume their meals with the other cultural groups, and they engage the processes of acculturation to learn each other's foods. In reference to the socio-demographic variables, education was found to be the singular and significant predictor of food consumption preferences of these consumer groups.

Hall J, Shaw M and Doole I (2015) <sup>[9]</sup>, This paper investigates the influence of ethnologically based cultural factors on the motives and occasions for wine consumption both in Australia and overseas. To study this hypothesis a questionnaire was administered to approximately 500 respondents from a variety of Australian and European backgrounds. A single cross-sectional design was employed. Respondents were primarily selected using a random sampling procedure with quotas boosted for some cultural groups by a convenience sampling process.

Voldnes G and Grønhaug K, (2015) <sup>[10]</sup>, The purpose of this paper is to investigate how buyers and sellers in cross-cultural business relationships manage cultural differences to ensure functional, successful business relationships. Failure to consider specific cultural issues may lead to the failure of business ventures crossing national borders.

Velikova N, Charters S, Fountain J, Ritchie C, Fish N and Dodd T, (2016) <sup>[11]</sup>, The purpose of this paper is to test Luna and Gupta's (2001) <sup>[12]</sup> investigative framework on the interaction of cultural values and consumer behavioural by conducting a cross-cultural comparison of young wine

consumers' interpretation of images of champagne and sparkling wine. The research examined consumer responses to the images through the prism of the relationship between symbolism, ritual and myth, as well as other related values.

### Statement of Problem

This research delves into consumers' evolving perceptions of cross-cultural foods and beverages and their consequent impact on cultural norms and identities. It seeks to explore how individuals perceive such offerings in contrast to their traditional culinary heritage, the factors shaping their decisions to embrace or reject cross-cultural options, and the ensuing effects on cultural norms and identities. Additionally, the study examines potential generational or demographic disparities in the acceptance and adoption of these foods and drinks, while also investigating the influence of marketing tactics and cultural portrayals on consumer preferences. Through these inquiries, the research aims to illuminate the intricate interplay between consumer behavior, cultural perceptions, and the ever-changing landscape of cross-cultural culinary experiences.

### Data Analysis and Interpretation

**Table 1:** Simple percentage analysis

Age of The Respondents			
1.	Below 20	49	40.8%
2.	21 to 25	26	21.7%
3.	26 to 30	28	23.3%
4.	Above 30	17	14.2%
Geographic Region			
1.	Urban	67	55.8%
2.	Rural	20	16.7%
3.	Semi urban	33	27.5%
Preferring cross culture food			
1.	Daily	23	19.2%
2.	Weekly twice	19	15.8%
3.	Weekly once	54	45%
4.	Monthly	24	20%
Frequency of consuming cross-cultural foods and drinks changed over the past year			
1.	Decreased significantly	17	14.2%
2.	Decreased	16	13.3%
3.	Remained stable	16	13.3%
4.	Increased	40	33.3%
5.	Increased significantly	31	25.8%
Total		120	100

### Interpretation

From the above table 40.8% or below the age of 20, 55.8% belongs to urban region, 45% preferring weekly once cross culture foods, 33.3% have increased consuming cross cultural foods and drinks changed over the past year.

### Table 2 (Chi-Square)

#### Relation between the frequency of consuming cross cultural foods and consumer perception

**Null hypothesis (H<sub>0</sub>):** There is no significance difference between the frequency of consuming cross cultural foods and consumer perception.

**Alternative hypothesis (H<sub>1</sub>):** There is some significance difference between the frequency of consuming cross cultural foods and consumer perception.

**Table 2:** Show Chi-Square tests

Value	DF	Asymp. Sig. (2-sided)
450.443 <sup>a</sup>	72	0.0
347.569	72	0.0
113.31	1	0.0
120		

**Interpretation**

From above table. The Significance value of 0.00 is lesser than p value 0.05, so the null hypothesis is accepted. There is no significance difference between the frequency of consuming cross cultural foods and consumer perception.

**Table 3: (Chi Square Test)**

**Table-to analyse the income of respondents on consumer behaviour**

**Null Hypothesis (H<sub>0</sub>):** There is no significant association between income and consumer behaviour.

**Alternative Hypothesis (H<sub>1</sub>):** There is significant association between income and consumer behaviour

**Table 3:** Show chi-square tests

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	338.041 <sup>a</sup>	52	0.0
Likelihood Ratio	289.491	52	0.0
Linear-by-Linear Association	107.449	1	0.0
N of Valid Cases	120		

**Interpretation**

From above table. The Significance value of 0.00 is lesser than p-value 0.05, so the null hypothesis is accepted. There is no significant association between income and consumer behaviour.

**Table 4: (ANNOVA)**

**Table-to analyze the brand reputation play a role in decision to try cross cultural foods and drinks on decision making.**

**Null Hypothesis (H<sub>0</sub>):** There is no significant different between brand reputation play a role in decision to try cross cultural foods and drinks on decision making.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant different between brand reputation play a role in decision to try cross cultural foods and drinks on decision making.

**Table 4:** Show ANNOVA

Decision	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	175.049	4	43.762	186.879	0.0
Within Groups	26.93	115	0.234		
Total	201.979	119			

**Interpretation**

From above table. The Significance value of 0.00 is lesser than p value 0.05, so the null hypothesis is rejected. There is no significant different between brand reputation play a role in decision to try cross cultural foods and drinks on decision making.

**Findings**

**Findings of Simple percentage analysis**

- 40.8% of the respondents are in the age group of below 20 years.

- 55.8% of respondents said that urban as the geographic region.
- 45.0% of respondents said that weekly once as the preferring cross culture food.
- 33.3% of the respondents said that increased as the frequency of consuming cross cultural foods and drinks changed over the past year.

**Findings of Chi-Square**

- It is found that there is a significant association between the frequency of consuming cross cultural foods and consumer perception.

**Findings of ANOVA**

- It is found that there is no significant difference between brand reputation play a role in decision to try cross cultural foods and drinks on decision making.

**Findings of correlation analysis**

- It is found that there is no significant difference between incomes of respondents on consumer behavior.

**Suggestions**

Consumers need to actively explore diverse culinary options to broaden their palate and challenge preconceived notions. Recognize the influence of cultural background and personal experiences on perceptions of cross-cultural foods, fostering openness to new flavours and traditions. Appreciate the role of cross-cultural foods in enriching cultural diversity and promoting cultural exchange and understanding. Understand how consumer behaviour shapes the market for cross-cultural foods and drinks, impacting availability and accessibility. Consider how consumer perception of cross-cultural foods influences purchasing decisions, balancing familiarity with curiosity.

**Conclusion**

Through an exploration of consumer behaviour, it is concluded that individuals play a pivotal role in shaping the acceptance and assimilation of cross-cultural culinary offerings. As consumers navigate the diverse culinary landscape, their willingness to embrace unfamiliar flavours and traditions contributes to the enrichment of cultural diversity and fosters greater cultural exchange.

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