

The Effect of Food Neophobia and Motivation on Ethnic Food Consumption Intention: An Empirical Evidence From Jammu Region

Suvidha Khanna*, Sheetal Bhagat**

Abstract *The awareness and trying of ethnic food have augmented due to the developing and exchange of trade, also due to tourist traveling opportunities and movement of people across the globe. Many people consume ethnic cuisines for the appreciation of the culture and taste. Hence, ethnic food is emerged as a growing trend in present times and it continues to add with mainstream menus in many restaurants in the west (National Restaurant Association, 2015). Present study examines the tourists' consumption intention of ethnic food, food-related personality traits (food neophobia) and as well as food motivation, influence of tourists' reluctance to try ethnic food. The Jammu & Kashmir is well-known for its traditional or ethnic foods. Each region of Jammu & Kashmir has its own distinctive and customary foods influenced by the climatic conditions & customs, which is not less than a treasure for the food lovers. The findings show that tourists' ethnic food consumption intention effectively explains tourists' motivations toward local food. The results also show that food neophobia impact on tourists' intentions to consume ethnic food at a destination. This study tries to provide insights to consider promotional activities related to local or ethnic food.*

Keywords: Food Neophobia, Motivation, Tourists Intention, Ethnic Food

INTRODUCTION

The increase of curiosity in the local cuisines and gastronomy has not only had an effect on the tourism revenues but also providing economic and social contributions to the native community. People's interests in the value of food, the need for sustainable cultivation due to ecological concerns, nutrition and health concerns, access to broader information on foods and beverages, obtain information regarding diverse cuisines have an effect on the expectations and the purchasing behaviour of tourists.

According to many researchers in current years (Santich, 1996; Hall & Mitchell, 2005), the growing number of tourists express that tasting local food and travel for the experiences and says that it is impossible to know the culture

of the region without tasting local food (Yun et al., 2011). At present, it is of utmost prominence that the culinary heritage of the region can be recognized as a tourism product. It is viable to present the good quality food and beverages to the tourists to experience the authentic taste of the region by transforming them into a tourism product. The expenses on this tourism product would generate the economy of the region and indigenous community and also create a multiplier effect in the destination (Deveci et al., 2013). The various authors (Hall & Mitchell, 2005; Long, 2004 & Durlu-Ozkaya, 2009) describe the gastronomy as "research for good eating and drinking" and "renovating the culture of eating and drinking into art".

The tourism industry has initiated to recognize food as a prime attraction and motivation for travel only since the early

* Assistant Professor, School of Hospitality and Tourism Management, University of Jammu, Jammu & Kashmir, India.
Email: urs_suvidha@rediffmail.com

** Research Scholar, School of Hospitality and Tourism Management, University of Jammu, Jammu & Kashmir, India.
Email: sbbhagat999@gmail.com

2000s and late 1990s (Hall & Sharples, 2003; Long, 2004; 2012; 2013). United Nation World Tourism Organization (UNWTO) illustrate “Gastronomy tourism” as a set of leisure activities related to food, in the gastronomic destinations in order to taste the cuisine of the place. These activities include travel to gastronomic festivals, food producers, food shows, food fairs and different markets to experience local and qualified food (WTTC, 2017). Kozak (2002) express that cooking techniques with local products and ingredients have become essential for destinations and catering businesses, so ethnic foods have become commercial within the scope of gastronomy tourism and the customer’s excitement tend to be nostalgic for exotic foods depending on the regions.

Many nations that have unique ethnic food and local gastronomy culture which improves and promote their areas for the purpose of economic benefits and to preserve and sustain local culture and meet the growing demands of today’s tourist. Currently, local gastronomy values are one of the supreme worth for tourism-aimed pursuits. Rapidly developing gastronomy tourism is transformed with several subheadings as Beer tourism, Wine tourism, Cheese tourism and Chocolate tourism. There are a number of countries in the world that can implement gastronomy tourism effectively, comprising with the sub-branches. For example, Spain, Italy, France, Germany and Australia are the countries that have worldwide fame for wine tourism in the world, and the countries like France, Switzerland, Italy and Netherlands are also famous for cheese tourism.

Consuming typical local cuisines is a way of coming into interaction with the local population and also sharing moments related to the environmental conditions of the concerned area (Antonioli, 1995). Susheela (1998) advises that the increasing demand for flavorful, nutritious meals is linked to the preference to indulge in tasty foods. Individual’s desires to eat healthy meals are encouraging buyers to experiment with diverse varieties of spices and herbs by choosing ethnic food at ethnic restaurants.

The ethnic food consumption experience is becoming a fundamental indicator of a residential or tourist destination’s gastronomic uniqueness and local culture (Kivela & Crotts, 2006; Okumus, Okumus` & McKercher, 2007). Herrera et al. (2012) associate the gastronomic travelers to plan their travels partially or completely to taste the local cuisines or to make activities related to gastronomy.

Ethnic food has become a new star in the gastronomy industry. Evidence for this trend is seen in supermarkets, which have presented oriental food aisles (e.g. Carrefours in Warsaw), and shown in ‘ethnic weeks’ where products from different countries or regions are promoted (e.g. Lidl in Poland runs Italian, French, Spanish and Asian weeks). Ethnic food refers to the appearance of food products, which are related with the cultural ethnicities, heritage, or national

origin, that specific ethnic (racial, national) and it reflects a social status of being unique. Such unique traditional experiences with ethnic foods have been established in various forms, including ethnic restaurants, street food markets, ethnic food festivals and food tour activities. At the beginning of the twentieth century, the trend has moderately changed – ethnic restaurants and food outlets have become popular within both the local people and tourists who are keen to discover ethnic diversity. Also, ethnic food outlets are functioned by both members of the native community and others. Due to the increasing availability of ethnic food associated activities in a number of multiethnic societies (e.g. Australia, or U.S.A.), consumer’s ethnic food intake patterns are varying and are becoming more diversified, demonstrating the wider range of various markets due to their travel experiences, in globalized restaurant industry (Ha & Jang, 2010; Mak, Lumbers, Eves & Chang, 2012).

As a society’s consumption behaviour and culture are associated with lifestyle, changing life will cause to alter eating behaviour and culture. In this instance, every country cuisine culture display differences (Durlu-Ozkaya, 2009). Jammu and Kashmir is also one of such destination having multiple gastronomic delights and all the regions have its own various cuisine.

Jammu and Kashmir like other places of India showcase varieties of mouthwatering dishes that are an essential part of the traditional Indian cuisine. While the ethnic cuisines of Jammu (a part of J&K) have some enticing vegetable and rice-based items; Kashmir Valley (also a part of J&K) offers Wazwan, a traditional multicourse, generally based on meat preparations; Ladakh (a part of J&K) has a wide range of gastronomic products and ethnic cuisines that can be served to the tourists. Jammu and Kashmir has a wide variety of delicacies that would offer tourists the freedom to discover the destination through its ethnic or authentic food and build the destination’s image as a capable destination for gastronomic tourists. A land of magnificent ancient temples and beautiful heritage palaces. The city has a wide variety of unique cuisine and the Dogra dishes are famed all around India. Jammu is famous all over India for Chocolate Barfi, SundPanjeeri, Patisa, Rajma, Aloo Dum, and Rajma are the eminent dishes that have a special and mouth-watering taste. Jammu people make some of the famous Dogri dishes like Ambal, Khatta Meat, Kalaadi, Kulthein di Dal, Kashmiri Pickles of Kasrod, Girgle, Zimikand, Seyoo, and Potatoes are also made. Traditional Foods of Jammu are Morel Palov, Madra (lintel cooked in curd), Oria, Maani, Khameera, Katha Meat (Sour Mutton), Shasha (raw mango chatni), Kasrod and Timru-di-Chatni, Shiri Pulav, Mitha Bhat. Jammu is also famous for GolGappas, Kachaalo, Gulgule, Rajma Kulche etc. Gastronomy not only helps in building the image of the destination but also play a prime role in influencing the tourist’s intention in choosing a holiday destination.

Traditional or Ethnic food can also act as an essential pull factor in attracting tourists and also boosting their revisit intentions, which become the future behavioral intentions of the tourists coming to the destination.

Despite the prominence of food consumption in the milieu of hospitality and tourism, comparatively little attention has been given to investigate the local food consumption in this research area (Kim et al., 2009; Cohen & Avieli, 2004). In contemporary years, however, limited studies have addressed food consumption and labeled the ethnic or local food involvements in hospitality and tourism environments; from common arguments about tourist eating behaviour and tourist food consumption intention at a tourist destination (e.g., Chang et al., 2010, 2011; Mak et al., 2012; Quan & Wang, 2004) to tourists' aspiration for experiencing ethnic or local food and beverages on their holidays and trips (Cohen & Avieli, 2004; Torres, 2002; Kim et al., 2009). More precisely, Kim et al. (2009) discovered local food experiences and established a conceptual model of local food ingestion at a tourist destination using grounded theory and the model comprised of three categories: motivational factors, demographic factors and physiological factors. Ha and Jang (2010) gave tentative description of the elements affecting local food and beverages consumption by tourists. But Kim et al. (2012) empirically verifies the conceptual model study of local food consumption based on grounded theory at a tourist destination projected by Kim et al. (2009). Based on the above arguments, this study framed research objectives: (i) to quantitatively investigate factors influencing the ethnic food consumption intention in a tourist destination and (ii) to examine the relationship among the key factors i.e. Motivations, food neophobia and consumption intentions.

LITERATURE REVIEW

Ethnic Food

Ethnic food has become one of the attraction in their own destination where tourists can relish the local food, and participate or experience the country's ethnic diversity and culinary heritage. Ethnic food is defined as food that originates from human culture and biological phenomena of human which have major socio-cultural worth and imperative notion in human values and also ethnic food is appreciated to offers culinary variety and a thrill of adventure (Tey et al., 2018). Therefore, ethnic food has become part of a multicultural, multiethnic urban tourism product. Ethnic gastronomy is very prevalent among local residents; for them it symbolizes a substitute for travelling as they can taste the exotic cuisines without going to exotic places (Deveci et al., 2013).

Relationship between Food Neophobia and Motivation of Tourists' Ethnic Food Consumption

Food or gastronomy is a major tourist attraction and major motivations for travel. Motivation highlights people's behavior. It is described as psychological/biological requirements and wants that provoke, direct, and integrate the individual's behavior and activity (Dann, 1981; Iso-Ahola, 1980). Yet, many of the prior tourism studies have mostly concentrated on food tourist motivations for tourism-related actions and their on-site behaviour at a certain destination (Chang, Kivela & Mak, 2011). Beverley and Stefanie (2003) has revealed that motivations (indulgence, comfort/relaxation, experience, social occasion, discovery and health) are essential factors that impact the tourist's preferences of eating out at the restaurants or any destination. In terms of the motivational drivers, modern customers look for a worthy overall restaurant experience. As a result, ethnic restaurants are becoming ever more popular in many countries. They observed that ethnic food is motivation for food consumption for any social or formal occasions, to enjoy rich and appetizing foods, and represent the "safe" core that entice to almost all customers (Restaurant Magazine, USA, 2000).

Tourists eat to survive, but they also devour food to discover the place and the practice of gastronomy include the comprehensive amount of information of worth for both socializing with others and for personal well-being. But, new and sometimes unavoidable or unexpected experiences during travel may frequently create adverse psychological consequences for tourists, such as neophobia. Even though contemporary tourists are motivated to show admiration and to adapt themselves to diverse cultures, many tourists or consumers may hesitate or even fear to do so, predominantly in the case of tasting local or ethnic food, because consumption, drinking and food choices are composite behaviours that are resolute by many factors (Koster, 2009). Therefore, it is thinkable to identify food neophobia both as a personality trait and behavior; its impact on motivation that expects the inclination to try some familiar foods or unfamiliar (Kim et al., 2009; Eertmans et al., 2005). Many recent studies have revealed that food-related personality traits (FRPTs) may play a major role in influencing tourist's food consumption motivations and intentions (e.g. Chang, Kivela, & Mak, 2010; Mak, Lumbers, Eves, & Chang, 2012). Currently, many researchers have suggested utilizing food-related personality traits in the investigation of tourists' food habits (e.g. Brown et al., 2006; Kim et al., 2010; Chang, 2017).

Based on the prior discussion of the relationship between motivation for tourists' ethnic food consumption and food neophobia toward ethnic food, the following hypotheses is proposed.

Hypothesis 1: Tourists' Food neophobia has a significant impact on tourists' motivation to consume ethnic food.

Relationship between motivation for ethnic food consumption and tourists' intention for ethnic food consumption.

Motivation has been known as a multi-dimensional concept utilizing significant impact on tourist's food eating behaviour (Mak, Lumbers, Eves & Chang, 2012). Instead of this, there are diverse studies that mainly focused on the exploration of the motivations and perceptions of the foreign tourists with respect to the gastronomy tourism of some places like Bosnia (Pestek & Cinjarevic, 2014), Ghana (Adongo, Anuga & Dayour, 2015), Laos (Staiff & Bushell, 2013), Vietnam (Avieli, 2013), and China (Chen & Huang, 2016).

According to Vabo & Hansen (2014), Food choice intention is a complex and multifarious phenomenon considering the number of elements that every consumer has to go through to make the decision where and what to eat normally. The Intention is termed as one of "the motivational factor that impact a behaviour and to identify how hard people are passionate to attempt or how much effort individual would exert to attain the behaviour" (Armitage & Conner, 2001; Ajzen, 1991). Due to a diverse variety of food accessibility, food choice is not always taken according to the requirements of the human body. There is no certain evidence on why consumers decide to consume new or ethnic food over regular food, or the other way around (Visintin et al., 2012). There is a need to expand the understanding of a person's food consumption motivation (Shin et al., 2016). There is a study that shows that food consumption motivation has also a significant effect on the intention to consume organic food and make consumers spend more on those products (Shin et al., 2016). In addition, they disclosed that psychological factors consist of both food neophobia and food neophili. In the Malaysian context, previous research demonstrate that positive attitude concerning organic products will lead the inclination to pay higher amounts for these products (Ahmad & Juhdi, 2010). Likewise, attitude is also found to have substantial influence on halal food consumption intention (Alam & Sayuti, 2011; Karijin, et al., 2007). Therefore, tourists may express varying attitudes towards ethnic food. In the associated literature, researchers have extensively examined the elements that have an impact on tourist's local or ethnic food preferences. Hence, these studies do not provide a broad viewpoint on the effects of ethnic food involvement on the multi-dimensional features of ethnic food-related elements, nor research has identified the effects of food-related personality traits like food neophobia and motivations on ethnic food consumption intention.

Based on the prior discussion of the relationship between motivation for tourists' ethnic food consumption and tourists' intention toward ethnic food, the following hypothesis is proposed.

Hypothesis 2: Tourists' motivation has a significant impact on tourists' intention to consume ethnic food.

The relationship between food neophobia and tourists' intention consumption of ethnic food.

Food neophobia is term defined as "the unwillingness to eat and/or escaping of novel foods" (Fischler, 1988; Pliner & Hobden, 1992), and "a kind of behaviour that discards any unfamiliar food proposals" (Dimitrovski & Crespi-Vallbona, 2017). Wu et al.'s (2016) study revealed that the elements negatively influencing tourist's local food eating are safety anxieties, table manners, communication difficulties, emotional attraction and food neophobia. According to Furst et al. (1996), personal aspects such as psychological traits like food neophobia exert their effect on food choice and motivation through the negotiation of values by the individual. These values comprise of sensory perceptions, health and nutrition beliefs and convenience. Food-related personality traits (FRPTs) can be described as individual characteristics that exert a prevalent influence on a wide range of food choice and consumption intention of ethnic food. Two of the most prominent FRPTs that can impact tourist food consumption intention are food neophobia and variety seeking.

Recently many research study results on many destinations such as Hong Kong (Mak et al., 2017), Antalya (Kilic, 2017) and Macau (Ji et al., 2016) reveals that there is a negative correlation between tourist's neophobia and their ethnic food consumption intentions.

Based on the previous studies or discussion of the relationship between food neophobia and tourists' intention toward ethnic food, the following hypotheses is proposed

Hypothesis 3: Food neophobia has a significant impact on tourists' intention to consume ethnic food.

This study not only provide theoretical implications but also provide practices since the hospitality and tourism enterprises of the city benefit from knowing the prominence of the local gastronomy as variables of concern for the tourist.

The greater or lesser interest of tourists visiting the Jammu and Kashmir in tasting and getting to know the Ethnic gastronomy involves the culinary variable becoming another suitable tool for the promotion and tourist attraction of a certain geographic area.

RESEARCH METHODOLOGY

Questionnaire Design

The self-administered survey was employed in this study, which was intended to examine tourists' intention towards ethnic food in Jammu. A questionnaire was developed to

measure each construct and most of the measurement items used in the study were adapted from previous studies and modified to fit the scope of this research. Items for food motivations taken from previous studies like Mak et al. (2012); Mak et al. (2017); Dimitrovski et al. (2017). This study adopted the Food Neophobia Scale (FNS) developed by Pliner and Hobden (1992) and same scale used in many recent studies such as Mak et al. (2017); Jaeger et al. (2017); Helland et al. (2017). Intentions scale items were taken from the Seo et al. (2014); Yazdanpanah et al. (2015); Choe et al. (2018); Verma et al. (2018). The motivation dimensions for ethnic food consumption includes exciting experience, escape from routine, health concern, cultural experience, togetherness, sensory appeal (Mak et al., 2017).

The questionnaire to achieve the research objectives of this study, this questionnaire is divided into four sections. The questionnaire was written in English. Section one comprised of demographic profile of the tourists and section second consisted of 25 questions and was divided into four parts: Firstly questions focused on tourists' motivation for eating out while on holiday using a five-point Likert scale (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). In third section questions focused on the food-related personality trait i.e. food neophobia that influenced tourists using a five-point Likert scale (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). Section fourth covered 14 questions pertaining to tourist's intention regarding their intentions for Ethnic food consumption using a five-point Likert scale.

MEASUREMENT VARIABLES

Sample and Data Collection

After making the required revisions, the questionnaire was administered to a Stratified Random sample size of 350 from tourists visiting Jammu. According to 2018 statistics by Directorate of Tourism Kashmir, Department of Tourism Jammu & Kashmir, the number of tourists visited to Jammu the formula applied in the table is the one used by Krejcie and Morgan (1970). The confidence level taken is 95% with 5% margin of errors. The questionnaires were distributed and collected for 2 months from January to February in 2019. A total of 323 questionnaires were returned; 18 of them were deleted due to incomplete responses. Thus, 305 use able data was retained and used in the regression analysis.

DATA ANALYSIS AND FINDINGS

Frequency analysis was used to analyze respondents' demographic profile information. Average mean scores

were intended on the food neophobia, motivation and intentions to consume the ethnic food. The demographic profile of respondents is displayed in Table 1. Of the 305 respondents, 55.74% were females and 44.26% were males. 63.93% of the respondents fall in the age group of 20-40 years and 27.2% are between the age of 40-60 years. Around 46.56% of respondents were students and 17.38% were businessman and 16.06% were servicemen or women. Married respondents made up 44.8% of the sample, and about half of the respondents were single and half of college graduates (Bachelor's degree) and 56.40% of respondents had less than Rs 10,000 monthly income. The answer to the question about the frequency of average paying for eating food broke down as follows: 45.9% of the respondents are paying less than Rs 1000, 28.52% are paying between Rs 1000-2000, 21.33% are paying between Rs 2000-3000.

Table 1: Profile of the Respondents (N = 305)

Variable	Categories	N	%
Gender	Male	135	44.26
	Female	170	55.74
Age	Below 20	23	7.54
	20-40	195	63.93
	40-60	83	27.2
	Above 60	4	1.31
Occupation	Service	49	16.06
	Student	142	46.56
	Business	53	17.38
	House-wife	36	11.80
	Professional	25	8.29
Marital Status	Single	151	49.50
	Married	135	44.26
	Separated	6	1.97
	Divorced	13	4.26
Qualification	Illiterate	3	0.98
	Primary	1	0.33
	Secondary	8	2.62
	Higher Secondary	47	15.41
	College	152	49.84
	Other	94	30.82
Monthly Income	Less than 10,000	172	56.40
	10,000-20,000	22	7.21
	20,000-30,000	22	7.21
	30,000-40,000	52	17.05
	Above 40,000	37	12.13
Average Billing	Less than 1000	140	45.9
	1000-2000	87	28.52
	2000-3000	67	21.97
	More than 4000	11	3.6

Table 2: Mean Standard Deviation of the Dimension

Statement	Mean	SD.
Dimension Motivation		
When tasting ethnic food I have an expectation that it is exciting.	3.73	0.84
Experience of ethnic food in its original place makes me excited.	3.87	0.81
Tasting ethnic food is thrilling to me.	3.68	0.78
Tasting ethnic food makes me feel exhilarated (happy).	3.81	0.83
Tasting ethnic food on holiday helps me to relax.	3.74	0.82
Tasting ethnic food on holiday takes me away from the crowds and noise.	3.51	0.91
Tasting ethnic food on holiday makes me not worry about routine.	3.61	0.85
Ethnic food contains a lot of fresh ingredients produced in a local area.	3.86	0.84
Tasting ethnic food keeps me healthy.	3.89	0.86
Ethnic food is nutritious.	3.81	0.96
Experiencing ethnic food gives me an opportunity to increase my knowledge about different cultures.	3.67	1.08
Experiencing ethnic food helps me see how other people live.	3.53	1.01
Experiencing ethnic food makes me see the things that I don't normally see.	3.66	1.07
Experiencing ethnic food enables me to learn what this local food tastes like.	3.58	0.92
Experiencing ethnic food allows me discover something new.	3.77	0.88
Tasting ethnic food in an original place is an authentic experience.	3.70	0.87
Tasting ethnic food in its traditional setting is a special experience.	3.53	1.01
It is important to me to taste ethnic food in its original regions (countries).	3.66	1.07
Tasting ethnic food enables me to meet new people with similar interests.	3.58	0.92
Tasting ethnic food enables me to have an enjoyable time with friends and/or family.	3.75	0.77
Having ethnic food increases friendship or kinship.	3.62	0.81
It is important to me that the ethnic food I eat on holiday smells nice.	3.75	0.94
It is important to me that the ethnic food I eat on holiday looks nice.	3.48	1.01
It is important to me that the ethnic food I eat on holiday has a pleasant texture.	3.53	0.99
It is important to me that the ethnic food I eat on holiday tastes good.		
Dimension Food Neophobia		
I am constantly sampling new foods.	3.455	1.118
If I don't know what a food item is, I won't try it.	3.865	0.931
I like foods from different cultures.	3.762	1.006
At dinner parties, I will try new foods.	3.777	1.052
I am afraid to eat things I have never had before.	3.865	0.882
I like to try new ethnic restaurants.	3.672	0.842
Dimension Intention		
I think consuming ethnic food during my visitation is enjoyable.	3.695	0.752
I think consuming ethnic food during my visitation is fun.	3.668	0.800
I think consuming ethnic food during my visitation is pleasant.	3.704	0.745
I think consuming ethnic food during my visitation is flavorful.	3.829	0.791
I like consuming ethnic food during my visitation.	3.511	1.005
Most people who are important to me think I should consume ethnic food when travelling.	3.518	0.081
It is expected of me that I should consume ethnic food when travelling.	3.583	0.084
People whose opinions I value would prefer that I consume ethnic food when travelling.	3.544	0.099
Whether or not I consume ethnic food when travelling is completely up to me.	3.626	0.900
I am confident that if I want, I can consume ethnic food when travelling.	3.724	0.847
I have resources to consume ethnic food when travelling.	3.816	0.813
I am willing to consume ethnic food when travelling.	3.727	0.887
I want to consume ethnic food if I have a chance to revisit.	3.754	0.858
I expect to consume more ethnic food if I have a chance to revisit.		

Table 3 depicts the strength of association between food neophobia (X) and motivation (Y). The regression coefficient $\beta = 0.873$ shows that motivation, which is a dependent variable, changes by 0.94 units for each change in food neophobia, which is an independent variable. Thus we find that This suggests that the independent variables in this study, namely food neophobia explain 87.3% of variances in motivation of ethnic food consumption. The regression coefficient $\beta = 0.095$ shows that motivation, which is a dependent variable, changes by 0.940 units for each change in food neophobia, which is an independent variable. The p-value = 0.180 which is statistically significant at 5% level of significance. Thus, it is concluded that there is an impact

of food neophobia on motivation towards the consumption of ethnic food and therefore, H1 is accepted.

Table 4 depicts the strength of association between food neophobia (X) and intention (Y). The regression coefficient $\beta = 0.59$ shows that intention, which is a dependent variable, changes by 0.815 units for each change in food neophobia, which is an independent variable. Thus we find that intention is influenced by food neophobia and the value of $r^2 = 0.707$ which indicates that about 70.7% changes in intention is due to food neophobia. The p-value = 0.069 which is statistically significant at 5% level of significance. Thus, it is concluded that there is an impact of food neophobia on intention towards the consumption of ethnic food and therefore, H2 is accepted.

Table 3: Regression Analysis of Food Neophobia on Motivation

Multiple R	0.9345				
R – Square	0.8733				
Coefficient of correlation					
ANOVA	Degree of Freedom	Sum of Square	Mean Sequence	F- Value	Significance F
Regression	1	77.538	77.538	2089.319	0.003
Residual	303	11.244	0.037		
Total	304	88.782			
	Coefficient	Standard error	t stat	p-value	
Intercept	0.095	0.0707	1.3422	0.1805	
X-Variable	0.9407	0.0205	45.709	0.022	

Table 4: Regression Analysis of Food Neophobia on Intention

Multiple R	0.8400				
R – Square	0.7075				
Coefficient of correlation					
ANOVA	Degree of Freedom	Sum of Square	Mean Sequence	F- Value	Significance F
Regression	1	60.44760	.447726	.580	0.002
Residual	303	25.207	0.0831		
Total	304	85.655			
	Coefficient	Standard error	t stat	p-value	
Intercept	0.59050	.116445	.07128	0.2805	
X-Variable	0.8151	0.03024	26.955	0.342	

Table 5: Regression Analysis of Motivation on Intention

Multiple R	0.95420				
R – Square	0.9105				
Coefficient of correlation					
ANOVA	Degree of Freedom	Sum of Square	Mean Sequence	F- Value	Significance F
Regression	1	99.94899.948	3082.63	0.033	
Residual	303	11.244	0.037		
Total	304	9.8242	0.0324		
	Coefficient	Standard error	t stat	p-value	
Intercept	0.28330.	07113	.9816	0.1302	
X-Variable	1.0661	0.01920	55.521	0.022	

Table 5 depicts the strength of association between motivation (X) and intention (Y). The regression coefficient $\beta = 0.283$ shows that intention, which is a dependent variable, changes by 1.06 units for each change in motivation, which is an independent variable. Thus we find that intention is influenced by motivation and the value of $r^2 = 0.910$ indicates that about 91% changes in intention is due to motivation. The p -value = 0.085 which is statistically significant at 5% level of significance. *Thus, it is concluded that there is an impact of motivation on intention towards the consumption of ethnic food and therefore, H3 is accepted.*

CONCLUSION AND IMPLICATION

The conceptual model of local food consumption based on grounded theory (Kim et al., 2009) suggested associations among factors such as motivations, demographics, and physiological factors. This study empirically examined these relationships with other factors like ethnic food consumption intention, motivation and food neophobia. As per the data analysis, Hypothesis 1, Hypothesis 2 and Hypothesis 3 are accepted at 95% confident interval. They indicate that motivation for food and food neophobia have positive impact on customer consumption intention. Both these impacts account for 70.7 & and 91% respectively indicating that the impact is considerably high. Comparatively, food neophobia has marginally higher impact on food motivation. Particularly, this study explored the motivational factors to devour new food such as health concern, escape from the

routine, cultural experiences, sensory appeal motivates individual to try new food. Iso-Ahola (1982) also proposed that tourist motivations are inclined by both a process of escaping personal or interpersonal environment and seeking personal or interpersonal rewards. Similarly, tourists do not just want to have an escape approach towards taking a holiday, they also want to seek new experiences at the destination like local food tasting. In this regard, greater motivation towards the local cuisine translates into a positive impact on tourists' intention that implies a higher planned expenditure, a maximum behavioral loyalty and greater appreciation of ethnic cuisine. The findings in the study reveal that more neophobic tourists would still be motivated by the Cultural factor and Interpersonal factor. This shows that the "symbolic" significance (Mak et al., 2012) of the Culture and Interpersonal factor may compensate the effect of food neophobia.

In analysis, this is also discovered that ethnic food consumption intention is explained by three independent variables i.e. attitude, subjective norm and perceived behavioural control, which positively influence the local food consumption intention. Tourists' positive attitude related to local or ethnic food such as enjoyment, fun and pleasant experience during their visitation were positively linked to ethnic food consumption intention. Social influences such as friends, relatives, community, and family were positively linked to local food consumption intention. The inter-personal obligations or behaviour within a person were positively linked to consumption intention of the tourists.

This study delivers useful information and evidences for marketers of tourism and hospitality management. The outcomes advise that food-related personality traits (FRPTs) can be an influential factor. The outcomes from this study may be useful for the continued development of ethnic food and beverages of the region as a tourist attraction. It is vital for marketers to target tourists who are willing to try local cuisine, and the apprehension to try the local food should be considered during organising food-related festivals and events because food neophilic and high food-involvement in tourists can be dedicated and be likely to become repeat visitors at the destination. For tourism marketers, relevance of the measurement scale can also present them with detailed information on the marketing strategies for ethnic food development in tourism. For instance, with regard to 'sensory appeal', marketers and policymakers should understand that consumption of local food or ethnic food can enrich tourist experiences by reinforcing the sense of exclusive regional identity and place. Therefore, they should persuade cooks and chefs to expand the kitchen skills to create better taste, smell and appearance of ethnic food.

Promotion and distribution action need to come from all quarters in a cooperative manner. Ethnic food eateries and local events endorse the food need to be supported and encouraged by various means. When positive intentions of the tourists toward ethnic food acceptance increases, it would have a positive ripple impact on food industries and tourism industry.

The input and the quest of this research could also be further explored the position of ethnic food as an important element in consumer's preference while selecting food options. Moreover, "authentic" ethnic food or "authentic taste" can also be used as a branding instrument to attract visitors and tourists to that destination. There is an interesting implication that ethnic food experience influences customers' intention to visit Jammu.

Food is often considered as being eloquent identity and integral component of heritage and cultural riches. It is also well recognized that food when prepared, produced, and eaten is essentially a part of the culture of a particular area and that it does not merely depend on its excellence but also infused with human culture. The multi-ethnic and cultural groups in Jammu provide an ideal place for recognition and progress of interest in ethnic culinary as Dogra cuisines. Räisänen (2016) present two concepts that narrate the promotion of gastronomy and tourism industry from an economic viewpoint: first, local food or ethnic food, which denotes to the culinary dishes or traditional cuisine of a geographic area and second, local food market that shares

the gastronomic specialities and the gastronomic culture of a particular geographic region and their consumption in certain establishments. Subsequently, food tastes can be communicated and acquired more easily than other cultural products, such as tradition, language and belief systems, ethnic food is the ideal medium for strengthening ethnic identity and country unique heritage.

REFERENCES

- Adongo, C. A., Anuga, S. W., & Dayour, F. (2015). Will they tell others to taste? International tourists' experience of Ghanaian cuisines. *Tourism Management Perspectives*, 15, 57-64.
- Ahmad, S. N. B., & Juhdi, N. (2010). Organic food: A study on demographic characteristics and factors influencing purchase intentions among consumers in Klang Valley, Malaysia. *International Journal of Business and Management*, 5(2), 105.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 93-114.
- Ajzen, I. (2015). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions. *Rivista di Economia Agraria/Italian Review of Agricultural Economics*, 70(2), 121-138.
- Alam, S., & Sayuti, N. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.
- Antonlioli Corigliano, M. (1995). *Enoturismo: Caratteristiche della domanda, strategie dell'offerta e aspetti territoriali e ambientali*. Franco Angeli: Milano.
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471-499.
- http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf
- Avieli, N. (2013). What is 'local food?' Dynamic culinary heritage in the world heritage site of Hoi An, Vietnam. *Journal of Heritage Tourism*, 8(2-3), 120-132.
- Beverly, S., John, B., & Stefanie, K. (2003). Restaurants and the tourist market. *International Journal of Contemporary Hospitality Management*, 15(1), 6-13.
- Brown, G. P., Havitz, M. E., & Getz, D. (2006). Relationship between wine involvement and wine-related travel. *Journal of Travel & Tourism Marketing*, 21(1), 31-46.
- Caber, M., Yilmaz, G., Kiliçarslan, D., & Öztürk, A. (2018). The effects of tour guide performance and

- food involvement on food neophobia and local food consumption intention. *International Journal of Contemporary Hospitality Management*, 30(3), 1472-1491.
- Chang, R. C. Y. (2017). The influence of attitudes towards healthy eating on food consumption when travelling. *Current Issues in Tourism*, 20(4), 369-390.
- Chang, R. C., Kivela, J., & Mak, A. H. (2010). Food preferences of Chinese tourists. *Annals of Tourism Research*, 37(4), 989-1011.
- Chang, R. C., Kivela, J., & Mak, A. H. (2011). Attributes that influence the evaluation of travel dining experience: When east meets west. *Tourism Management*, 32(2), 307-316.
- Chen, Q., & Huang, R. (2016). Understanding the importance of food tourism to Chongqing, China. *Journal of Vacation Marketing*, 22(1), 42-54.
- Choe, J. Y. J., & Kim, S. S. (2018). Effects of tourists' local food consumption value on attitude, food destination image, and behavioral intention. *International Journal of Hospitality Management*, 71, 1-10.
- Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research*, 31(4), 755-778.
- Dann, G. M. (1981). Tourist motivation an appraisal. *Annals of Tourism Research*, 8(2), 187-219.
- Deveci, B., Türkmen, S., & Avcikurt, C. (2013). Kırsal Turizm İle Gastronomi Turizmi İlişkisi: Bigadiç Örneği. *International Journal of Social and Economic Sciences (IJSES)*, (2), 29-34.
- Dimitrovski, D., & Crespi-Vallbona, M. (2017). Role of food neophilia in food market tourists' motivational construct: The case of La Boqueria in Barcelona, Spain. *Journal of Travel & Tourism Marketing*, 34(4), 475-487.
- Dohee, K. (2018). *Causes, experiences, and consequences of ethnic food consumption: A case study of Korean restaurants in Sweden*.
- Durlu-Özkaya, F. (2009). *Türk Mutfağında Zeytinyağı*. Eflatun Yayinevi, Ankara.
- Eertmans, A., Victoir, A., Vansant, G., & Van den Bergh, O. (2005). Food-related personality traits, food choice motives and food intake: Mediator and moderator relationships. *Food Quality and Preference*, 16(8), 714-726.
- Fischler, C. (1988). Food, self and identity. *Social Science Information*, 27(2), 275-292.
- Furst, T., Connors, M., Bisogni, C. A., Bobal, J., Falk, L. W. (1996). Food choice: A conceptual model of the process. *Appetite*, 247-266.
- Ha, J., & Jang, S. S. (2010). Effects of service quality and food quality: The moderating role of atmospherics in an ethnic restaurant segment. *International Journal of Hospitality Management*, 29(3), 520-529.
- Hall, C. M., & Mitchell, R. (2005). Gastronomic tourism: Comparing food and wine tourism experiences. In M. Novelli (Ed.), *Niche Tourism: Contemporary Issues, Trends and Cases*. Oxford, UK: Butterworth-Heinemann.
- Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste in food tourism around the world.
- Helland, S. H., Bere, E., Bjørnarå, H. B., & Øverby, N. C. (2017). Food neophobia and its association with intake of fish and other selected foods in a Norwegian sample of toddlers: A cross-sectional study. *Appetite*, 114, 110-117.
- Herrera, C., Herranz, J., & Arilla, J. (2012). How can we define gastronomic tourism? UNWTO (2012), Global Report on Food Tourism, Madrid, (pp. 6-9).
- Hjalager, A. M., & Corigliano, M. A. (2000). Food for tourists - Determinants of an image. *International Journal of Tourism Research*, 2(4), 281-293.
- Iso-Ahola, S. E. (1982). *The social psychology of leisure and recreation*. Dubuque, IA: Wm. C. C. Brown Co.
- Jaeger, S. R., Rasmussen, M. A., & Prescott, J. (2017). Relationships between food neophobia and food intake and preferences: Findings from a sample of New Zealand adults. *Appetite*, 116, 410-422.
- Ji, M., Wong, I. A., Eves, A., & Scarles, C. (2016). Food-related personality traits and the moderating role of novelty-seeking in food satisfaction and travel outcomes. *Tourism Management*, 57, 387-396.
- Karijin, B., Iris, V., Florence, B. B., & Wim, V. (2007). Determinants of halal meat consumption in France. *British Food Journal*, 109(5), 367-386.
- Kılıç, G. D. (2017). *Tourists' local food consumption behaviour at all inclusive hotels: A study in Antalya* (Master of science thesis). Akdeniz University, Social Sciences Institute, Tourism Management Programme, Antalya-Turkey.
- Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, 28(3), 423-431.
- Kim, Y. G., Eves, A., & Scarles, C. (2012). Empirical verification of a conceptual model of local food consumption at a tourist destination. *International Journal of Hospitality Management*, 33, 484-489.

- Kim, Y. H., Goh, B. K., & Yuan, J. (2010). Development of a multidimensional scale for measuring food tourist motivations. *Journal of Quality Assurance in Hospitality & Tourism, 11*(1), 56-71.
- Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research, 30*(3), 354-377.
- Köster, E. P. (2009). Diversity in the determinants of food choice: A psychological perspective. *Food Quality and Preference, 20*(2), 70-82.
- Kozak, M. (2002). Genel Turizm Bilgisi, Anadolu Üniversitesi, Açıköğretim Fakültesi Yayını, Eskişehir.
- Long, M. L. (2004). *Culinary tourism*. The University Press of Kentucky, USA.
- Mak, A. H., Lumbers, M., & Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research, 39*(1), 171-196.
- Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management, 31*(3), 928-936.
- Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2017). The effects of food-related personality traits on tourist food consumption motivations. *Asia Pacific Journal of Tourism Research, 22*(1), 1-20.
- National Restaurant Association. (2015). 2015 Restaurant industry forecast. Retrieved from <https://www.restaurant.org/Downloads/PDFs/NewsResearch/research/ForecastExecSummary2015-FINAL.pdf>
- Okumus, B., Okumus, F., & McKercher, B. (2007). Incorporating local and international cuisines in the marketing of tourism destinations: The cases of Hong Kong and Turkey. *Tourism Management, 28*(1), 253-261.
- Peštek, A., & Činjurević, M. (2014). Tourist perceived image of local cuisine: The case of Bosnian food culture. *British Food Journal, 116*(11), 1821-1838.
- Pliner, P., & Hobden, K. (1992). Development of a scale to measure the trait of food neophobia in humans. *Appetite, 19*(2), 105-120.
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management, 25*(3), 297-305.
- Salleh, H. S., Noor, A. M., Mat, N. H. N., Yusof, Y., & Mohamed, W. N. (2015). Consumer-intention towards the consumption of functional food in Malaysia: Their profiles and behaviours. *The International Business & Economics Research Journal (Online), 14*(4), 727.
- Seo, S., Kim, O. Y., Oh, S., & Yun, N. (2014). Influence of informational and experiential familiarity on image of local foods. *International Journal of Hospitality Management, 34*, 295-308.
- Shah Alam, S., & Mohamed Sayuti, N. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management, 21*(1), 8-20.
- Shin, Y. H., & Hancer, M. (2016). The role of attitude, subjective norm, perceived behavioral control, and moral norm in the intention to purchase local food products. *Journal of Foodservice Business Research, 19*(4), 338-351.
- Shin, Y. H., Im, J., Jung, S. E., & Severt, K. (2018). The theory of planned behavior and the norm activation model approach to consumer behavior regarding organic menus. *International Journal of Hospitality Management, 69*, 21-29.
- Staiff, R., & Bushell, R. (2013). The rhetoric of Lao/French fusion: Beyond the representation of the Western tourist experience of cuisine in the world heritage city of Luang Prabang, Laos. *Journal of Heritage Tourism, 8*(2-3), 133-144.
- Susheela, U. (1998). *Food product design: New ethnic entrees*. Northbrook, IL (Illinois): Weeks Publishing Co.
- Tey, Y. S., Arsil, P., Brindal, M., Liew, S. Y., Teoh, C. T., & Terano, R. (2018). Personal values underlying ethnic food choice: Means-end evidence for Japanese food. *Journal of Ethnic Foods, 5*(1), 33-39.
- Ting, H., Tan, S. R., & John, A. N. (2017). Consumption intention toward ethnic food: Determinants of Dayak food choice by Malaysians. *Journal of Ethnic Foods, 4*(1), 21-27.
- Torres, R. (2002). Toward a better understanding of tourism and agriculture linkages in the Yucatan: Tourist food consumption and preferences. *Tourism Geographies, 4*(3), 282-306.
- Vabø, M., & Hansen, H. (2014). The relationship between food preferences and food choice: A theoretical

discussion. *International Journal of Business and Social Science*, 5(7).

- Verma, V. K., & Chandra, B. (2018). An application of theory of planned behavior to predict young Indian consumers' green hotel visit intention. *Journal of Cleaner Production*, 172, 1152-1162.
- Wu, K., Raab, C., Chang, W., & Krishen, A. (2016). Understanding Chinese tourists' food consumption in the United States. *Journal of Business Research*, 69(10), 4706-4713.
- Yazdanpanah, M., & Forouzani, M. (2015). Application of the theory of planned behaviour to predict Iranian students' intention to purchase organic food. *Journal of Cleaner Production*, 107, 342-352.
- Yun, D., Hennessey, S. M., & MacDonald, R. (2011). Understanding culinary tourists: Segmentations based on past culinary experiences and attitudes toward food-related behaviour.