



A Study on Consumer Preference towards the Usage of Malabar Cuisine in Coimbatore City

Sindhu V^a, Agila Sulthana M^b

^a Assistant Professor, Sri Krishna Adithya College of Arts and Science, Coimbatore-641042, India

^b Student, Sri Krishna Adithya College of Arts and Science, Coimbatore-641042, India

ABSTRACT

Cuisine has an indisputable role in shaping the identity of a region. Food represents happiness, contentment, and prosperity, apart from fulfilling its primary role of ensuring sustenance. The food habits of people are inseparably related to the socio-cultural and economic conditions of their region. The cuisine of a place evolves through time as does its language, rituals, practices, and beliefs. Malabar cuisine is a culinary style originated in Kerala, a state on the southwestern Malabar coast of India. Kerala cuisine offers a multitude of both vegetarian and non-vegetarian dishes prepared using fish, poultry, and red meat with rice as a typical accompaniment. Chillies, curry leaves, coconut, mustard seeds, turmeric, tamarind, asafoetida, and other spices are also used in the preparation. The Malabar region of Kerala, constituting the districts of Palakkad, Malappuram, Kozhikode, Kannur, Wayanad, and Kasargode has a rich variety of food that is unique to the region. Its culinary traditions were influenced and shaped by a number of factors such as rural food practices, foreign influences that reached its shores through trade and invasions, and also internal and external migrations.

Keywords: Cuisine, Kerala, Malabar

1. Introduction

Malabar cuisine comprises the food that exists among its different religious and caste groups like the tribal communities and other communities like the Gujarati, Tulu, Tamil, etc who have settled here. Numerous food items have found their place on the dinner tables of Malabar in the last one hundred years. The Malabar cuisine also has a good number of seafood dishes to its credit. From the ancient times, the Malabar Coast had been a major trading centre in connection with the Middle East and other Arab countries. Blessed with unique richness such as cardamom, cinnamon, ginger, turmeric and pepper, Kerala was the spice garden of ancient world, for which traders from distant countries travelled great distances by sea. With a unique blend of natural flavours, the ethnic fare of Malabar is rich and distinctive due to the confluence of Arab, Brahmin, Chirakkal and Zamorin influences. The Malabar culinary tradition was notable not just for its food but also for the way it was consumed. In Muslim joint families, the elders and children used to have food together. People would sit around the same plate and have food using their hands or spoons made of coconut shells. This practice, which must have come from the Arab traders who settled here, was prevalent until recently, and not just in households. It was commonly practised during the yearly commemoration festivals and also at wedding feasts.

1.1. Statement of problem

Even though the Malabar cuisine is rich in its flavour, the people living other than in Malabar region is not mostly aware of its speciality. In Coimbatore, this Malabar cuisine is a growing up one. Some consumers feel that these dishes are expensive, because of the price list offered by the Malabar restaurants that are getting opened in their area. There are various cuisines in the society that are not dominated by the Malabar cuisine. So, consumers prefer those cuisines as usual instead of Malabar cuisine as those cuisines overlaps the existence of Malabar cuisine due to the pricing feature and unawareness of the same. As this is influenced by Arabs and mostly consists of non-vegetarian varieties, the preference of vegetarians of the region will not be in favour of this cuisine.

1.2. Objectives of the study

- To know the consumers awareness about the Malabar cuisine.
- To analyze the consumers expectation towards the usage of Malabar cuisine.
- To study the impact of Malabar cuisine in Coimbatore city.
- To know the level of satisfaction towards Malabar cuisine.

1.3. Scope of the study

The study shows how rich and distinct is the flavour of Malabar cuisine and helps to understand the impact of Malabarian elements in the prevailing cuisine of Coimbatore city. The study helps to understand the usage of Malabar cuisine in various aspects like seasons, festivals, and other special occasions. This distinguishes the Malabar cuisine from various other cuisines prevalent in the region.

1.4. Limitations of the study

- Data was collected from the limited location of Coimbatore city.
- The survey has been conducted among 157 respondents only.
- Accuracy of the study is purely based on the information as given by the respondents.
- Time constraint has prohibited from going bottomless into the subject.
- Resource constraint has limited from going in depth into the subject.

2. Review of Literature

- 1) Tulasi Srinivas (2011) stated that North American eateries serve curries and rice, tandoori chicken, naan, and chicken tikka masala (said to be invented in Glasgow), while the Japanese make karai and rice, demonstrating the attractiveness of “exotic” India’s cultural power and reach. In India as elsewhere, food culture is shaped by climate, land, and access to natural resources. The food system emphasizes eating agricultural and natural produce “in season,” such as mangoes and local greens during the summer, pumpkins during the rainy monsoon months, and root vegetables during the winter months. This emphasis is based upon a belief that in-season foods are more potent, tastier, and of greater nutritional value, although the year-round availability of many foods due to technology are beginning to change eating habits.
- 2) Ravi Aravind Palat (2015) reports that despite being called ‘Indian restaurants’, the family-run curry houses that are characteristic of high streets in Britain are primarily run by Bangladeshi and Pakistani migrants. The emergence of wealthy and highly-credentialed Indians and British-born Asians has led to the rise of upmarket eateries and to a sharp bifurcation in diasporic communities. There was an evolution of these restaurants in Britain to colonial history, migration after Independence and contemporary political changes.
- 3) Sunil Mangalassary (2015) declares that Indian cuisine has gained a primary place, especially in the Western world as a result of globalization and other factors such as immigration, availability of recipes on the web and increased tourism activities. From ‘chicken tikka masala’ becoming the national dish of Britain to many Indian recipes appearing on various international flights, Indian food items have secured their place on the new global menu. Indian cuisine has evolved over the years and it has a strong connection to its culture, history, and geography. The dietary patterns have also evolved based on various religious practices. Undoubtedly, the well-known Indian traditional medicinal system, Ayurveda had exerted a strong influence on many Indian food recipes and eating patterns. The cultivation and availability of various types of spices and their extensive use in many recipes has always been a predominant feature of Indian food. In addition to the traditional recipes, many new modifications are happening to Indian cuisine in order to accommodate the fast-food culture. With new research in the field of nutrition claiming excellent health benefits for many ingredients used in Indian food and many people across the globe acquiring the taste of Indian recipes, the cuisine of India is going to gain greater popularity in the future.
- 4) International Research Journal of Management Sociology & Humanities (2016) reported that India is the country of unity in diversity and the diversity is not only in the religion, caste, colour but also in the delicious cuisines. The cuisines reflect the culture of Indian people and the reason of diversity in food is not only the culture and region but also the availability of spices, staple foods, vegetables, fruits, etc. in the different areas of the country. Indian Cuisines varies region to region. Every state has a different way of eating and preparing food like in eastern parts food is cooked in mustard oil, in southern parts of India food is prepared in coconut oil. These cuisines are not popular only in India but also in foreign countries. The food reflects the culture of India because we know every festival of India is tending to complete only when some special dishes are prepared for the festival or particular occasion. Kerala is known as the “Land of Spices” because Kerala trades spices with Europe. As coconuts grow in large amount in Kerala so it is used widely in all dishes.
- 5) Ashis Nandy (2016) states that culinary changes and modes of public dining are undergoing rapid changes in India and have begun to reflect some of the new strands in the culture of Indian politics. A national cuisine may not have emerged but some pan-Indian trends are visible. Even a rudimentary fast-food culture is crystallising out of familiar regional preparations. Simultaneously, new concepts of what kind of food can be served on formal occasions and of cuisines that can or cannot provide effective restaurant fare are changing the relationships between different regional cuisines.
- 6) Rob Law (2017) declares that dining is an essential tourism component that attracts significant expenditure from tourists. Tourism practitioners need insights into the dining behaviours of tourists to support their strategic planning and decision making. Traditional surveys and questionnaires are time consuming and inefficient in capturing the complex dining behaviours of tourists at a large scale. Dining is one of the top five tourist activities on leisure trips and it plays a central role in travel experience, as all tourists need to eat when they travel. Food products also attract

significant expenditure from tourists, accounting for a quarter to a third of their overall spending. Recently, interest on food experience in tourism research has been growing, and tourism practitioners are demanding insightful understanding of the dining behaviours and preferences of tourists to improve decision making in areas such as marketing and customer relationship management.

- 7) Nadeem Ahmed (2018) in their study “Indian food is exceptional from rest of the world not only in taste but also in culinary procedures, which reflects a perfect blend of various cultures and ages. Indian culinary procedures involved in preparation of Indian meat recipes, incur heavy processing and profound use of spices. In parts, the authentication of processed ingredients present in the food is a major concern to ensure food safety and quality as well as for certification. There is a growing demand for the enhancement of quality controls, hence addressing scientific research towards the development of reliable molecular tools for food traceability.”
- 8) Jordan Kocovski, St.Kliment Ohridski University (2020) in their study, “The thing that pushes apart traditional from national food is the fact that the national food is referring to the current foodways including newly accepted ones, while traditional food always refers to the practices that have been passed on from generation to generation. These changes are happening due to the new ways of living that come with the progress and modernization. A great example is the process of globalization which broths cultures closer together. Due to this process new products were introduced in different cuisines that slowly became part of their cooking habits, thus changing the traditional foodways and becoming part of one’s national cuisine”.
- 9) Michael Risteski, St.Kliment Ohridski University (2020) suggested that one of the most important sociological factors is the taste of the individual as a group. It means that each individual has a specific taste of his own, preferences characteristic for one. Most of these preferences in a society are coming through the process of growing up and education by the parents, friends, relatives, friends and such, that shape the taste of the person to fit the taste of the community. This taste can simultaneously change at more individuals that can further influence the change of taste within the community. The national cuisine changes when this happens.
- 10) Yadu Suresh (2021) states that the cuisine of a place is the result of an evolution and contributions of different people who have passed through the region. The culinary legacy of Malabar, which we discussed here is also the resultant of a resplendent long-term interaction which still continues exuberantly between the people of Malabar and the Arab region. The degree of interaction between two cultures is a major concern, because it revolutionized both the cuisine and the society. It shows as the life story of the men and women who make up not just the cuisine, but this prosperous and egalitarian society, where different cultures coexist harmoniously without overlapping or posing any threat to each other’s existence. Malabar culinary culture is moving beyond from simply being recognized for well-known feasts and wholesome food to embracing the modern gastronomy, designed to bring people and culture together. The products and dishes that are considered essential in Malabar cuisine today are, in fact, borrowings from other lands that have assimilated over time. This exchange of ideas, cultures and traditions still continues.

3. Analysis and Interpretation of Data

3.1. Area of the study

The area of study is confined to Coimbatore City.

3.2. Source of data

The study uses only primary data confined questionnaire that have been prepared and collected from various consumers. Primary research is done to gather original data required for the research. Secondary data are collected from websites, books, journals, etc.

3.3. Sample size

Convenient sampling method is applied. 157 questionnaires were collected from different consumers.

3.4. Statistical tools

Tools used for the study are as follows.

- Simple Percentage Method
- Rank Analysis

I. Simple Percentage Method

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitates relative comparison. In the percentage analysis method, percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the sample size.

Formula:

$$\text{Simple percentage} = \frac{\text{No. Of. Respondents}}{\text{Sample Size}} \times 100$$

Table 3.1.1

Table showing the gender of the respondents

Gender	Frequency	Percentage
Male	72	46
Female	85	54
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 46% of the respondents are male and 54% of the respondents are female.

Chart 3.1.1

Chart showing the gender of the respondents

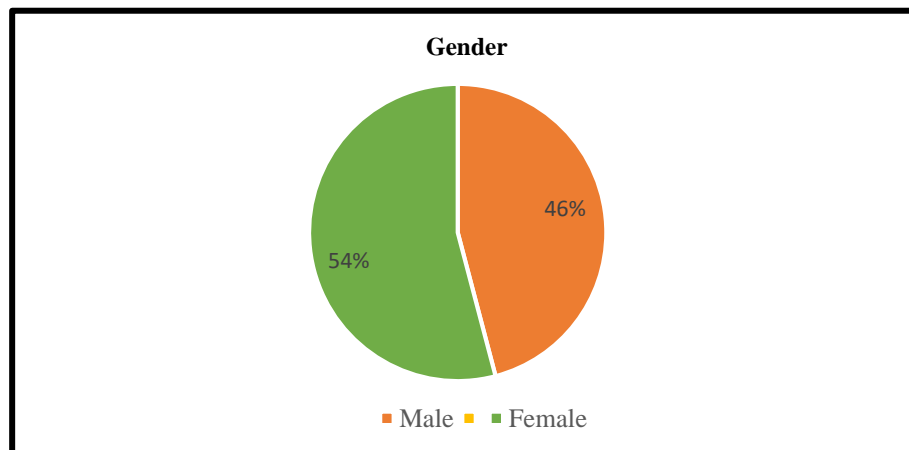


Table 3.1.2

Table showing the age of the respondents

Age (in years)	Frequency	Percentage
15 - 20	95	61
21 - 30	47	30
31 - 40	13	8
Above 40	2	1
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 61% of the respondents are in the age of 15 – 20, 30% of the respondents are in the age of 21 – 30, 8% of the respondents are in the age of 31 – 40, and 1% of the respondents are in the age of above 40.

Chart 3.1.2

Chart showing the age of the respondents

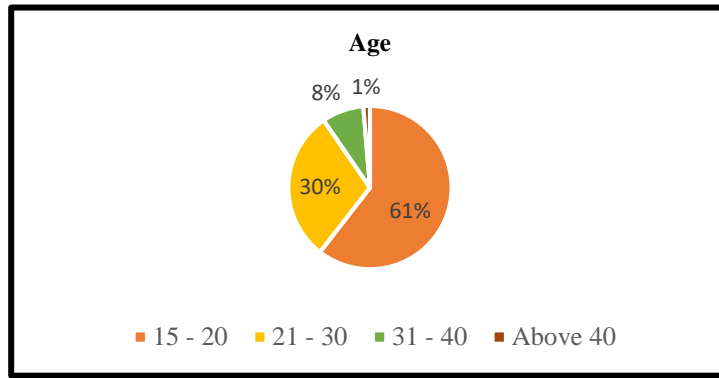


Table 3.1.3

Table showing the educational qualification of the respondents

Educational Qualification	Frequency	Percentage
SSLC	37	23
HSC	23	15
UG	75	48
PG	22	14
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 23% of the respondents are in the SSLC, 15% of the respondents are in HSC, 48% of the respondents are in UG, and 14% of the respondents are in PG.

Chart 3.1.3

Chart showing the educational qualification of the respondents

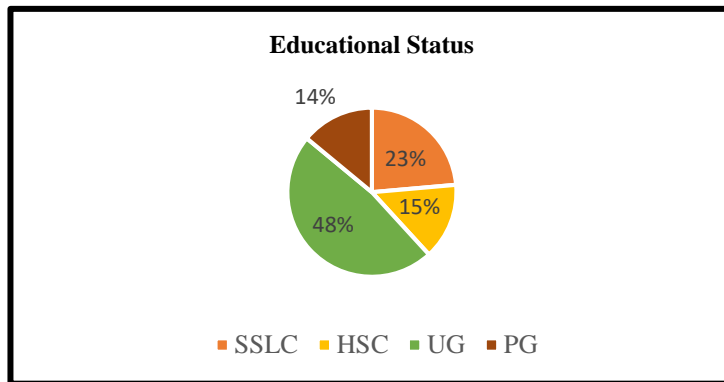


Table 3.1.4

Table showing the occupational status of the respondents

Occupational Status	Frequency	Percentage
Student	122	78
Professional	20	13
Self employed	13	8
House wife	2	1
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 78% of the respondents are students, 13% of the respondents are professionals, 8% of the respondents are self-employed, and 1% of the respondents are house wives.

Chart 3.1.4

Chart showing the occupational status of the respondents

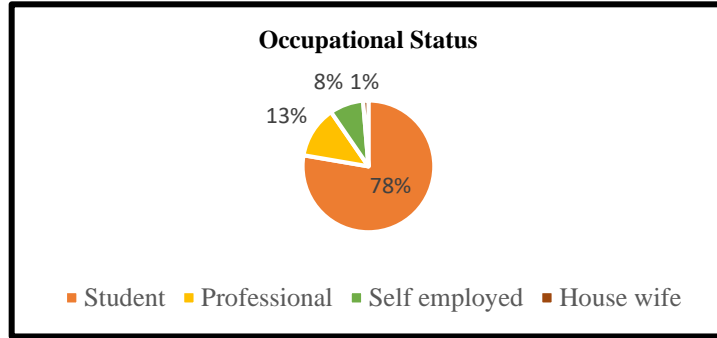


Table 3.1.5

Table showing the area of residence of the respondents

Area of Residence	Frequency	Percentage
Rural	74	47
Urban	83	53
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 47% of the respondents are in rural area and 53% of the respondents are in urban area.

Chart 3.1.5

Chart showing the area of residence of the respondents

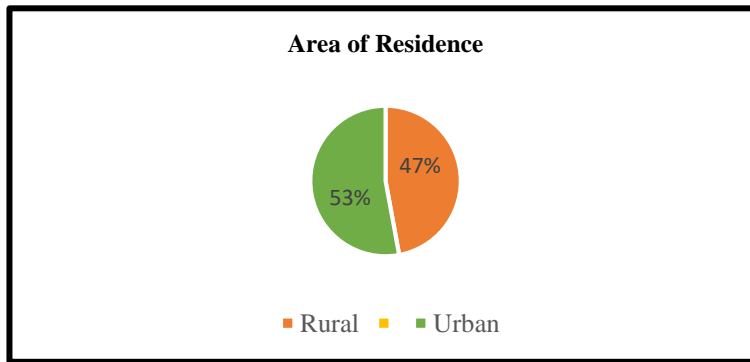


Table 3.1.6

Table showing the monthly income of the respondents

Monthly Income	Frequency	Percentage
< Rs.10000	95	60
Rs.10000 – Rs.25000	28	18
Rs.25000 – Rs.50000	20	13
> Rs.50000	14	9
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 60% of the respondents are earning income below Rs.10000, 18% of the respondents are earning income of Rs.10000 – Rs.25000, 13% of the respondents are earning income of Rs.25000 – Rs.50000, and 9% of the respondents are earning income above Rs.50000.

Chart 3.1.6

Chart showing the monthly income of the respondents

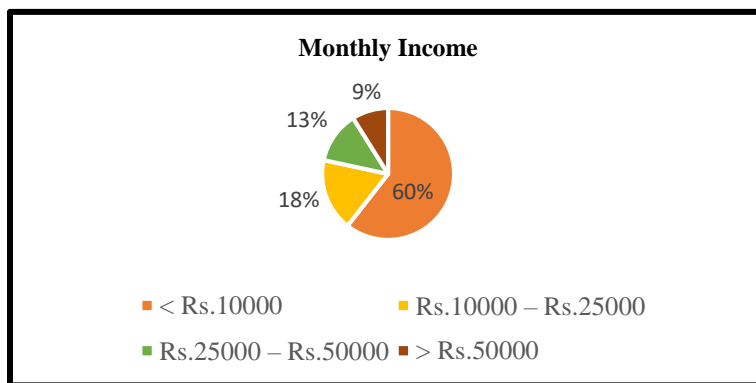


Table 3.1.7

Table showing the awareness about Malabar Cuisine

Awareness about Malabar Cuisine	Frequency	Percentage
Digital marketing	74	47
Pamphlets	24	15
Brochures	19	12
Word of mouth	40	26
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 47% of the respondents are aware about Malabar Cuisine through Digital marketing, 15% of the respondents are aware about Malabar Cuisine through Pamphlets, 12% of the respondents are aware about Malabar Cuisine through Brochures, and 26% of the respondents are aware about Malabar Cuisine through word of mouth.

Chart 3.1.7

Chart showing the awareness about Malabar Cuisine

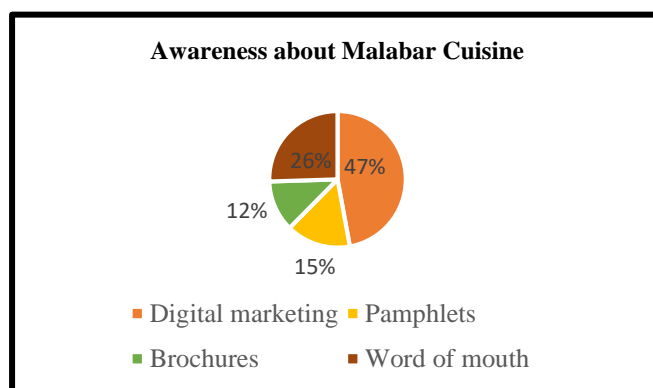


Table 3.1.8

Table showing the most preferred Cuisine

Most preferred Cuisine	Frequency	Percentage
Malabar Cuisine	96	61
Chettinad Cuisine	45	29
Chinese Cuisine	8	5
Arabian Cuisine	8	5
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 61% of the respondents prefer Malabar Cuisine, 29% of the respondents prefer Chettinad Cuisine, 5% of the respondents prefer Chinese Cuisine, and 5% of the respondents prefer Arabian Cuisine.

Chart 3.1.8

Chart showing the most preferred Cuisine

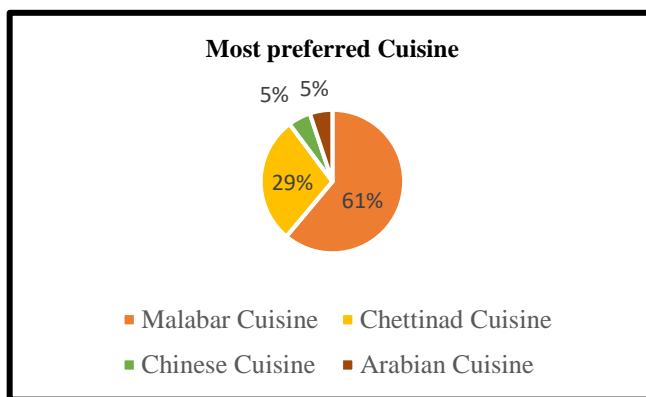


Table 3.1.9

Table showing the frequent of consuming Malabar Cuisine

Frequent of consuming Malabar Cuisine	Frequency	Percentage
Daily	36	23
Once in a week	53	34
Once in a month	27	17
Occasionally	41	26
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 23% of the respondents consume Malabar Cuisine daily, 34% of the respondents consume Malabar Cuisine once in a week, 17% of the respondents consume Malabar Cuisine once in a month, and 26% of the respondents consume it occasionally.

Chart 3.1.9

Chart showing the frequent of consuming Malabar Cuisine

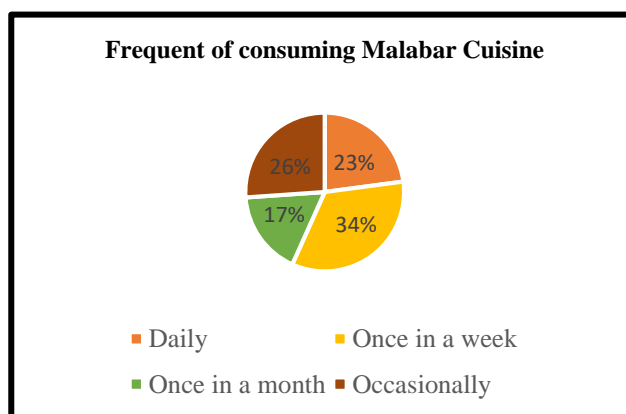


Table 3.1.10

Table showing the influencing characteristics

Influencing characteristics	Frequency	Percentage
Flavour	63	40
Origin	47	30
Both	39	25
None	8	5
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 40% of the respondents are influenced by the flavour to consume Malabar Cuisine, 30% of the respondents are influenced by the origin to consume Malabar Cuisine, 25% of the respondents are influenced by both to consume Malabar Cuisine, and 5% of the respondents are not influenced to consume Malabar Cuisine.

Chart 3.1.10

Chart showing the influencing characteristics to consume Malabar Cuisine

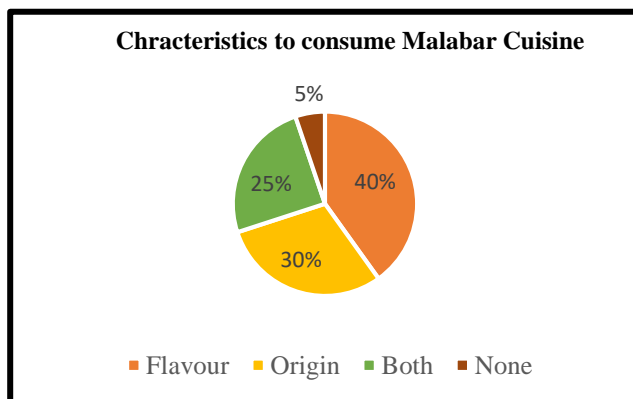


Table 3.1.11

Table showing the favourite Malabar dish

Favourite Malabar dish	Frequency	Percentage
Malabar Biryani	69	44
Malabar Poratta	53	34
Puttu & Kadala	24	15
Kappa & Fish Curry	11	7
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 44% of the respondents' favourite Malabar dish is Malabar Biryani, 34% of the respondents' favourite Malabar dish is Malabar Poratta, 15% of the respondents' favourite Malabar dish is Puttu & Kadala, and 7% of the respondents' favourite Malabar dish is Kappa & Fish curry.

Chart 3.1.11

Chart showing the favourite Malabar dish

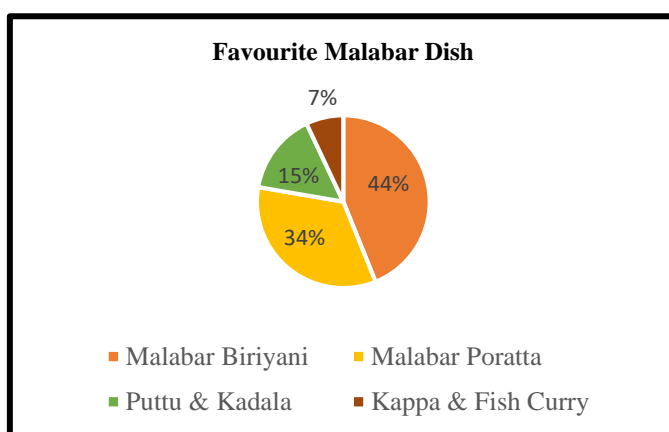


Table 3.1.12

Table showing the price consideration

Price Consideration	Frequency	Percentage
Yes	113	72
No	44	28
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 72% of the respondents consider price at the time of purchase, and 28% of the respondents do not consider price at the time of purchase.

Chart 3.1.12

Chart showing the price consideration

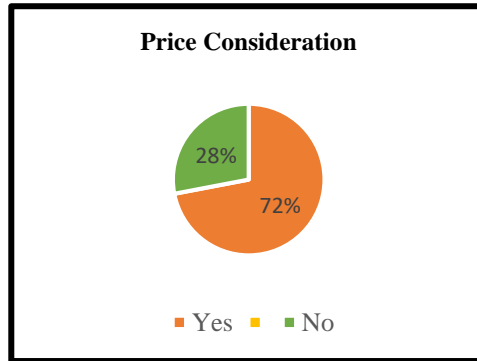


Table 3.1.13

Table showing the availability of Malabar Cuisine

Availability of Malabar Cuisine	Frequency	Percentage
Easily available	67	43
Rarely available	55	35
Occasionally available	22	14
Not available	13	8
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that the Malabar Cuisine is easily available for 43% of the respondents, rarely available for 35% of the respondents, occasionally available for 14% of the respondents and not available for 8% of the respondents.

Chart 3.1.13

Chart showing the availability of Malabar Cuisine

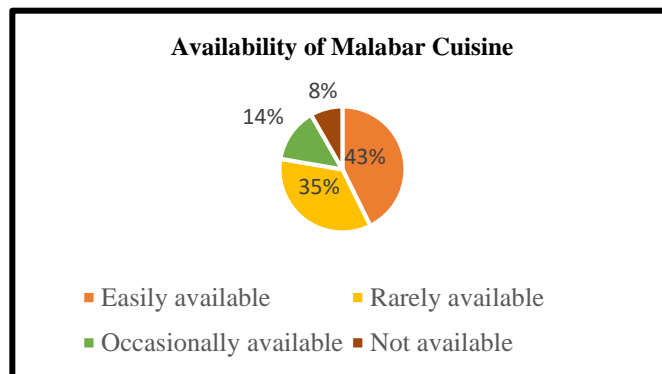


Table 3.1.14

Table showing the purchase through online

Purchase through online	Frequency	Percentage
Yes	70	45
No	34	22
May be	40	25

Occasionally	13	8
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 45% of the respondents purchase Malabar Cuisine through online, 22% of the respondents do not purchase Malabar Cuisine through online, 25% of the respondents may purchase Malabar Cuisine through online, and 8% of the respondents occasionally purchase Malabar Cuisine through online.

Chart 3.1.14

Chart showing the purchase through online

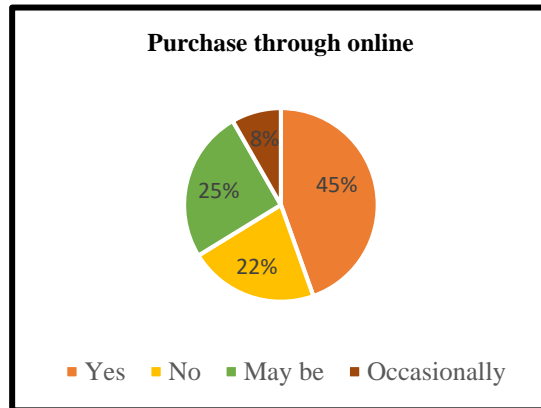


Table 3.1.15

Table showing the influencing characteristics for online purchase

Influencing characteristics for online purchase	Frequency	Percentage
Availability	63	40
Offers & Discounts	57	36
New updation	20	13
Time saving	17	11
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 40% of the respondents are influenced by the availability for online purchase, 36% of the respondents are influenced by the offers & discounts for online purchase, 13% of the respondents are influenced by the new updation for online purchase, and 11% of the respondents are influenced by the time saving for online purchase.

Chart 3.1.15

Chart showing the influencing characteristics to purchase through online

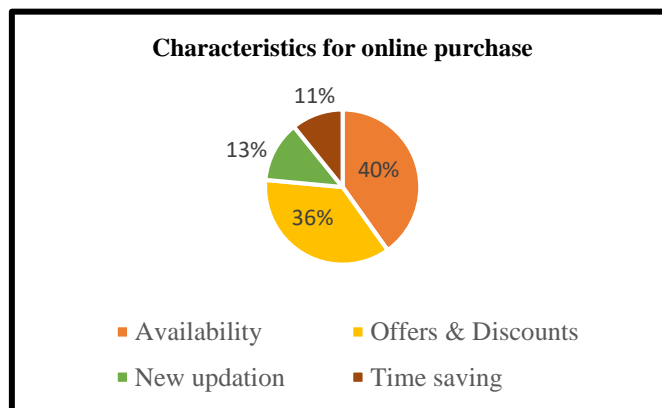


Table 3.1.16

Table showing the motivating characteristics of Malabar Cuisine

Motivating characteristics of Malabar Cuisine	Frequency	Percentage
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Flavour	84	53
Quantity	39	25
Quality	23	15
Innovation	11	7
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 53% of the respondents are motivated by the flavour to purchase Malabar Cuisine, 25% of the respondents are motivated by the quantity to purchase Malabar Cuisine, 15% of the respondents are motivated by the quality to purchase Malabar Cuisine, and 7% of the respondents are motivated by the innovation to purchase Malabar Cuisine.

Chart 3.1.16

Chart showing the motivating characteristics of Malabar Cuisine

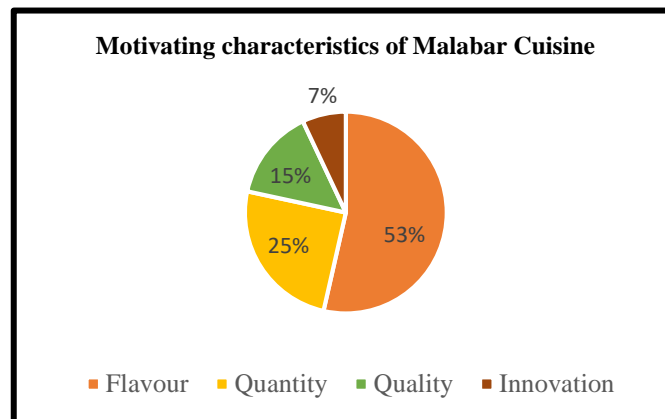


Table 3.1.17

Table showing the changes expected in Malabar Cuisine

Changes expected in Malabar Cuisine	Frequency	Percentage
Flavour	65	41
Price	51	33
Quantity	36	23
Quality	5	3
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 41% of the respondents expect the change in flavour of Malabar Cuisine, 33% of the respondents expect the change in price of Malabar Cuisine, 23% of the respondents expect the change in quantity of Malabar Cuisine, and 3% of the respondents expect the change in quality of Malabar Cuisine.

Chart 3.1.17

Chart showing the changes expected in Malabar Cuisine

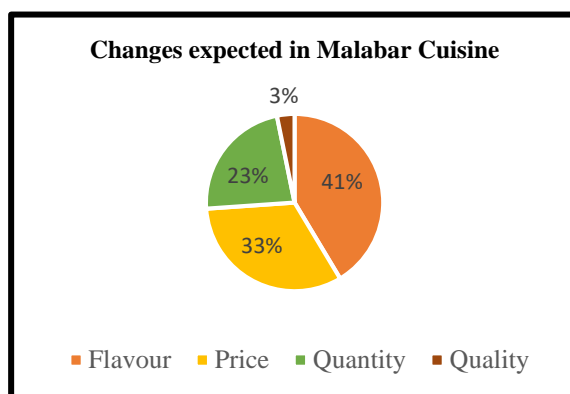
**Table 3.1.18**

Table showing the continuity of buying Malabar dishes

Continuity of buying Malabar dishes	Frequency	Percentage
Yes, up to 10%	85	54
Yes, up to 15%	37	24
Yes, up to 20%	21	13
No	14	9
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 54% of the respondents would continue to buy even if there is increase in price by 10%, 24% of the respondents would continue to buy even if there is increase in price by 15%, 13% of the respondents would continue to buy even if there is increase in price by 20%, and 9% of the respondents will not continue to buy when there is increase in price.

Chart 3.1.18

Chart showing the continuity of buying Malabar dishes

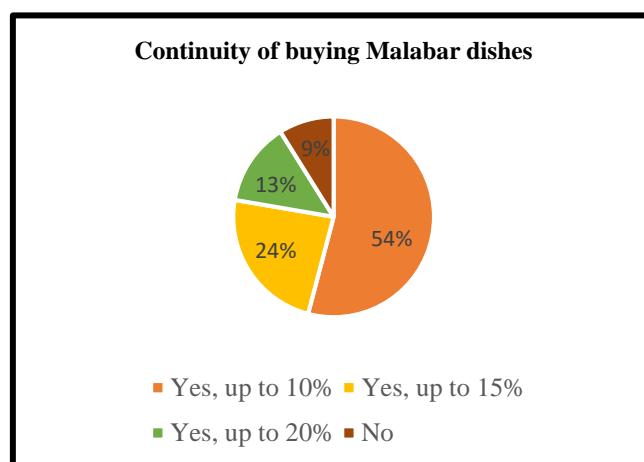
**Table 3.1.19**

Table showing the favourite type of Malabar Cuisine

Favourite type of Malabar Cuisine	Frequency	Percentage
Sweets	41	26
Savouries	55	35
Main course	56	36
Drinks	5	3
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 26% of the respondents like sweets in Malabar Cuisine, 35% of the respondents like savouries in Malabar Cuisine, 36% of the respondents like main course in Malabar Cuisine, and 3% of the respondents like drinks in Malabar Cuisine.

Chart 3.1.19

Chart showing the favourite type of Malabar Cuisine

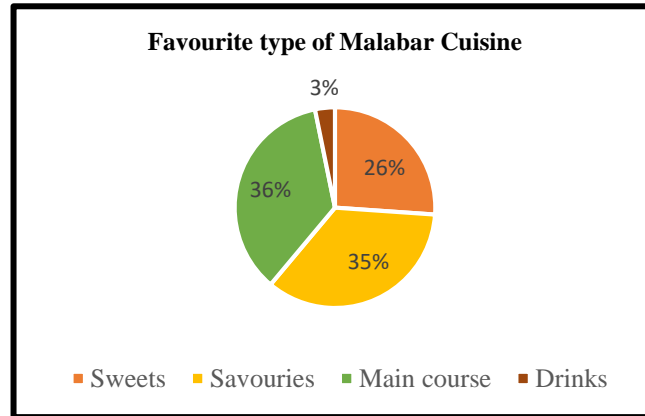


Table 3.1.20

Table showing the last purchase of Malabar Cuisine

Last purchase of Malabar Cuisine	Frequency	Percentage
Today	29	19
Yesterday	44	28
Last week	35	22
Last month	49	31
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 19% of the respondents' last purchase is today, 28% of the respondents' last purchase was yesterday, 22% of the respondents' last purchase was last week, and 31% of the respondents' last purchase was last month.

Chart 3.1.20

Chart showing the last purchase of Malabar Cuisine

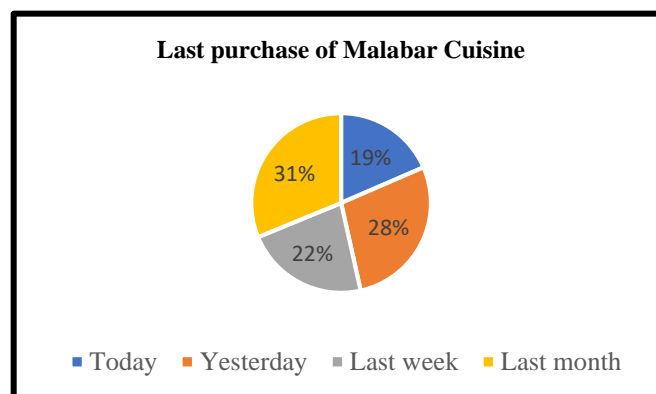


Table 3.1.21

Table showing the distance travelled

Distance travelled	Frequency	Percentage
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Within 2 km	54	35
2 km – 5 km	52	33
5 km – 10 km	30	19
More than 10 km	21	13
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 35% of the respondents will travel within 2 km to purchase Malabar Cuisine, 33% of the respondents will travel 2 km – 5 km to purchase Malabar Cuisine, 19% of the respondents will travel 5 km – 10 km to purchase Malabar Cuisine, and 13% of the respondents will travel more than 10 km to purchase Malabar Cuisine.

Chart 3.1.21

Chart showing the distance travelled

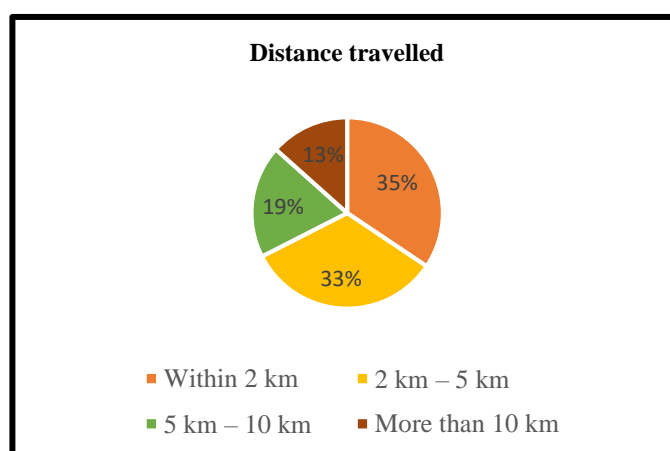


Table 3.1.22

Table showing the monthly spending

Monthly spending	Frequency	Percentage
< Rs.1000	81	52
Rs.1000 – Rs.2000	54	34
Rs.2000 – Rs.3000	12	8
> Rs.3000	10	6
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 52% of the respondents spend less than Rs.1000 monthly towards Malabar Cuisine, 34% of the respondents spend Rs.1000 – Rs.2000 monthly towards Malabar Cuisine, 8% of the respondents spend Rs.2000 – Rs.3000 monthly towards Malabar Cuisine, and 6% of the respondents spend more than Rs.3000 monthly towards Malabar Cuisine.

Chart 4.1.22

Chart showing the monthly spending

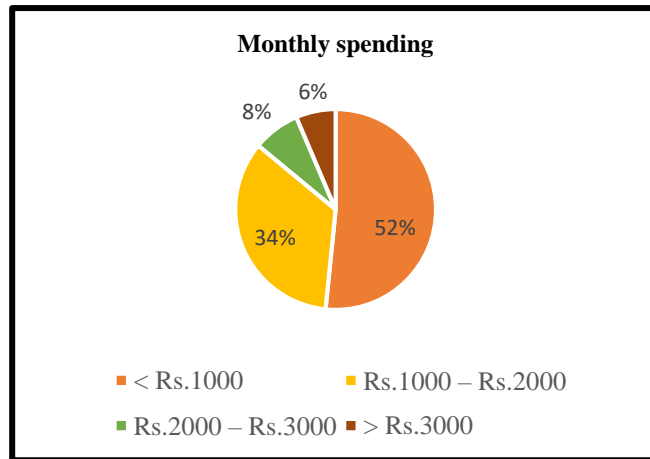


Table 3.1.23

Table showing the reason for purchasing Malabar Cuisine

Reason for purchasing Malabar Cuisine	Frequency	Percentage
Addiction	46	29
Temptation	76	48
Offers	14	9
Others	21	14
Total	157	100

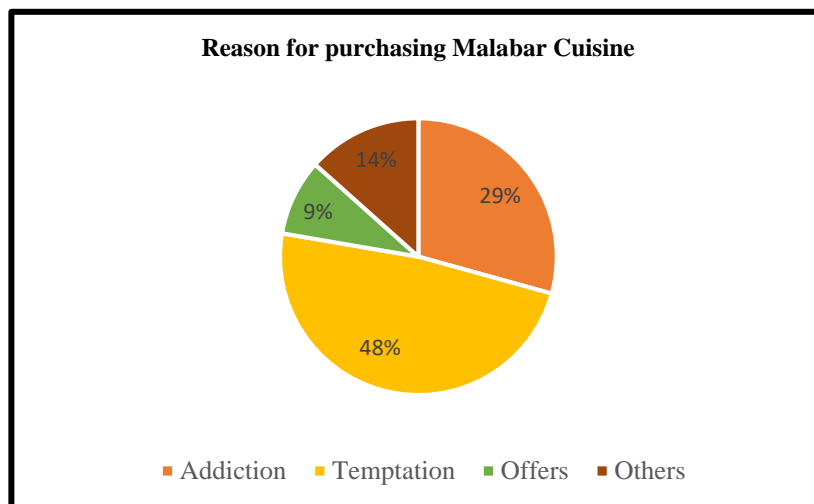
SOURCE: Primary data

Interpretation:

The above table indicates that 29% of the respondents' reason for purchasing Malabar Cuisine is addiction, 48% of the respondents' reason for purchasing Malabar Cuisine is temptation, 9% of the respondents' reason for purchasing Malabar Cuisine is offers, and 14% of the respondents' reason for purchasing Malabar Cuisine is others.

Chart 3.1.23

Chart showing the reason for purchasing Malabar Cuisine



II. Rank Analysis

A rank is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different

objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

Table 3.2.1

Table showing the satisfaction level towards Malabar Cuisine

Satisfaction Level	R1	R2	R3	R4	Total	Rank
Flavour	103	35	19	0	230	1
Quantity	69	63	24	1	271	3
Quality	81	55	21	0	254	2
Price	63	57	30	7	295	5
Deliverability	75	50	29	3	274	4

Interpretation:

The above table depicts the level of satisfaction towards Malabar Cuisine. It states that the highest rank for the flavour of Malabar Cuisine, second rank for the quality of Malabar Cuisine, third rank for the quantity of Malabar Cuisine, fourth rank for the deliverability of the Malabar Cuisine and the last rank for the price of the Malabar Cuisine.

4. Findings, suggestions and conclusion of the study

4.1. Findings – Simple percentage method

- 54.1% of the respondents are female.
- 60.5% of the respondents are in the age group of 15 – 20.
- 47.8% of the respondents' educational qualification is UG.
- 77.7% of the respondents' occupational status is student.
- 52.9% of the respondents are in urban area.
- 60.5% of the respondents are earning monthly income less than Rs. 10000.
- 47.1% of the respondents are aware about Malabar Cuisine through Digital marketing.
- 61.1% of the respondents prefer Malabar Cuisine mostly.
- 33.8% of the respondents consume Malabar Cuisine once in a week.
- 40.1% of the respondents are influenced by the flavour to consume Malabar Cuisine.
- 43.9% of the respondents' favourite Malabar dish is Malabar Biryani.
- 72% of the respondents consider price at the time of purchase.
- 42.7% of the respondents find Malabar Cuisine easily available in their locality.
- 44.6% of the respondents purchase Malabar dishes through online.
- 40.1% of the respondents are influenced by the availability to purchase through online.
- 53.5% of the respondents are motivated by the flavour to purchase Malabar Cuisine.
- 41.4% of the respondents expect change in flavour of Malabar Cuisine.
- 54.1% of the respondents continue to buy Malabar Cuisine even if there is increase in price by 10%.
- 35.7% of the respondents like main course mostly.
- 31.2% of the respondents purchased Malabar Cuisine last month lastly.
- 34.4% of the respondents travel within 2 km to purchase Malabar Cuisine.

- 51.6% of the respondents spend less than Rs.1000 monthly towards Malabar Cuisine.
- 48.4% of the respondents' reason to purchase Malabar Cuisine is temptation

4.2. Findings – Rank analysis

The ranking analysis for the level of satisfaction towards Malabar Cuisine states that the highest rank for the flavour of Malabar Cuisine, second rank for the quality of Malabar Cuisine, third rank for the quantity of Malabar Cuisine, fourth rank for the deliverability of the Malabar Cuisine and the last rank for the price of the Malabar Cuisine.

4.3. Suggestions

- Restaurants should make available all the Malabar dishes mentioned in the menu for the consumption of Malabar Cuisine.
- Reduction in price will lead to more consumption of Malabar Cuisine.
- Malabar restaurants are to be installed in every locality.
- Awareness about Malabar Cuisine have to be improved through Digital Marketing.
- New updates regarding the dishes and its price are to be made during online purchase of Malabar Cuisine.
- Combo offers should be given to make more attraction towards Malabar Cuisine.
- Restaurants should maintain the standard flavor of Malabar.

4.4. Conclusion

The consumers prevailing in the Coimbatore city are trying Malabar dishes in the recent times over the Chettinad dishes. The addiction and temptation towards Malabar Cuisine makes the consumption level more. Awareness about the Malabar Cuisine is obtained through various factors like Digital marketing, word of mouth, pamphlets, etc. Reduction in the price of Malabar dishes is the most expected change by the consumers in Malabar Cuisine. The flavour of the Malabar Cuisine is being the most influencing and motivating characteristic to consume the various Malabar dishes such as Malabar Biryani, Malabar Porotta, Puttu & Kadala, Kappa & Fish curry, Pathiris, Kallummakkay fry, Payasam, Kozhukkatta, Unnakai, etc. The Malabar cuisine is thus a developing cuisine in the Coimbatore city where the Malabar restaurants are being introduced and earning in a good manner.

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