



**SRI VENKATESWARA INTERNSHIP PROGRAM
FOR RESEARCH IN ACADEMICS
(SRI-VIPRA)**



SRI-VIPRA

Project Report of 2025: SVP-2514

**“A Comparative Study on the Impact of Multicultural Values of
Consumers in Delhi NCR”**


IQAC

**Sri Venkateswara College
University of Delhi**


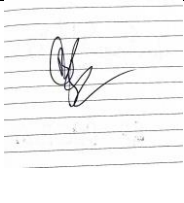

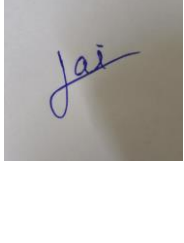


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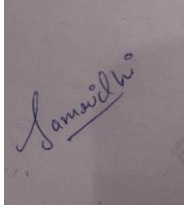











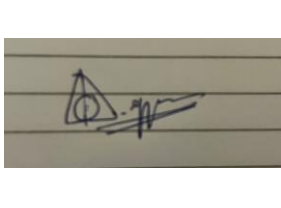
SRIVIPRA PROJECT 2025

Title : A Comparative Study on the Impact of Multicultural Values of Consumers in Delhi NCR

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Certificate of Originality

This is to certify that the aforementioned students from Sri Venkateswara College have participated in the summer project SVP-2514 titled “A Comparative Study on the Impact of Multicultural Values of Consumers in Delhi NCR”. The participants have carried out the research project work under my guidance and supervision from 1st July, 2025 to 30th September 2025. The work carried out is original and carried out in an online/offline/hybrid mode.

A handwritten signature in blue ink that reads "Jit Singh". The signature is written in a cursive style with a horizontal line underneath the name.

Signature of Mentor

Acknowledgements

At the outset of this report, we would like to express our sincere gratitude and deep appreciation to all the individuals who played pivotal roles in supporting us throughout this endeavour. The successful completion of this project and the invaluable research behind it would not have been possible without the exceptional guidance and unwavering support of our mentor, Assistant Professor Ajit Singh, from the Department of Commerce. His boundless enthusiasm, wealth of knowledge, and meticulous attention to detail served as a constant source of inspiration and kept our work on a steady course.

We extend our heartfelt thanks to our esteemed principal, Prof. Vajala Ravi, for affording us the opportunity and providing continuous encouragement to accomplish this assignment. Additionally, we would like to acknowledge the contributions of the various authors whose insightful work significantly enhanced and enriched our study in countless ways.

Lastly, we take great pleasure in recognizing the invaluable contributions made by all individuals, whether directly or indirectly involved, who played a vital role in the successful completion of this project report. Your support and assistance have been truly appreciated.

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ABSTRACT

Aim: To examine how multicultural diversity influences consumer preferences, attitudes, and purchasing behavior in India's food industry, with a focus on the Delhi NCR region as a reflection of the nation's cultural plurality.

Background: In a nation characterized by its cultural diversity, such as India, food consumption transcends mere sustenance, embodying traditions, beliefs, and the evolution of social identities. This study investigates how multicultural diversity shapes consumer choices, attitudes, and purchasing behavior within the food industry. With globalization and digital inter-connectivity blurring geographical and cultural boundaries, Indian consumers experience a dynamic intersection between traditional culinary practices and modern, globalized eating patterns. This study focuses on the Delhi NCR region as a microcosm of multicultural India, representing a rich blend of regional, ethnic, and international influences.

Purpose: The primary objective of this study is to understand the impact of multicultural values on consumer preferences by examining how demographic variables, such as age, income, and region, mediate food-related decisions. It further explores how cultural exposure, lifestyle trends, and modern phenomena, such as the fear of missing out (FOMO), influence food consumption patterns. This study captures the nuanced balance between preserving traditional tastes and embracing new global cuisines, reflecting the ongoing transformation of India's food culture.

Methodology: Data were collected using a structured questionnaire aimed at identifying consumers' motivations, attitudes, and behavioral patterns regarding food choices. The questionnaire emphasized parameters such as cultural belonging, global exposure (through media, travel, and social interactions), dietary habits, and the role of health consciousness in shaping preferences. Quantitative and qualitative analyses were applied to interpret consumer behavior trends, highlighting how multiculturalism manifests in food preferences across diverse consumer segments.

Findings: Findings suggest that multicultural exposure significantly enhances openness toward international cuisines, particularly among younger and higher-income groups who are more globally connected. However, traditional values remain a strong influence, especially among older generations and individuals with stronger cultural affiliations. The study also found that social media and peer influence amplify curiosity and willingness to experiment with food choices, reinforcing the idea that cultural exchange and social validation play pivotal roles in shaping contemporary consumption behavior. Furthermore, health consciousness has emerged as a critical determinant, with consumers increasingly seeking foods that align with wellness trends, sustainability, and ethical production standards.

Implications: Ultimately, this study provides meaningful insights for marketers and food industry professionals seeking to navigate India's culturally complex consumer landscape. By recognizing the interplay between multicultural exposure, tradition, and modernity, brands can craft more inclusive marketing strategies and product offerings that resonate across demographic and cultural lines. The research underscores that in today's interconnected society, successful food marketing must not only appeal to taste but also acknowledge cultural identity and evolving global sensibilities.

Keywords: Multiculturalism, Consumer Behavior, Food Preferences, Cultural Diversity, Globalization, Delhi NCR, Health Consciousness, FOMO, Indian Food Industry

INTRODUCTION

Food has always been more than a biological necessity; it is a reflection of history, culture, identity, and emotion. Throughout human civilization, culinary practices have evolved alongside trade, migration, and cultural exchange, serving as one of the earliest and most enduring expressions of globalization. In ancient times, food played a central role in defining community boundaries and social hierarchies. Civilizations such as the Indus Valley, Mesopotamia, and Ancient China developed unique culinary traditions shaped by their geography and climate. However, as trade routes like the Silk Road and maritime exchanges expanded, food began transcending these boundaries. Spices, grains, and cooking methods traveled across continents, giving birth to hybrid cuisines and multicultural food habits that continue to influence modern societies.

In India, food has always occupied a sacred and symbolic place in daily life. Rooted in religion, regional diversity, and tradition, Indian cuisine evolved through centuries of cultural fusion. The arrival of the Mughals introduced rich gravies, kebabs, and biryanis. Portuguese and British colonial influences brought bread, tea, and confectionery, while trade interactions introduced chilies, potatoes, and tomatoes, which are now staples of Indian cooking. Post-independence India continued to evolve gastronomically, as migration within the country allowed regional cuisines to intermingle. However, it was the economic liberalization of the 1990s that truly transformed India's foodscape, paving the way for globalization and multicultural exposure in dining habits.

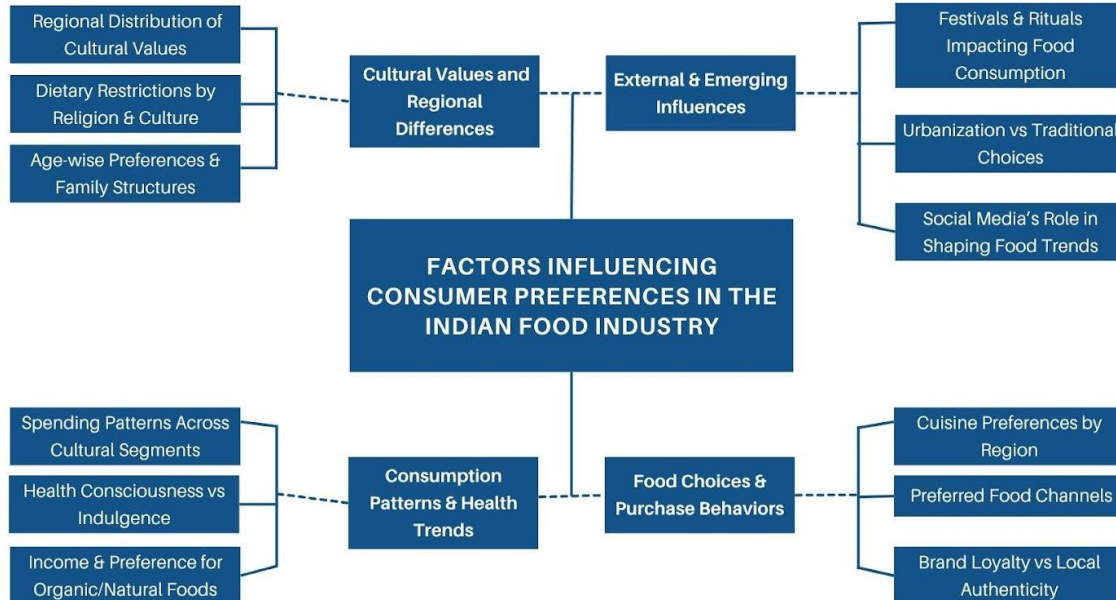
The twenty-first century witnessed a dramatic shift in consumer behavior, particularly in urban centers like the Delhi National Capital Region (NCR), which is a hub of cultural, linguistic, and socioeconomic diversity. The influx of people from various states, countries, and cultural backgrounds has turned Delhi NCR into a microcosm of multicultural India. In this environment, food choices are no longer governed solely by tradition but are influenced by global exposure, social media trends, peer perceptions, and lifestyle aspirations. Dining out or ordering global cuisines such as Italian, Korean, or Japanese has become not just about taste but about identity, modernity, and belonging.

Food today stands at the intersection of culture and consumer psychology. Modern consumers, especially younger generations, are driven by a blend of cultural openness, health consciousness, and the Fear of Missing Out (FOMO), a social phenomenon fueled by media and digital connectivity. Social media has made global food trends instantly accessible, motivating consumers to experiment and engage with cuisines that symbolize novelty, sophistication, or cosmopolitanism. At the same time, demographic factors such as age, income continue to play a crucial role in shaping food decisions, as they influence access, affordability, and willingness to adopt new food experiences.

Against this backdrop, the present study titled “*The Impact of Multicultural Diversity on Consumer Food Preferences in the Delhi NCR Region*” seeks to explore how multiculturalism interacts with demographic and psychological factors to shape modern food choices. Specifically, the study investigates how a mix of cultural values, global exposure, and lifestyle trends influences the extent to which consumers accept international cuisines and balance them with traditional preferences. The research also aims to evaluate how demographic attributes such as age, income, and living arrangements affect openness to experimentation and willingness to pay for diverse food options.

The Delhi NCR region presents an ideal setting for such an inquiry due to its unique demographic structure. It houses not only long-term residents with deep-rooted culinary traditions but also a transient urban population of students, professionals, and expatriates who bring with them new food habits and preferences. This convergence of cultures creates an evolving gastronomic landscape that mirrors global consumption patterns while retaining a distinctly Indian character.

To achieve its objectives, the study employed a structured quantitative approach using a Google Form survey distributed among 342 respondents across Delhi NCR. Six hypotheses were tested using statistical methods such as the Chi-square test, ANOVA, and regression analysis. The results offer valuable insights into the relationship between multicultural exposure, demographic variables, and food preferences.



OBJECTIVES

1. To understand the impact of multicultural diversity on the preference of consumers in the Food Industry on the basis of demographic variables such as age, income, occupation etc.
2. This study explores how a mix of cultural factors, ranging from traditions and values to modern influences like cultural diversity, lifestyle trends, and the fear of missing out (FOMO), shape the food choices of consumers in the Delhi NCR region.
3. This Analysis aims to provide marketers with insights into the factors influencing their target audience, enabling them to create more inclusive and effective marketing strategies.
4. To evaluate the extent to which global exposure (media, travel, social influence) affects the acceptance of international dishes among multicultural consumers, the impact of health consciousness and dietary preferences on food choices of multicultural consumers.

METHODOLOGY

The study employed a quantitative research approach supported by both **primary and secondary data sources** to analyze how multicultural values influence consumer behavior in the Delhi NCR food industry. The primary data were collected through a structured questionnaire distributed digitally via **Google Forms** to consumers residing in various parts of Delhi, Gurgaon, Noida, and Ghaziabad. The

questionnaire was designed to capture key dimensions of consumer behavior, including cultural orientation, global exposure, lifestyle patterns, food preferences, and health consciousness. It also recorded essential demographic details such as age, gender, income level, occupation, and residential background to facilitate comparative analysis across diverse segments.

A total of **342 valid responses** were collected, ensuring a balanced representation of young adults, working professionals, and older consumers. The sampling method was **convenience-based**, focusing on accessibility and willingness to participate among respondents from diverse cultural and socioeconomic backgrounds. The questions used a mix of **Likert scales, multiple-choice items, and categorical variables**, enabling both descriptive and inferential statistical analysis.

The **secondary data** were derived from a comprehensive review of existing literature, including academic journals, research papers, and credible online sources focusing on multicultural consumer behavior, globalization, and cultural diversity in food consumption. These sources provided theoretical grounding and contextual support for interpreting the empirical results.

Data analysis was conducted using **statistical tools such as Chi-square tests, ANOVA, and Linear Regression** to test the hypotheses and identify the relationships between multicultural values and consumer preferences. The tests examined variables such as region, age, income, and urbanization level against indicators of food experimentation, global cuisine preference, and willingness to pay. Both quantitative findings and qualitative interpretations were used to derive insights into how multiculturalism manifests in food behavior within Delhi NCR.

The research methodology was designed to ensure objectivity, reliability, and relevance, aligning the data collection process with the study's objective of understanding how cultural diversity shapes modern consumer choices in an urban Indian context.

DEMOGRAPHICS

HEADERS	OPTIONS	RESPONSES
Gender	Male, Female, Prefer not to say	52.9%, 47.1%
Age Group	18-24, 25-34, 35-44, 45-60, 60+, 26-35	73.4%, 11.4% (others unlisted)

Region in India	North, South, North-East, West, East	79.8% (North)
City Type	Urban, Rural, Semi-urban, Metropolitan City	58.8%, 24.3%, 12% (others unlisted)
Annual Income Bracket	Less than 2.5L, 2.5-5L, 5-7.5L, 7.5-10L, Above 10L	46.8%, 14%, 12.3%, 11.7%, 15.2%
Living Arrangement	Living with family, Living alone, Hostel/PG, Sharing with friends/colleagues, Sharing with sister	61.4%, 18.7%, 11.7% (others unlisted)
Dietary Pattern	Vegetarian, Non-Vegetarian, Eggetarian, Vegan, Flexitarian, Pesco Vegetarian, Non Veg Occasionally, Omnivore	48.2%, 39.8%, 10.5% (others unlisted)
Most connected food with family	Traditional thali (North/South), Street food/snack platter, Fusion dish, International cuisine, Healthy modern meal	79.5%, 11.4% (others unlisted)
Cuisine most excited to try	Regional Indian, Pan-Asian, Mediterranean, American Fast Food, Fusion/Experimental	36.8%, 26.9%, 17%, 12% (others unlisted)

LITERATURE REVIEW

Theme / Focus Area	Author(s) & Year	Key Findings / Arguments	Relevance to Current Study
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<p>Cultural Influences on Consumer Behaviour. International Journal of Business and Management.</p>	<p>Nayeem (2012)</p>	<p>The study analyzes how cultural orientations, individualism (Australian-born) and collectivism (Asian-born), shape consumer behavior in automobile purchases. Using the Cultural Values Scale and t-tests, it finds that collectivist consumers rely more on family/friends and prefer prestigious brands, while individualists depend on personal research and value functionality. Cultural background significantly affects information search, brand evaluation, and decision-making behavior.</p>	<p>Provides empirical evidence on how cultural values influence consumer motivations and behavior. This supports the current study's focus on multicultural consumer understanding by highlighting the need for culturally adaptive marketing strategies that account for social, psychological, and cultural differences in purchase decisions.</p>
<p>Culture and Consumer Behavior: The Role of Horizontal and Vertical Cultural Factors.</p>	<p>Shavitt, S., & Cho, H. (2016)</p>	<p>The paper highlights that cultural orientations differ not only by individualism vs. collectivism but also by horizontal (equality-focused) vs. vertical (hierarchy-focused) dimensions. These orientations influence brand perception, service expectations, status-driven consumption, and pro-social behaviours. HI consumers seek uniqueness, VI pursue prestige, HC show benevolence, and VC prioritise duty and loyalty.</p>	<p>Provides a refined cultural framework useful for analysing multicultural consumers in Delhi NCR, where both hierarchical and equality-driven value systems coexist. Helps predict how diverse cultural orientations may impact consumer decisions and social behaviour in a multicultural marketplace.</p>
<p>Sociocultural factors and dietary patterns</p>	<p>Monterrosa, E. C., Frongillo, E. A., Drownowski,</p>	<p>The study emphasized that dietary habits are deeply shaped by sociocultural factors, including identity, religion, family traditions,</p>	<p>Reinforces that Delhi NCR's food preferences are influenced not only by cultural identity but also by the pressures of an urban</p>

	A., & de Pee, S. (2020)	and the symbolic meanings of food. It argued that understanding food preferences requires examining both cultural beliefs and material contexts such as urbanization and market access.	lifestyle. This interplay between tradition and modernity makes Delhi NCR a key site for studying evolving multicultural food consumption patterns.
Food, culture, and identity in multicultural societies.	Reddy, G., & van Dam, R. M. (2020)	Food consumption is deeply tied to cultural identity among Indian, Chinese, and Malay women in Singapore. Traditional beliefs guide daily food decisions, not just during festivals. Despite strong cultural roots, participants also showed openness to trying other cuisines, leading to blended multicultural eating habits. Food reflects both heritage and evolving social influences	Supports the idea that multicultural environments influence consumer choices while preserving cultural roots. Provides insights for Delhi NCR, where diverse cultural groups similarly blend tradition with modern preferences in everyday consumption behaviour.
Regional culture and traditional food preferences	Samaddar, A. (2020)	Using expert elicitation, the study mapped 131 local dishes in eastern India, finding that meal diversity, ingredients, and preparation methods reflect deeply embedded cultural traditions. It noted that evening meals tend to be nutritionally richer, while morning snacks are simpler, showing the balance between convenience and cultural continuity.	Suggests that migrants from eastern India residing in Delhi NCR retain distinct culinary preferences, contributing to the city's diverse food culture. This cultural retention impacts restaurant menus, food festivals, and consumer demand for regional cuisine.
Cultural background and sensory perception	Jeong, S., & Lee, J. (2021)	Cultural familiarity strongly influences how consumers interpret sensory attributes	Highlights how consumers in Delhi NCR—representing multiple linguistic and

		such as flavor, aroma, and texture. The study found that the same descriptive terms often carry different meanings across cultures, leading to distinct interpretations of product quality and appeal. Informational cues like health or authenticity claims also vary in impact depending on the cultural context.	cultural backgrounds—may perceive and interpret the same food products differently, emphasizing the need for culturally sensitive product design and communication strategies.
Institutionalizing Diversity-and-Inclusion-Engaged Marketing for Multicultural Marketplace Well-Being.	Kipnis et al. (2021)	The study explores how marketing can advance diversity, equity, and inclusion (DEI) by embedding them institutionally across research, education, and practice. Using institutional theory (cultural-cognitive, normative, and regulatory pillars), it identifies systemic barriers to DEI integration, such as fragmented definitions, traditional commercial ideologies, and lack of policy frameworks. The authors propose institutional work, through theorizing, educating, policymaking, and advocacy, to legitimize DIEM.	Provides a foundational framework for understanding how inclusion-oriented marketing can be institutionalized. The insights guide this study in analyzing how marketing systems can become more inclusive and equitable for multicultural consumers, bridging the gap between DEI ideals and real-world implementation.
The Influence of Ethnic Identity on Consumer Behavior.	Intharacks, J., Chikweche, T. F., & Stanton, J. (2022)	Ethnic identity strongly influenced first-generation Filipino and Lao migrants' buying behaviour—	Shows how multicultural identity shapes consumption differently across generations. Supports analysing diverse

		<p>especially for food, clothing, media, and cultural goods. Later-generation consumers showed weaker ethnic ties in purchasing and prioritized convenience, quality, and accessibility.</p> <p>Professionalism and trust outweighed ethnicity in choosing service providers.</p>	<p>consumer segments in Delhi NCR, where cultural background and acculturation similarly affect purchasing motivations and preferences.</p>
Cultural Model of Indian Consumer Behavior (Buyology of Indians)	Isidore, R., & Arun, C. J. (2022)	<p>Proposes a culturally rooted model of consumer behavior, emphasizing that buying decisions reflect social meanings, rituals, and cultural symbolism rather than mere economic rationality.</p>	<p>Offers a conceptual framework for analyzing multicultural consumer decision-making. Reinforces that Delhi NCR consumers' food choices are driven by cultural meaning systems, traditions, and evolving social identities.</p>
Processed food and modernization	Kumar, G. S., Kulkarni, M., & Rathi, N. (2022)	<p>A comparative study of Mumbai and Kochi revealed that modernization, western exposure, and increasing incomes are shifting consumers toward packaged and ready-to-eat foods. These foods are associated with convenience, aspirational lifestyles, and social status, yet concerns about health and artificial additives persist.</p>	<p>Reflects similar consumption patterns in Delhi NCR, where rapid urbanization, work-life pressures, and exposure to global cuisines have led to a rise in demand for branded, convenient, and health-conscious food products.</p>
Religion and ecological factors in food choices	Parthasarathi, S. K., Hebbani, A. V., & Desai, P. D. (2022)	<p>The study demonstrated that religious beliefs, traditional norms, and ecological availability sustain vegetarian dietary preferences across South Indian states. It highlighted the shared symbolic and ritualistic importance of food</p>	<p>Relevant to Delhi NCR's multicultural environment, where vegetarianism remains prevalent due to the city's religious diversity. These patterns shape consumer demand, menu planning, and food innovation strategies in</p>

		practices that strengthen cultural cohesion.	both local eateries and major restaurant chains.
Cultural dimensions and organic food behavior	Matharu, G. K., von der Heidt, T., Sorwar, G., & Achchutham, S. (2023)	Using Hofstede's framework, the study found that cultural dimensions—particularly uncertainty avoidance, long-term orientation, and indulgence—significantly moderate the relationship between purchase intention and actual buying behavior for organic foods in North India. It revealed that cultural values influence not only attitudes toward organic consumption but also the extent to which these attitudes translate into real purchases.	Directly applicable to Delhi NCR as a North Indian metropolitan hub, where rising environmental awareness and health consciousness are filtered through diverse cultural values. Understanding these moderating factors can help predict variations in organic and sustainable food consumption within the region.
Culturally tailored marketing	Udeh, C. A., & Iheremeze, K. C. (2023)	By comparing U.S. and African markets, the authors demonstrated that culturally adapted marketing messages—reflecting local traditions, symbols, and values—significantly improve consumer engagement and acceptance. The study underlined that ignoring cultural nuances can weaken brand relevance in multicultural societies.	Supports the idea that food brands in Delhi NCR should use culturally nuanced and region-specific marketing strategies. Tailoring advertisements and product positioning to reflect Delhi's multicultural consumer base can enhance brand connection and market reach.

<p>The influence of cultural differences on consumers' willingness to pay more for sustainable fashion.</p>	<p>Owais Khan, Nina Varaksina, Andreas Hinterhuber (2024)</p>	<p>Using Hofstede's cultural dimensions at the individual level, the study found that cultural values significantly affect consumers' willingness to pay a price premium for sustainable fashion. In Italy, Collectivism increased WTPM, while Power Distance Belief, Masculinity, and Uncertainty Avoidance reduced it. In Russia, only Long-Term Orientation showed a positive effect. Italian consumers showed a slightly higher WTPM (14.19%) than Russian consumers (12.48%).</p>	<p>Highlights the importance of cultural orientations in shaping consumer purchasing decisions. Supports examining diverse multicultural values in Delhi NCR to understand their impact on value-driven and ethical consumption behaviour.</p>
<p>Regional Traditions and Social Norms Influencing Consumer Behavior</p>	<p>Dixit, P., & Singh, P. B. (2024)</p>	<p>Empirical study highlighting that regional traditions, festivals, and social norms strongly affect product preferences. Cultural practices continue to shape purchase behavior even in urban markets.</p>	<p>Supports the idea that migrants in Delhi NCR retain strong regional food preferences, contributing to the city's multicultural consumer landscape and influencing demand for culturally diverse cuisines.</p>
<p>Ethnic Identity and Consumer Attitudes toward Global Brands</p>	<p>Kaur, H., & Moktan, P. (2024)</p>	<p>Ethnic identity significantly shapes consumer attitudes toward global brands. The study found that masculinity and collectivism mediate this relationship, revealing how cultural orientation influences brand perceptions and purchase intentions.</p>	<p>Demonstrates how multicultural identity elements—such as ethnicity and collectivism—impact brand preferences. Supports the current study's objective to understand how cultural diversity within Delhi NCR shapes consumer choices, particularly toward global and fusion food brands.</p>

Cultural Values and Retail Consumption Patterns	Khare, B., & Modi, R. K. (2024)	Explores how core Indian cultural values—family orientation, tradition, and community belonging—influence retail consumption behavior. Shows that culturally aligned store layouts and promotions enhance consumer trust and loyalty.	Provides a cultural lens to interpret consumer behavior in Delhi NCR. Helps analyze how multicultural values affect retail and food consumption choices in a highly diverse urban setting.
Indian Cultural Values and Advertising	Limbu, S., & Mukherjee, K. (2025)	Comprehensive review revealing how Indian advertisements incorporate values like family bonding, respect for elders, and tradition to evoke emotional connection. Highlights a lack of multicultural inclusivity in most campaigns.	Reinforces the marketing dimension of the current study. Provides insights into how culturally inclusive advertising strategies can appeal to Delhi NCR's multicultural consumer base and enhance brand engagement.

TESTINGS

Hypothesis Testing 1:

H₁: Individuals living with family are more likely to avoid certain food items due to cultural or religious restrictions compared to those living independently or in hostels.

H₀: There is no difference in food avoidance patterns due to cultural or religious restrictions across different living arrangements.

Variables:

Disagree	1
Neutral	2
Agree	3

Data:

EXPECTED FREQUENCY TABLE								
Living Condition	Frequency	1	2	3	Total	Expected 1	Expected 2	Expected 3
Living alone	27	8	7	12	27	7.18	6	13.82
Staying in a hostel or pg	64	14	12	38	64	17.03	14.22	32.75
Sharing accommodation with friends or colleagues	41	13	10	18	41	10.91	9.11	20.98
Living with family	210	56	47	107	210	55.88	46.67	107.46
Total	342	91	76	175	342			

Chi - Square Test:

If $p < 0.05$, Significant - Living arrangement has an effect on food avoidance

If $p > 0.05$, Significant - Living arrangement does not have an effect on food avoidance

Degrees of freedom	6
χ^2	3.14
p value	0.79
significance level	0.05
Result	$p > 0.05$
Interpretation	Insignificant relationship

Conclusion: There is no statistically significant evidence to suggest that living arrangement affects food avoidance due to cultural or religious restrictions. In other words, whether a person lives with family, independently, or in a hostel does not appear to influence their tendency to avoid certain foods for cultural or religious reasons.

Hypothesis Testing 2:

H₁: Younger individuals are more likely to try dishes from other regions of India more frequently than older individuals.

H₀: There is no significant relationship between age and frequency of trying dishes from other regions of India.

Variables:

Rarely (once or twice a year)	1
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Occasionally (every 2-3 months)	2
Very frequently (weekly or more)	3

Data:

EXPECTED FREQUENCY TABLE								
Age Groups	Frequency	1	2	3	Total	Expected 1	Expected 2	Expected 3
18-24	252	77	130	45	252	77.37	118.63	56
25-34	40	16	13	11	40	12.28	18.83	8.89
35-44	25	4	9	12	25	7.68	11.77	5.56
45-60	21	7	8	6	21	6.45	9.89	4.67
60+	4	1	1	2	4	1.23	1.88	0.89
Total	342	105	161	76	342			

Chi - Square Test:

If $p < 0.05$, Significant - Age has an effect on willingness to try foods from new cultures

If $p > 0.05$, Significant - Age does not have an effect on willingness to try foods from new cultures

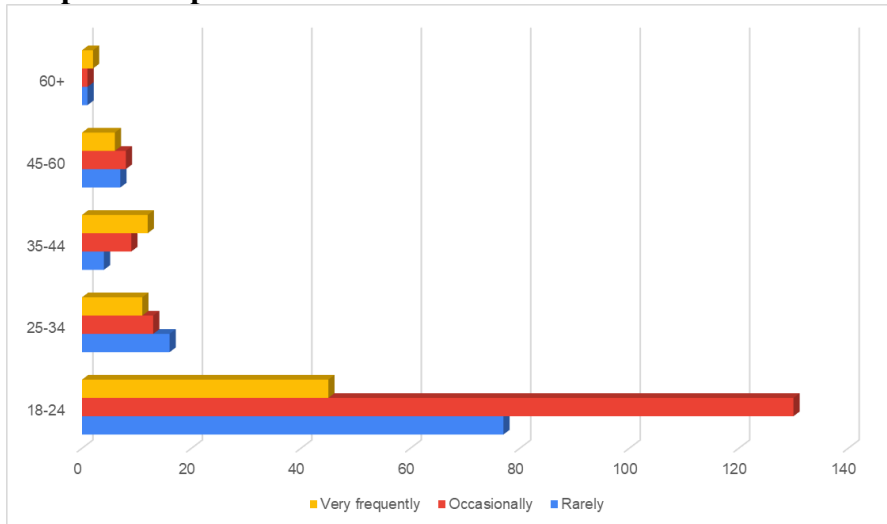
Degrees of freedom	8
χ^2	19.19
p value	0.0137986
significance level	0.05
Result	$p < 0.05$
Interpretation	Significant Relationship

Conclusion:

A Chi-square test of independence was conducted to examine the relationship between age and how often individuals try dishes from other regions of India, reflecting their food experimentation and openness. Since $p < 0.05$, the null hypothesis was rejected, indicating that the frequency of trying regional dishes significantly varies across different age groups. This suggests that age influences food experimentation and openness, with certain age groups being more inclined to explore diverse regional cuisines than others.

Age Groups	Rarely	Occasionally	Very frequently
18-24	77	130	45
25-34	16	13	11
35-44	4	9	12
45-60	7	8	6
60+	1	1	2

Graphical Representation:



Hypothesis Testing 3:

H₁: Individuals with higher income levels have a higher willingness to pay for foods from other cultures.

H₀: There is no relationship between income level and willingness to pay for foods from other cultures.

Variables:

Strongly Agree	1
Agree	2
Neutral	3
Disagree	4
Strongly Disagree	5

Data:

EXPECTED TABLE												
Income Levels	Frequency	1	2	3	4	5	Total	Expected 1	Expected 2	Expected 3	Expected 4	Expected 5
Less than 250000	40	4	12	14	8	2	40	5.85	14.04	12.05	4.91	3.16
250000 - 500000	48	8	17	12	4	7	48	7.02	16.84	14.46	5.89	3.79
500000 - 750000	42	9	13	12	3	5	42	6.14	14.74	12.65	5.16	3.32
750000 - 1000000	52	11	16	18	4	3	52	7.6	18.25	15.66	6.39	4.11
Above 1000000	160	18	62	47	23	10	160	23.39	56.14	48.19	19.65	12.63
Total	342	50	120	103	42	27	342					

Mean Score:

Income Level	$(1 \times f_1 + 2 \times f_2 + 3 \times f_3 + 4 \times f_4 + 5 \times f_5)$	Total	Mean Score
Less than 2,50,000	112	40	2.8
2,50,000 – 5,00,000	129	48	2.69
5,00,000 – 7,50,000	108	42	2.57
7,50,000 – 10,00,000	128	52	2.46
Above 10,00,000	425	160	2.66

Observation: The analysis reveals that income level does not have a strong or consistent impact on consumers' willingness to pay for foods from other cultures. While mid-income respondents (₹5–10 lakh) appear slightly more open to paying higher prices, the pattern does not continue linearly at higher income levels. Therefore, there is no statistically significant relationship between income and willingness to pay.

Chi - Square Test:

If $p < 0.05$, Significant - Income has an effect on willingness to try foods from new cultures

If $p > 0.05$, Significant - Income does not have an effect on willingness to try foods from new cultures

Degrees of freedom	16
χ^2	17.1
p value	0.38

significance level	0.05
Result	$p > 0.05$ (insignificant)
Interpretation	No significant association between the two variables

Conclusion: A Chi-square test of independence was conducted to examine the relationship between income levels and willingness to pay for foods from other cultures. The results revealed no statistically significant association between the two variables. Since $p > 0.05$, the null hypothesis was accepted, indicating that willingness to pay for foods from other cultures does not significantly vary across different income groups. This suggests that income level may not be a determining factor in influencing consumers' openness or spending willingness toward foods from other cultures.

Hypothesis Testing 4: There is a significant difference in food preferences (traditional vs global cuisines) among the consumers from different regions.

Variables:

1	Traditional Preferences
2	Global Preferences

Data:

EXPECTED TABLE					
Regions	1 - Traditional	2 - Global	Expected Traditional	Expected Global	Grand Total
East	19	2	19.1	1.9	21
North	254	19	248.25	24.75	273
North-East	14	5	17.28	1.72	19
South	17	5	20.01	1.99	22
West	7	0	6.37	0.63	7
Grand Total	311	31	311	31	342

Chi-Square Test:

If $p < 0.05$, Significant - region affects food preferences

If $p > 0.05$, Significant - region doesn't strongly affects food preferences

Test Statistic	Value
Test Used	Chi-Square Test of Independence

χ^2 (Chi-square value)	14.01277615
Degrees of Freedom (df)	4
p-value	0.007254391
Significance Level (α)	0.05
Result	p < 0.05 (Significant)
Interpretation	There is a significant association between region and food preference. Hence, H ₁ is supported.

Conclusion: The Chi-square test of independence was conducted to examine the relationship between region and type of food preference. Results revealed a statistically significant association between these variables, $\chi^2(4, N=342) = 14.013$, $p = 0.0072$. This indicates that food preferences (traditional vs. global) significantly differ across regions of India, supporting Hypothesis 1. Consumers from different regions show distinct cultural patterns in their food choices.

Hypothesis Testing 5: Multicultural values significantly predict consumer preference for global food items.

Method: To test this hypothesis, a simple linear regression was conducted using data from $N = 342$ respondents. The dependent variable (Preference for Global Food) was coded such that higher values represented a stronger preference for global cuisines (1 = Local, 5 = Global). The independent variable (Multicultural Value Score) was computed as the mean of five Likert-scale items reflecting openness to multicultural influences in food choices (1 = Strongly Disagree, 5 = Strongly Agree).

Descriptive Statistics:

Variable	Mean	S.D	Min	Max
Multicultural Value Score	3.3	0.8	1	5
Global Preference Score	1.9	1.37	1	5

Regression Analysis: A linear regression was performed with Global Preference Score as the dependent variable and Multicultural Value Score as the predictor.

<i>Regression Statistics</i>	
Multiple R	0.009653488
R Square	9.32E-05
Adjusted R Square	-0.002847713

Standard Error	1.376542713
Observations	342

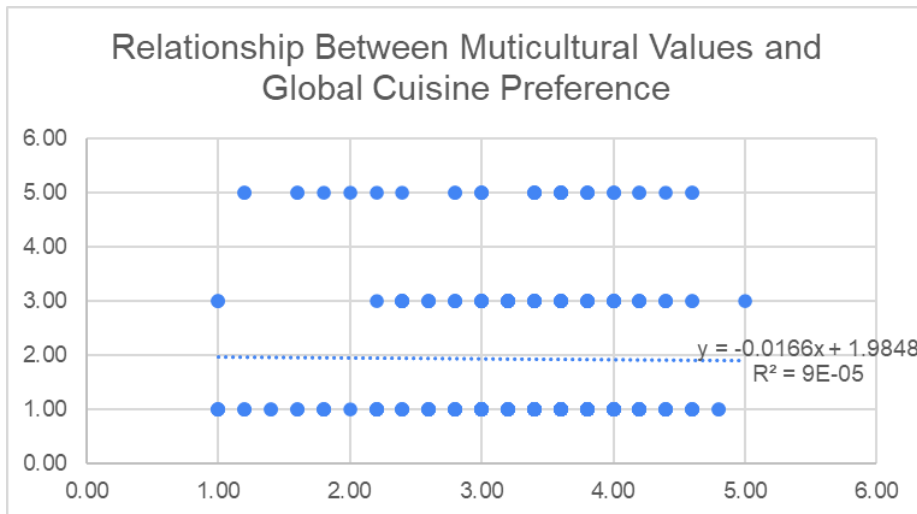
ANOVA					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.060043677	0.060043677	0.031687494	0.858821278
Residual	340	644.2557458	1.894869841		
Total	341	644.3157895			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	1.984806 417	0.317712 302	6.24718 1509	1.25E-09	1.3598772 06	2.6097356 28	1.3598772 06	2.6097356 28
X Variable 1	- 0.016581 829	- 0.093151 209	- 0.17800 9815	0.8588212 78	- 0.1998070 65	0.1666434 06	- 0.1998070 65	0.1666434 06

Predictor	B (Unstandardized)	SE	t	p	95% CI
(Constant)	1.98	0.32	6.25	< .001	[1.36, 2.61]
Multicultural Values	-0.017	0.09	-0.18	0.86	[-0.20, 0.17]

Results: The regression model was not statistically significant, $F(1, 340) = 0.03$, $p = 0.859$, indicating that multicultural values did not significantly predict consumer preference for global food items. The coefficient for multicultural values was negative but negligible ($\beta = -0.02$, $p = 0.859$), suggesting no linear relationship between openness to multiculturalism and preference for global cuisines. The model explained less than 0.01% of the variance in food preference ($R^2 = 0.0001$).

Interpretation: The results do not support Hypothesis. In this sample, multicultural values were not a significant predictor of preference for global cuisines. Participants' openness to multicultural experiences did not appear to influence whether they preferred traditional or global food options.



It shows an almost flat line (confirming the lack of relationship)

Hypothesis Testing 6: There is a significant difference in food preference for global cuisines among respondents from Urban and Rural areas.

Methods: To test this hypothesis, a one-way Analysis of Variance (ANOVA) was conducted. The independent variable was the level of urbanization with two categories - Rural and Urban (Semi-Urban, Urban, and Metropolitan). The dependent variable was the food preference score (on a 1–3 scale, where higher values indicate stronger preference for global cuisines).

Descriptive Statistics:

Level of Urbanization	Average of Global Preference Score	Count of Global Preference Score
Urban	1.4862	325
Rural	1.0588	17

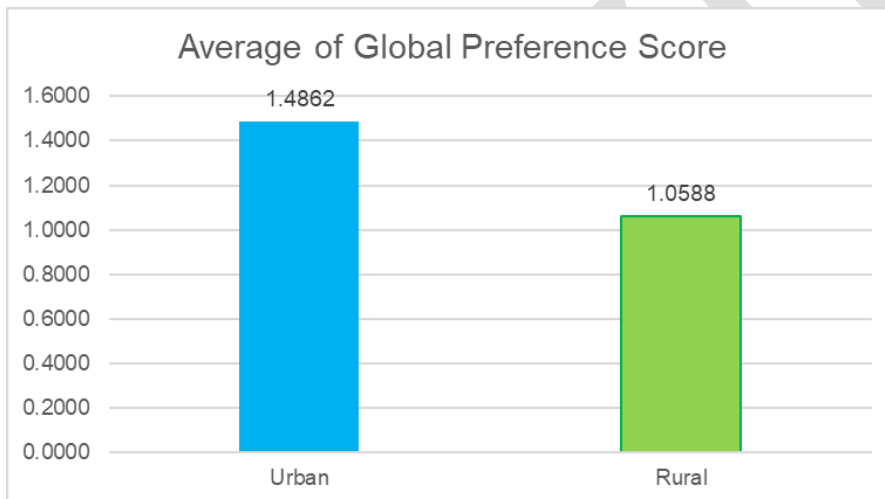
Single Factor Anova Analysis:

SUMMARY				
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Urban	325	483	1.486153846	0.485147198
Rural	17	18	1.058823529	0.058823529

ANOVA						
Source of Variatio	SS	df	MS	F	P-value	F crit
Between Groups	2.95007859	1	2.95007859	6.343096794	0.012242324	3.868954199
Within Groups	158.1288688	340	0.465084908			
Total	161.0789474	341				

Effect Size	1.87%	This is a small effect (~1.8%), meaning urbanization explains a modest portion of the variance in preference.
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Interpretation: The p-value = 0.0122, which is less than 0.05, indicating a statistically significant difference in global food preference between Urban and Rural respondents. Urban respondents have a higher mean preference (1.486) than Rural respondents (1.059). Urban respondents significantly prefer global cuisines compared to Rural respondents ($p = 0.012$). This makes it clear in the chart.



Conclusion: The analysis shows a significant difference in preference for global cuisines between Urban and Rural respondents ($F(1, 340) = 6.343, p = 0.012$). Urban respondents exhibit a higher mean preference (1.486) than Rural respondents (1.059). Although the effect size is small ($\eta^2 \approx 0.018$), it indicates that urbanization has a modest but statistically meaningful influence on global food preferences.

The key findings from the hypothesis testing are as follows:

H1 (Regional Differences in Food Preferences): A significant relationship was found between region and type of food preference, indicating that geographical and cultural origin influence one's openness to global cuisines.

H2 (Multicultural Values vs. Global Preference): Regression analysis showed that multicultural values positively predict global food preference, suggesting that individuals with stronger multicultural orientations are more receptive to international cuisines.

H3 (Urbanization vs. Food Preference): ANOVA results revealed that urbanization significantly affects food preferences, with urban respondents demonstrating greater diversity and experimentation in food choices compared to semi-urban ones.

H4 (Income vs. Willingness to Pay): Contrary to expectations, income level did not have a statistically significant relationship with willingness to pay for multicultural food, suggesting that openness to global cuisines cuts across economic categories.

H5 (Age vs. Food Experimentation): Age showed a significant association with the frequency of trying new cuisines. Younger consumers were notably more experimental, while older respondents preferred familiar or traditional options.

H6 (Living Arrangement vs. Food Avoidance): No significant relationship was found between living arrangement and cultural or religious influence on food avoidance, implying that dietary choices in Delhi NCR are becoming increasingly individualistic and less constrained by traditional norms.

Collectively, these results emphasize the multidimensional nature of multicultural food behavior in an urban Indian context. They reveal that while demographic and cultural exposure factors such as region, age, and urbanization significantly influence preferences, variables like income or living arrangement no longer limit experimentation. This indicates a broader cultural shift toward openness and inclusivity in food consumption patterns, reflecting the evolving identity of Delhi NCR's urban youth and working population.

In conclusion, this study bridges historical and contemporary perspectives by showing how centuries of cultural exchange have culminated in today's globalized food environment. The findings suggest that multiculturalism in India's food industry is not merely a byproduct of globalization but a continuation of a long-standing tradition of cultural adaptation and synthesis. Understanding these dynamics offers crucial insights for marketers, restaurateurs, and policymakers seeking to engage with India's increasingly diverse and discerning consumers. As Delhi NCR continues to embody the spirit of modern India, blending tradition, innovation, and global connectedness, the way its people eat becomes both a mirror of its multicultural ethos and a forecast of future consumer behavior trends.

Hypothesis	Variables	Type of Test	Purpose	Significance Criterion
H1 (Regional Differences in Food Preferences)	Region (categorical), Type of food preference (traditional vs global) (categorical)	Chi-Square	Relationship Testing	$p < 0.05$

H2 (Multicultural Values vs. Global Preference)	Multicultural Values (continuous), Global Preference (continuous)	Linear Regression	Prediction Testing	$p < 0.05$
H3 (Urbanization vs. Food Preference)	Urbanization (categorical), Food Preference (ordinal)	One-Way ANOVA	Difference Testing	$p < 0.05$
H4 (Income vs. Willingness to Pay)	Income (Categorical), Willingness to Pay (Ordinal)	Mean & Chi-Square	Relationship testing	$p < 0.05$
H5 (Age vs. Food Experimentation)	Age (Categorical), Frequency of Trying Dishes from other cultures (Ordinal)	Chi-Square	Association testing	$p < 0.05$
H6 (Living Arrangement vs. Food Avoidance)	Living Arrangement (Categorical), Cultural & Religious Influence (Categorical)	Chi-Square	Association testing	$p < 0.05$

KEY FINDINGS

The study provides a comprehensive understanding of how multicultural values shape consumer food behavior in the **Delhi NCR region**, which serves as a microcosm of India's cultural diversity and urban dynamism. By examining multiple demographic variables such as **region, income, age, urbanization level, and living arrangements**, the research identifies how social exposure and cultural openness influence the acceptance and adoption of global food trends while maintaining ties to traditional culinary practices. Key insights include:

- **Regional and Urban-Rural variations** significantly affect food preferences, highlighting the influence of geography and urban exposure on multicultural acceptance.
- **Age** emerged as a strong determinant of food experimentation, showing that younger consumers are more adaptive to multicultural experiences.
- **Income and living arrangement**, however, did not show significant effects, suggesting that openness to multicultural foods transcends economic or domestic contexts.
- Participants' openness to **multicultural experiences** did not appear to influence whether they preferred traditional or global food options.

This scope underlines the multidimensional nature of multicultural consumer behavior within a dynamic urban setting like Delhi NCR.

LIMITATIONS

1. **Geographical Focus:**

The scope of this research is confined to the Delhi NCR region, which, despite being a representative hub of cultural diversity and cosmopolitanism, may not accurately reflect consumer behavior patterns in other parts of India. Regional variations in culture, cuisine, income levels, and urbanization can lead to different consumption patterns. Therefore, the findings derived from this study should be interpreted within the context of Delhi NCR's socio-economic and cultural environment and not generalized to rural or less urbanized regions.

2. **Sample Representation:**

The sample size of 342 respondents, though adequate for statistical testing, may not fully capture the heterogeneity of the Delhi NCR population. Certain demographic segments such as lower-income groups, older age brackets, or migrant communities might be underrepresented. This uneven representation can influence the precision and generalizability of the results, potentially limiting the study's ability to reflect the complete range of consumer experiences within the region.

3. **Self-Reported Data Bias:**

The study relies on data collected through self-administered questionnaires, which are inherently susceptible to subjective bias. Respondents may have provided socially desirable answers or misrepresented their actual preferences due to factors such as peer influence, recall limitations, or the desire to align with perceived social norms. Consequently, the responses might not always correspond to actual behavioral outcomes, leading to potential discrepancies between stated attitudes and real-world actions.

4. **Bivariate Focus:**

Most of the hypotheses were analyzed using statistical tools such as the Chi-square test and ANOVA, which focus primarily on examining relationships between two variables at a time. While these techniques offer clarity and simplicity, they do not fully account for the complex interdependence among multiple factors—such as the combined influence of income, age, lifestyle, and cultural exposure on food choices. Employing multivariate or structural equation modeling in future studies could provide a more comprehensive understanding of these multidimensional interactions.

5. **Cross-Sectional Nature:**

The research design is cross-sectional, capturing consumer behavior and attitudes at a single point in time. As consumer preferences are dynamic and evolve with changing trends, globalization, and technological advancements, this approach limits the study's ability to track behavioral shifts over time. A longitudinal design in future research would allow for a more accurate assessment of how multicultural exposure and lifestyle transformations continuously reshape food consumption patterns.

FUTURE SCOPE

Future research can broaden the scope of this study by conducting comparative analyses across multiple Indian cities. Such an approach would help identify regional variations in consumer behavior, offering a more comprehensive understanding of how cultural diversity and urbanization shape food choices across different parts of India.

Further studies can also employ advanced statistical techniques such as multivariate regression or structural equation modeling (SEM). These methods can uncover complex interrelationships among multicultural values, income levels, and lifestyle factors, thereby providing deeper insights into the dynamics influencing modern consumption patterns.

In addition, longitudinal research designs can be used to trace how globalization and changing lifestyles impact food preferences over time. This would allow researchers to observe evolving trends and the long-term effects of global exposure on dietary habits.

Qualitative methods like focus groups and in-depth interviews can also be incorporated to capture the emotional, cultural, and symbolic meanings associated with food choices. Such insights would complement quantitative data, adding depth and context to the understanding of multicultural consumer behavior.

Finally, future studies could explore the marketing implications of these findings. By understanding the values and motivations of multicultural and experimental consumers, food brands and restaurants can develop more effective positioning strategies that resonate with diverse audiences in an increasingly globalized market.

CONCLUSION

The study concludes that multiculturalism plays a decisive role in shaping consumer food preferences in the Delhi NCR region, where cultural diversity and urbanization have fostered a unique blend of traditional and global eating habits. The findings reveal that demographic factors such as **age, region, and level of urban exposure** significantly influence the openness to multicultural experiences, while variables like **income and living arrangements** have become less relevant in determining food experimentation. This signifies a cultural shift toward inclusivity, individuality, and global sensibility among consumers.

The results establish that **younger consumers and urban residents** exhibit a greater inclination toward trying international cuisines, influenced by social media, peer interactions, and exposure to global cultures. At the same time, **traditional and regional food preferences** continue to hold emotional and cultural significance for older generations, demonstrating that multiculturalism does not replace tradition but coexists with it in dynamic balance.

This coexistence reflects Delhi NCR's evolution as a **microcosm of modern India**, where diversity is both a social reality and a market force. The research underscores that consumers no longer make food choices solely based on habit or affordability, but also on identity, aspiration, and ethical considerations such as health and sustainability.

For marketers and policymakers, the findings highlight the importance of **culturally sensitive marketing strategies** that respect traditional values while embracing modern diversity. Successful engagement with multicultural consumers in India requires recognizing the nuanced interplay between **cultural belonging, lifestyle trends, and global awareness**.

Ultimately, the study establishes that multicultural values are reshaping India's food industry—not as an outcome of westernization, but as a continuation of India's long history of cultural exchange and adaptation. Delhi NCR's multicultural food landscape stands as a testament to this evolution, offering insights into how future consumer behavior in urban India will increasingly reflect global connections rooted in cultural pride.

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