

Food Aficionado: Profiling Young Foodies based on Health, Activity Level and Attitude

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Abstract

This paper aims to empirically foodie features and examine their relevance in clustering Indian foodies based on health, activity and attitude. A newly developed instrument on food choices based on health, activity and attitude was used to gather data from 209 respondents with the help of snowball sampling. Exploratory factor analysis, cluster analysis was applied to analyse the data. Four distinct foodie segments were identified. Heart & mind foodies (24.88%), swank foodies (43.06%), purist foodies (15.32%), and food traveller (16.74%). The scope is limited to India. Further research is needed to determine whether there is a change in factor composition and its implications due to regional and psychographic differences. Marketers and retailers may profile the foodies based on health, activity and attitude and help to strategies the foodies. It assumes that foodies have distinct attitude and activity, implying that there is a new and developing category with different foodies.

Keywords:- Foodies, exploratory factor analysis, Cluster analysis, comfort, food traveller.

1. Introduction

PThe Indian economy has undergone a remarkable expansion in recent years and also has had a significant impact on the food market (Pingali et al., 2019). Rising per capita income and demand for healthier and organic food are the main drivers of growth. Health has emerged as the new tag among health-conscious consumers. This has resulted in the concern for not only sustainable and healthy eating, but also generated interest to know what and how they prepare the food. The consumption of food depends on several activities such as surrounding, eating and disposal and also extends across the socio, cultural environment (Knizaeva and Venketesh, 2007). The multi-sensory nature of food can make people happier with less food and promote greater food well-being (Cornil and Chandon, 2016; Bradford and Grier, 2019). The importance of eating a balanced diet has been explored, as well as the challenges around rising obesity rates and the resulting health consequences (Ng et.al. 2014).

Foodies have emerged as a new segment of fast-food consumption and on the other to the world of high-cultured food snobs (Johnston and Baumann, 2010). Social media have birthed a plethora of self-proclaimed food evangelists, critics, fans, bloggers, purists, explorers

and travellers. Everyone has an opinion on food. Food is the new theatre, the scripts for which are pretty much crowd-sourced now. The study by Kuźniar, Surmacz and Wierzbiński (2021) has indicated that young consumers' information source and ecological sensitivity could affect their food selection.

Jose and Koshy (2018) have studied young consumers' concern for a healthy lifestyle that is attained by selecting healthy food. This selection of food choices is majorly affected by fear of food safety and visible social pressure. Goyal and Singh (2007) have found that young consumers consume food outside for fun and for a change, but they perceive the home food as the best in terms of quality and hygiene. Anand (2011) also found that convenience is not the only factor that motivates foodies to eat outside. This is a unique observation that focuses on real intensions of young consumers while eating outside.

Given the unique characteristics of foodies, their health, activity level and attitude towards food expected to differ due to the adaption of new food motives as well as food preference and action in their food purchase and consumption (Hoek et al., 2017). This consumption behaviour is less logical in case the foodie is more passionate about food and he has less knowledge about the

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nutrition value in the food (Gunaratne et al., 2022). In a developing country like India the religious belief and some other factors also check the young foodies' food consumption behaviour (Hassan and Pandey, 2019). But these foodies are less distinct when the demographic features try to distinct them in the developing market (Zepeda and Deal (2009). This confusion regarding the multiple identification of a young foodie needs further investigation. There is a need to introduce this new lens to study, define and profiling the young foodies.

The culinary legacy of India is always developing in new directions. The adoption of pre-packaged and ready-to-eat food products is growing, particularly among the urban middle class (Kumar, 2015). This growth of this food segment is connected with rapid urbanisation, rising salaries, an increase in the number of women who are working, and the expansion of outlets selling fast food. The need for specialty and high-value processed or packaged foods, as well as ready-to-eat/ready-to-cook or reconstitute foods, has increased (Ali, Alam and Ali, 2015). According to one estimate, the market size for the food consumption category in India is predicted to expand at a compound annual growth rate of 4.1 percent, taking it from USD 155 billion in 2005 to USD 344 billion in 2025 (ET Hospitality,2022).

Even though the food market has shown some remarkable opportunity. There is little consumer research has been carried out on foodie culture. The purpose of this research is to study, define and profiling the young foodies in India and to use cluster analysis to categorise young foodies based on their health, activity level and attitude. A study like this indicates a better grasp of the market from the standpoints of food producers and merchants.

2. LITERATURE REVIEW

There are few research studies on the concept of a "foodie". Barr and Levy (1985) coined this concept in their debut book, 'The Official Foodie Handbook'. It was a term used to describe a select group of gourmet cuisine connoisseurs. Then, it is expanded to a bigger range of people who are passionate about food and want to learn more about it (Johnston and Baumann, 2010). Kılıç, Bekar and Yozukmaz (2021) have defined the foodies as those who have for love and extreme passion for food and eating outside. They have found that foodies can be classified as fresh foodies those have born between 1996 and 2010. This classification of young foodies as fresh foodies is a significant observation to peruse the reality of young foodies and their contribution to food and beverage industry.

Foodies would like to experiment with new foods for pleasure. According to Cairns et al. (2010) and Johnston and Baumann (2014), they also relish the experience of adventurous taste. Regarding current food trends, there is a distinction between foodies and regular consumers. The former try out new and fascinating

cuisines with flavours they have never tried, as well as hangout areas. This shift in the mindset of young foodies has been noted by Yeoman (2015), and it has significant implications for the management of food and beverages in the new generation.

Foodies are people who try new restaurants, try new recipes, cook with local ingredients, go to food and beverage festivals, try food from different cultures, blog about their dining or cooking experiences, and travel for new food-related activities, according to Green (2015). The most common vacation activity is looking for unusual food items, such as regional cuisine, artisanal or heritage cuisine, and regional drinks (Kline and Lee, 2015). To find their beloved cuisine, they travel great distances. Young foodies' eating habits and travel behaviours have been studied by Yozukmaz, Bekar, and Kiliç (2017). Young foodies might be divided based on their psychological states and reasons for travelling.

Moreover, foodies participate in the food-related activities such as ethnic or cultural festivals, wine or food-tasting events, food-themed festivals, visiting expensive restaurants, taking a professional cooking class and attending food competitions (Kline and Lee, 2015; Robinson and Getz, 2014). They participate in these food-related activities not only on vacation but also in their daily lives frequently (Kline and Lee, 2015). Foodies are also described as more enthusiastic about experimenting with various types of cuisine and culturally specific dishes, without following a recipe (Gad Mohsen, 2016). Thus, understanding the motivations of this type of consumer is especially important, given the nature of cooking and recipes as not only pieces of consumer culture but also as inheritance of larger cultural values and narratives (Brownlie et al., 2005). Sen (2004) has highlighted the Indian food culture and its diversity that appeal foodies to be active and motivated.

Foodies put considerable effort into ensuring that the nutritional needs and well-being of the family are well taken care of (Johnston and Baumann, 2010; Cairns et al., 2010). The process demands care and attention to special needs of each family member, including their favourite food to meet their satisfaction

The rise in social media has shaped the way consumers interact with food (Rutsaert et al., 2014). Foodies stated that they cooked to impress others and those specifically visual in social media such as Facebook, Pinterest and Instagram enable them to show off their dishes and cooking skills (Heneghan, 2015). Food blogs have also proven to be a tremendous platform for cooks who wish to share their recipes, knowledge, experiences and opinions, becoming involved in online communication with other consumers. Importantly, food bloggers have become the new opinion leaders (influencers) in the food industry, and their recommendations significantly influence consumers"

behavioural intentions (Hanifati, 2015).

Meanwhile, Cassedy (n.d.) suggests that foodies either live or work in large metropolitan areas and are characterized by their inclination towards fine dining, willingness to travel places in search of good food, and have higher household income. Lust for food is frequently rooted in positive food memories from early childhood. In addition to fostering healthy eating habits among loved ones, foodies frequently reenact and share these memories. The media's sensory depictions of cooking have a big impact on how guests are entertained. They take great satisfaction in their exceptional understanding of food and associated fields, and they are dedicated to self-education, which helps them to improve their cooking abilities, try out new places, and understand the subtle differences in texture and flavour of foods. The overt behaviour displayed by foodies can be grouped into three categories (Johnston and Baumann, 2010; Cairns et al., 2010). First, foodies eat for pleasure. They do not eat to subsist but to enjoy the experience of adventurous taste. Second, their passion stems from positive experiences from their loved ones. They then try to emulate those experiences and further encourage their loved ones to mimic good eating habits. Lastly, foodies have a hunger for additional culinary knowledge.

When Asraf et al. (2014) conducted their research in Kualampur, they examined seven food reasons: balanced diet, mood, price, convenience, sensory appeal, ethical concern, and familiarity. According to research on food passion in Germany, there are six different consumer segments: non-foodies, passionate foodies, interested foodies, moderate foodies, traditional foodies, light foodies, and moderate foodies (Gunarathne, A., et al., 2022).

Even though there is an extant body of literature which explores differentiating consumers based on food and cooking, as noted above, most have used a qualitative approach. To fill a gap in the literature, this study investigates key features of foodies in India and further examines their relevance in segmenting consumers. Therefore, this study is conducted with two main objectives. First, we develop a new version of the foodie instrument based on existing qualitative literature. Second, we explore foodie segments and their characteristics in India comparing the foodie segment based on results from the food-related lifestyle instrument. Third, we compare nutritional knowledge differences between specific food groups, and cooking skills between foodies and other consumer segments.

3. THEORIES BEHIND THE CURRENT STUDY

Young generation's food habit has been a critical area of research. Day by day the food habit is becoming complicated. The theories of food selection have been extensively studied, yet there is no theory that focuses on the avid food lovers or the Foodies. Those who were

studied in nineteen sixties and seventies are no more applicable in today's world. The young generations are becoming more and more informative, they are getting more power and they are becoming more expressive (Powell, Durham, and Lawler, 2019). In this context, the way they are selecting the food is also very difficult. Dennison and Shepherd (1995) have linked the theory of planned behaviour to young generation's food choice. They also extended this theory to find the difference in food choice in case of gender and age differences. McDermott et al., (2015) have identified that theory of planned behaviour for young generation food enthusiast is not responding the same way as it responded for older people. Antin and Hunt (2012) have found the evidence of the theory of health consciousness while selecting the food. The intention-behaviours association for young consumers is found to be less effective than the older consumers. Many aspects the youth consumer as a foodie has changed its role. They are now more into entertainment; they are more into luxury products. This is the way they are more into expressive and innovative. The products they are using are related to their lifestyle, so as the food they prefer also. In this context, how the marketers are considering the young foodies do make a lot sense. In this context displacement research has identified the lacunas of whole theories of food selection to food marketing, and it has found that some of the theories are very genuinely avoiding the present generation thought process, which obviously a time-bound effect and part of consumption value theory (Sheth et al., 1991). So forty years back, what was applicable for food selection is no more applicable today. Today, food is not consume only for nutritional values and for survival to the food has represented the human life style as well as his character way of expression and his feelings in this context (Scheibehenne et al., 2007).

New theories are still not very sure whether the young foodies or avid foodies are actually following any specific pattern of their food selection behaviour or not. So food choice behaviour theories applicable in the last two decades are not applicable in today's post pandemic scenario. The work of Buhrau and Ozturk, (2018) highlight the theory of health consciousness to project the young generation's food choices. Continuing this concern the entire world is suffering from economic recession and during this phase of crisis young consumers finding support from health-conscious theories to justify their food habit. This present research has identified multiple theories those were applicable in a contextual setup and justify the timing of this study. The research has created an environment to discuss relevant and related food selection theories and suggest a direction for new theories which could emerge in this particular context.

4. METHODOLOGY

This study attempted to discover fundamental causes and profiling foodies based on their health, activity

and attitude it was carried out in three stages: questionnaire design, data collecting, and data processing.

Stage 1: Questionnaire Design

The questionnaire used in this study consisted of two parts. The first part drew participant’s demographic profile such as age, gender, education, occupation and income. The second part is intended to profile the consumers on the basis of health, activity and attitude. The questionnaire was developed and adjusted in accordance with specificities of Indian food culture. Initially, the research looked into a lot of previous literature. It was then carried out through intensive brainstorming meetings

with academic professors and doctorate scholars. The author was able to determine the important variables that could encourage the foodies as a result of this. Table A1 lists eight factors culled from a variety of studies. This allowed the author to recognise that more than one variable or factor could be a source of motivation. Organic food may inspire foodies, or they may be inspired by cuisines from other countries. Others may be motivated to eat something other than comfort food. Most statements were measured on a five-point Likert scale, with answers ranging from “totally disagree” (1) to “totally agree” (5).

Table-1: Demographic Details

Demographic Group	Demographic Sub-group	Number
Age (years)	16-20 years	95
	21-25 years	75
	26-30 years	25
	Above 30	14
Gender	Male	122
	Female	87
Marital Status	Married	68
	Single	141
Education	Diploma	45
	Graduation	97
	Post-Graduation	27
	Professional Studies	40
Income (INR)	Less than INR 1,00,000	98
	INR 1,00,000-INR 5,00,000	62
	INR 6,000,00-INR 10,000,00	35
	More than INR 10,000,000	14

Stage 2: Data Collection

At this stage, the data is gathered from primary sources. The Researcher clearly defines the demographic. Because food is consumed by everyone, anyone was eligible to participate in this study. To expand the number of respondents in a short period of time, a non-probability snowball sampling method (Goodman, 1996) is used. For the sample, all cities in India were considered. The survey instrument was a Google Docs-hosted online questionnaire because it is virtually free to disseminate and there is a low risk of missing values because respondents were not permitted to progress without answering any questions. For the final analysis, a total of 300 personal emails were sent via social media platform,

with a total of 209 usable responses.

Stage 3: Data handling:

The data was entered into an IBM SPSS (Statistical Package for Social Sciences) datasheet, which was then coded and edited as needed. The missing data imputation technique, which is accessible in SPSS, was used to solve the issues posed by missing data. The information was examined for 'normalcy.' It is agreed to proceed with the final analysis after checking the data's normality.

5.DATA ANALYSIS

Data analyses (descriptive statistics, exploratory factor analysis, reliability analysis, and cluster analysis were carried out using SPSS version 24.0. Demographics

are presented as proportions. Cronbach’s alpha was used to assess the reliability and internal consistency of each of the factors. Cronbach’s coefficients ranged from 0.81 to 0.93. All reliability coefficients were thus acceptable (i.e. >0.5) according to the threshold posited by Hair et al. (1998). Factors, statements and average variance extracted are presented in Table AI.

Cluster analysis was subsequently conducted to profile the consumers using the six identified foodie factors. Cluster analysis is “a useful technique for describing lifestyle as relatively homogeneous patterns of market-related behaviour” (Granzin et al., 1998). To identify the optimal number of foodie clusters, a hierarchical clustering algorithm based on Ward’s method was used, which maximises the sum of the squared distances among clusters (Hair et al., 1992). The four-cluster solution was identified to be the most appropriate to understand the Indian customers based on health, activity and attitude.

6. RESULTS

Univariate and multivariate techniques were used to analyse the data. Using simple numbers and

percentages, the univariate technique was utilised to understand the demographic information of foodies. Factor analysis employs the multivariate technique, which is also known as a data reduction technique. It was completed with the assistance of SPSS Statistics.

Descriptive Analysis

It was carried out in order to describe the demographic characteristics of the sample. The respondents were divided into four age groups: 16-20 years old, 21-25 years old, 26-30 years old and over 30 years old. The study found that out of 209 samples, 95 respondents were between the ages of 16 and 20, 75 respondents were between the ages of 21 and 25, 25 respondents were between the ages of 26 and 30, and the remaining 14 respondents were over the age of 30. This suggests that the majority of responders were between the ages of 16 and 25. Another intriguing finding was that 122 out of the total of 209 respondents were men. Out of 209 respondents, 141 respondents were single.

TABLE-2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.883
Bartlett's Test of Sphericity	Approx. Chi-Square	4463.387
	df	378
	Sig.	.000

Table-3: Communalities

	Initial	Extraction
CON1	1.000	.862
CON2	1.000	.840
CON3	1.000	.764
CON4	1.000	.746
CON5	1.000	.821
CON6	1.000	.814
HEA3	1.000	.488
HEA5	1.000	.529
HEA6	1.000	.709
HEA7	1.000	.688
MO1	1.000	.627
MO5	1.000	.530
MO6	1.000	.679
MO7	1.000	.608

	Initial	Extraction
MO9	1.000	.587
NA1	1.000	.874
NA2	1.000	.862
NA3	1.000	.877
SEN1	1.000	.620
SEN2	1.000	.768
SEN3	1.000	.749
SEN4	1.000	.668
SEN5	1.000	.681
PR1	1.000	.878
PR2	1.000	.805
PR3	1.000	.870
PL1	1.000	.863
PL2	1.000	.839

Extraction Method: Principal Component Analysis.

6.1. FACTOR ANALYSIS

It's used to condense a large number of variables into a smaller number of underlying factors. The information gathered was used for correlation analysis, sampling, and Bartlett's sphericity test (Boyd et al., 2002; Malhotra, 2004). The data was then subjected to Varimax rotation and principal component analysis. According to the results of factor analysis (Principal Component Analysis), the foodie's instrument can be divided into six

factors: comfort, value for money, appealing, nutritious, organic and explore. The Cronbach's alpha coefficients for these factors ranged from 0.81 to 0.93 surpassing the threshold limit. The results of the factor output's validity and reliability were statistically evaluated. Cronbach's alpha was larger than 0.7 for all factors, indicating that the results were reliable. For the 28 variables listed in Tables AIII-AVII, the factor analysis yielded six factors.

Table-4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.103	32.510	32.510	9.103	32.510	32.510	4.927	17.596	17.596
2	4.358	15.563	48.074	4.358	15.563	48.074	4.243	15.152	32.749
3	2.289	8.174	56.248	2.289	8.174	56.248	3.437	12.274	45.023
4	2.032	7.256	63.504	2.032	7.256	63.504	3.009	10.747	55.770
5	1.503	5.367	68.870	1.503	5.367	68.870	2.594	9.263	65.032
6	1.361	4.862	73.733	1.361	4.862	73.733	2.436	8.701	73.733
7	.849	3.032	76.765						
8	.710	2.537	79.302						
9	.648	2.314	81.615						

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
10	.534	1.906	83.521						
11	.459	1.641	85.162						
12	.435	1.554	86.716						
13	.403	1.440	88.156						
14	.396	1.413	89.569						
15	.370	1.322	90.891						
16	.334	1.192	92.083						
17	.315	1.124	93.207						
18	.298	1.066	94.272						
19	.268	.957	95.229						
20	.218	.778	96.007						
21	.208	.743	96.750						
22	.193	.691	97.441						
23	.167	.597	98.038						
24	.146	.523	98.560						
25	.128	.456	99.016						
26	.110	.393	99.409						
27	.091	.325	99.734						
28	.075	.266	100.000						
Extraction Method: Principal Component Analysis.									

Table-6: Rotated Component Matrix

Component	1	1	1	1	1	1
Is easy to prepare	.888					
Can be cooked very simply	.879					
Takes no time to prepare	.833					
Can be bought in shops close to where I live or work	.788					
Is easily available in shops and retail store	.857					
Abundance of knowledge of cuisines	.866					
Is nutritious				.674		
Is good for my skin/teeth/hair/nails, etc.				.643		
Is high in fibre				.794		

Component	1	1	1	1	1	1
Conscious eating with a focus on earth-friendly, organic, fairly traded and ethically sourced ingredients				.802		
Helps me cope with stress				.713		
Cheers me up						.670
Makes me feel good						.750
Breaking off from comfort food						.732
Seeking inspiration from far lands						.683
Contains no additives					.885	
Contains natural ingredients					.881	
Contains no artificial ingredients					.873	
Smells nice			.703			
Looks nice			.826			
Has a pleasant texture			.823			
Tastes good			.736			
The world through a culinary lens			.791			
Is not expensive		.877				
Is cheap		.834				
Is good value for money		.862				
I like to learn new cooking techniques		.864				
I like to cook/experiment with new recipes to entertain/feed my families/loved ones/partner		.847				
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.						

a. Rotation converged in 7 iterations.

Table-7: Cluster analysis

Cluster				
	Food Traveller	Heart and Mind	Swank	Purist
Comfort	3.23	1.73	2.02	3.40
Value for money	2.62	2.08	2.49	2.40
Appealing	2.96	2.23	2.68	2.46
Nutritious	4.41	1.72	4.31	1.68
Organic	2.87	1.97	2.71	2.30
Explore	4.34	1.77	1.88	3.97
Age	16-20	21-25	26-30	Above 30
Income (Per Annum)	Less than Rs100000	Rs.1,00,000-Rs.5,000,00	Rs.6,000,00-Rs.10,00000	More than Rs.10,000,00
Education	Graduate	Graduate & Post Graduate	Post Graduate	Post Graduate & Professionals

Four clusters are identified and labelled according to the primary characteristics. “Heart and Mind” (24.88%), Swank (43.06%), Purist (15.32%), and Food Traveller (16.74%), with names depending on the traits demonstrated by each cluster.

Heart and Mind foodies were mostly office executives between the ages of 21 and 25. They'd strive to find a happy medium between their feelings and their heads. Their annual salary ranged from INR 2 lakhs to INR 5 lakhs. The sight of food evokes love, lust, and desire in this group of foodies. For them, savouring food in all of its magnificence is almost a ritual, despite the fact that the heart often wins the war between the heart and the head.

Swank Foodies between the ages of 26 and 30 make up this cluster, which is primarily made up of family members. The Swank foodies have a wide range of culinary expertise that they are happy to share. This demographic must be enticed with a serious knowledge-based approach to food marketing. They have a lot of money, yet they like to eat foods that are made with natural components.

Purist foodies, mostly over 30 years old and living in families, promotes responsible eating by focusing on earth-friendly, organic, fairly-traded, and ethically-sourced goods. Purists are foodies' evangelists. They have an annual income of more than 5 lakhs.

Food travellers are in the ages of 16 and 20 make up the majority of this sector, which is primarily made up of students. They enjoy trying new meals in their local area, but they are also willing to travel for food. This group looks at the world through the prism of food, straying beyond comfort food in search of inspiration in far-flung places. They may have to go a long distance to find their favoured cuisine. Their annual salary is less than one lakh rupees, and they rely heavily on their parents.

7. DISCUSSION

To validate the cluster analysis results, a discriminant analysis was carried out (Srihadi, Sukandar, and Soehadi, 2016). The percentage of respondents who were grouped is represented by this result. Two canonical correlations were calculated and found to be statistically significant. Greater explanatory power is explained by a higher Eigenvalue of .568, $df=6$, Wilks Lambda=.638, and Sig=.000. Effect size was estimated by calculating the square of a canonical correlation value and was found to be 0.568 (function 1) and 0.556 (function 2), respectively, as it indicates the amount of meaning in the produced clusters (function 2). Both imply a significant impact. As a result, the significance and effect magnitude are both reliable. According to the accuracy of the respondents in our study, 77 percent of respondents were correctly classified, showing that all four clusters were appropriately identified.

1. “Heart and Mind” (24.88%);
2. Swank (43.06%);
3. Purist (15.32%); and
4. Food Traveller (16.74%).

For the “heart and mind” foodie, the sight of food invokes love, lust and desire. Savouring food in all its glory is like a ritual. In the battle of the heart and mind, the heart often gains the upper hand. The way food is packaged, branded, displayed and promoted will determine the success of recruiting this foodie – who wants French fries non-fried, so an air fryer will come as an ally.

The “swank” foodies have an abundance of knowledge of cuisines, which they do not mind showcasing. This set needs to be wooed with a serious knowledge-based approach to marketing of food. New specific appliances for a certain category will emerge — from selling many types of cheese to marketing a fondue maker, for instance.

The “purist” foodies uphold conscious eating with a focus on earth-friendly, organic, fairly traded and ethically sourced ingredients. They are evangelists among foodies. Conscious communication regarding source, level of preservatives and nature of ingredients used will help in gaining their eyeballs. These are difficult times for food itself. They also exhibited positive preferences for buying organic and fair-trade products which could thus testify to the interplay between food culture and the sustainability of food systems (Willett et al., 2019).

The “food travellers” community sees the world through a culinary lens, breaking off from comfort food and seeking inspiration from far lands. The tribe has birthed food tourism. Young people may increasingly prefer to eat outside the home, particularly at fast-food restaurants, due to the time saved in home meal preparation (Rahkovsky et al., 2018). Retailers have responded by creating world cuisine segments that stock up ingredients and foods from all over the world. Brands and marketers need to observe this segment carefully to draw up plans to entice this new set of demanding consumers.

8. THEORETICAL IMPLICATION

The results of this study added to the existing body of knowledge by identifying the foodies based on health, activity and attitude. This is the first instance where lot of effort has been put based on qualitative survey. This study has developed a questionnaire for foodies to accord with the health, activity and attitude of the Indian consumers. Based on the survey, foodie segments were explored and subsequently analysed their preference to suit the marketers to bring out new strategies.

Because of differences in food preferences, culture, and eating habits, the current study differs from previous

research undertaken in other parts of the world. A study of this nature can be replicated in other parts of the world, resulting in different demographic and geographic profiles.

9. MANAGERIAL/PRACTICAL IMPLICATIONS

Culinary Travellers, Heart and Mind foodies, Swank foodies, and Purist foodies were defined as four customer segments based on health, attitude and activity in the Indian context. This type of research can help food sellers better understand the foodies. 'Comfort' and 'Value for money' are the primary concerns. These two criteria can be used into retail and marketing offers. They can also suggest dishes that are simple to make and offer good value. Although health food marketing is considered niche, where it has been shown to be effective among those who are already interested in nutrient density and health benefits (Lone et al., 2009), the government, in general, and the health ministry in particular, should raise public awareness through educational and social campaigns.

'Appealing' is the third most important aspect in foodies' meal selection motives. While a result, as young people explore for new foods, quality and enjoyable cuisine should be sold and visualised.

'Organic' food is the fourth most significant food motivator. Organic and environmentally friendly items should be included in the product portfolios of food retailers and marketers to provide customers with natural and healthy options.

The descriptive statistics reveal that the item with the highest mean score, 'I like to learn new cooking techniques,' is the most important motivator for foodies. This is in line with the fact that this foodies' group has a lot of power when it comes to finding new foods. This is a critical observation for marketers to make in order to satisfy this set of foodies with new cuisine strategies.

The motives of 'it's cheap' and 'value for money' come in second when foodies are looking for excellent cuisine. In this case, the market may be able to offer them low-cost food items in the form of special discounts, offers, and gifts. This shows that customers are always on the lookout for low-cost cuisine that would please them.

The major motive for foodies has developed as 'contains no additives and artificial components' in order to obtain good marks. In reality, the phrase "no additives or artificial components" has a favourable correlation, with the lower the number of additives and artificial ingredients, the stronger the motivation for foodies.

According to the demographic profile of the respondents, the majority of foodies are about 25 years old and choose food-specific places as well as food that are affordable. They were inspired by words like "exploration," "organic," and "value for money." Despite the fact that 'comfort' was not a major motivator for foodies, the study found that they were receptive to

visiting new places and sampling new foods, virtually setting a trend among young foodies. Marketers could employ such tactics to get more foodies to their establishment.

Furthermore, the government should monitor and support natural and organic food chains to reach out to the general population and raise public awareness.

According to the report, foodies are well-educated knowledge searchers. They are well-off financially and prefer organic and natural foods. Marketers should incorporate organic and natural foods in their products to appeal to this demographic.

10. CONCLUSIONS AND LIMITATIONS

The current research is unique in that it profiles foodies based on health, activity and attitude. There are four major customer segments with different food motives and preferences. Marketers could use applicable policies and effective offerings to entice foodies. To validate this work, it must be put to the test in the field.

There are significant drawbacks to this study, which have been noted. It is limited to a small sample, which can be further expanded in the future to dig deeper into the concept of foodies on a larger scale. The research was conducted in India, where the food motive differs from that of other countries. Furthermore, the snowball sampling method only reached those members of society who had internet access.

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